

The Billboard

**NEW WAYS TO BUILD
AUTUMN BUSINESS**

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

Adult Disks Grow to Man-Sized Industry

Never Has So Much in Grown-Up Fare Been Offered; Pop Records Still Solid

By IS HOROWITZ

NEW YORK, Sept. 18. — Recorded entertainment aimed at the adult American is currently undergoing its most rapid development in the history of the industry.

Probably never before has so much music, talk or just plain sound been etched onto flat disks for the specific enjoyment, edification or instruction of the mature record buyer. And the stuff is selling. As dealers and manufacturers discover, to their pleasure, the profit picture in "grown-up" wax, they are devoting more of their attention to it. From all indications, the potential for further growth is still shrouded in some rosy future haze.

Good Backbone

All this is happening while the traditional backbone of the business remains firm and healthy. American youngsters are still shelling out hard cash for current pop fare. As long as the record industry can continue to pace the trends, there is no reason to believe that this ever-replenishing base will lose its taste for a singable or danceable waxing.

The adult market is primarily a package market. This is not to say that adults don't buy pop singles, or teen-agers buy albums. Of course they do. It merely means that more adults buy albums and more kids buy singles.

Dealers and manufacturers who direct their promotion and creative thought to attracting the market aimed at reap the greatest harvest. This has always been true, but a current development in one segment of the market illustrates the axiom anew.

Kiddie Records

The many thousands of kiddie records sold have always been purchased by their elders. Yet for many years, all art work and much of the content has been directed at catching the eye and ear of junior. Of late there has been a significant change in content in many kiddie records. Most major record companies, for instance, are cutting more classical music for moppets (The Billboard, September 11)—with suitable story material, of course.

They're doing it, however, because a few experimenters have been successful. Enough parents who spend the dough want this type of waxed entertainment for their offspring. So the package is aimed at the child thru his parent.

Casual Casals Become Boom

NEW YORK, Sept. 18.—What started as a cautious experiment four years ago has set a pattern followed today by all record companies. When Columbia released its first multi-disk limited edition of recording made at the Prades Casals Festival, it set a moderate sales goal of 2,000 sets. In the early days of LP even this was a daring goal for an esoteric collection.

The first Casals set was followed by other library editions, then broken up and sold as singles, and by next month Columbia will have issued a total of 36 Casals LP's. Cumulative sales are now well over the 250,000 mark.

NBC SYMPHONY SEEKS RE-BIRTH VIA LP RECORD

NEW YORK, Sept. 18. — The former NBC Symphony Orchestra, disbanded by the network upon the retirement of Arturo Toscanini last April, will be back in an accustomed groove Tuesday (20) when it again assembles for a recording session.

But this time the date will be held under its own auspices in an ambitious move to launch the ork, newly named The Symphony of the Air, as an independent property. The resulting LP will be used as a dual fund-raising and promotion device to dramatize the ork's attempt to return itself to the status of a performing organization.

The ork, formerly recorded exclusively by RCA Victor, will have its session supervised by Livingston Electronics, high fidelity equipment manufacturer and disk producer. The initial pressing order of 5,000 copies will go to the custom department of either Victor or Columbia.

Unusual facet of the recording date is that there will be no conductor. With Toscanini in Italy, the ork will play without anyone on the podium, but the repertoire selected will be perennials of
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Alas, Poor Network Radio, We Knew It Once, Says Report

Death by 1956 Agency Survey Predicts, TV Now Sustains Life

By SAM CHASE

NEW YORK, Sept. 18. — The four national radio networks will continue operations for only slightly over another year, according to a report prepared by one of the nation's leading advertising agencies for its top executives and clients.

The analysis, an intensive survey into the current state of web radio and its prospects for the future, predicts that by 1956 the networks will have been "liquidated," or that only one, at most, will still be functioning. Because the agency is still a network radio client, it has asked that its name be withheld at this time.

TV's Power

Network radio today owes both its continued existence and its forthcoming demise to the rise of video, contradictory as that may seem. The body blow to radio listening by the rise of TV is an old story. But it is because of

that very rise that some of the radio webs have been reluctant to give up the ghost to date.

However, the picture should be sufficiently changed by the beginning of 1956 to permit the networks to bow out of radio gracefully without endangering themselves by a premature move.

There is a good chance, the report says, that the disintegration of at least two AM networks would have occurred perhaps even by now, were it not for the fact that all web brass is awaiting the time when there will be from 600 to 700 TV stations on the air. This, according to trade estimates, should be in the beginning of 1956, and it will be then, the agency report stresses, that the AM webs will, like old soldiers, fade away.

Affiliate Problem

The significance of the 600-700 TV stations derives from the fact that in many single-station TV markets the radio and video outlets are owned by the same company. Thus, should one of the major radio webs call it quits, its local affiliate would likely shift to the rival, doubtless bringing its TV adjunct along with it. However, when there are close to 700 video outlets on the air, each major TV web will be covered in important markets with an affiliate of its own, and will not have quite the same fear.

Nevertheless, it can be anticipated that when the day of reckoning comes, it will give rise to maneuvering among the rival network organizations on a plane not yet seen, even in an industry with as competitive a history as the broadcasting field. Any undercurrents of affiliate revolt, whether in radio or television, are certain to be fanned by the rival organizations, and a blazing intramural affiliate battle seems likely to develop.

Exec Opinions

The agency report takes on added significance in the light of recent remarks made by the heads of various networks. The rather pessimistic remarks of Brig. Gen. David Sarnoff, RCA-NBC Board Chairman, in Chicago
(Continued on page 7)

Pact Near for Ads in Jukes

CHICAGO, Sept. 18.—Juke box operators believe paid commercial recordings on their phonographs may be the means of offsetting lower collections and higher operating costs.

But the operators agree they would not use commercials on their music machines if the commercials caused public resentment.

Meantime, George A. Miller, president of Music Operators of America, said he expected to sign a contract with Pantages Advertising Agency, Los Angeles, no later than Monday or Tuesday. The contract would give Pantages MOA's official endorsement to approach national advertisers.

The Billboard spotchecked music operator opinion on juke box commercials following an attack
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NEWS OF THE WEEK

Vidfilm Costs Spiral Upwards, But Product Improves . . .

Vidfilm costs continue to soar, with ceiling still far from being established. Quality however, gets better. . . . [Page 2](#)

General Teleradio Sponsorship Pattern: All or Nothing at AM . . .

The sponsorship pattern on the super-budgeted General Teleradio feature films indicates that advertisers will have to buy the whole package or be left out in the cold. Most TV stations are selling the series to a single local sponsor for airing on a once-a-week basis. . . . [Page 6](#)

Most Sponsors Expected to Avoid Color TV Programs Until 1955 . . .

Regular sponsors expected to bypass network color programming until at least 1955. Sponsors of spectaculars are, so far, the only buyers of color. . . . [Page 7](#)

Low NBC-TV Spectacular Rating Draws Hazel Bishop Protest . . .

Hazel Bishop yelps over low rating of first NBC-TV spectacular. First week rating story on this type of show indicates lack of audience interest. . . . [Page 8](#)

Disk Distributors Get Share of Publishers' Royalties as Incentive . . .

Music publishers are now offering cash incentives to record distributors. Latest move by two publishers gives a distributor 10 per cent of their publisher share of record royalties. Jobber who tops his quota by the largest percentage gets the bonus money. . . . [Page 33](#)

Record Mfrs. Releasing More Packages of Higher Quality . . .

The quantity and quality of record packages being released this fall continues to grow. Latest powerhouse releases are Decca's collection of 50 extended play, 14 long play and 12 children's sets; and RCA Victor special Toscanini "Requiem" and Glenn Miller packages. . . . [Page 33](#)

Capitol Records Parries Goody in Fair Trade Fight; Not Ended Yet . . .

Capitol Records halts fair trade policy on its Cetra opera LP's. The move balks attempt by Sam Goody to overthrow Fair Trade Act in Supreme Court appeal, but cut-rater vows continuance of anti-price-fixing battle. . . . [Page 33](#)

California State Fair's 11-Day Stand Breaks Attendance Record . . .

California State Fair, Sacramento, wound up its 11-Day, 100th anniversary run with a record gate of 812,204. Previous high, set in '52, was 767,253. New pari-mutuel betting record also was set, with handle soaring to over \$4,000,000. . . . [Page 63](#)

Kansas Free Fair Business Up; Weather Dents Clay County, Ia. . . .

Kansas Free Fair, Topeka, caught the best weather it has had in more than 20 years and notched up record attendance and a new high in midway receipts. Meanwhile, the Clay County Fair, Ia., one of the nation's strongest county fairs, ran into bad weather and figured to finish with attendance down 20 per cent. . . . [Page 68](#)

'Ice Capades' NY Advance Sale Hits \$128,000 for 12-Day Run . . .

John Harris' "Ice Capades" piled up a \$121,000 advance sale, an increase of \$28,000 over last year, for its 12-day Madison Square Garden run. The New York date marks the start of a 47-week cross-country tour. . . . [Page 63](#)

DEPARTMENTS AND FEATURES

Amusement Games . . . 98	Merchandise . . . 80
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TV Film Costs Highest Yet; Peak Is Nowhere in Sight

Improved Quality Offers Consolation For Sponsor, Agency Budget Woes

HOLLYWOOD, Sept. 18.—Advertisers and ad agencies this season are faced with the highest costs yet for TV film, and the end is nowhere in sight. This hard fact is based largely upon rising production costs, but bank-rollers at least can take consolation from the fact that quality also is improving.

These conclusions are verified by the consensus of three top telefilm producers and one theatrical film producer-director. The TV film men are Roland Reed, Hal Roach Jr., and George Stern, and the theatrical producer is Otto Preminger.

Stern, vice-president of Revue Productions, estimated that production costs have gone up between 15 and 20 per cent on the Republic lot during the past year.

More established stars are being used in pictures than ever before, he said, and this is driving costs upward. When you pay more for a star you usually have to pay more for a story, more for sets, and have an increased production cost all around, he explained. Of course, the product is better, too, but if the trend continues it's possible that a producer might class himself right out of the market.

Roach takes a slightly different

view of the matter. An advertiser who banks a million dollars on the success of a show deserves the best, he declares. A series could still be turned out for \$18,000 to \$20,000 per half-hour segment but, in his opinion, it wouldn't be fair to a sponsor to produce a cheap show for him when he wants to place it in a Class A time slot and has to pay Class A rates. He thinks that costs might stabilize at about \$30,000 per show.

Roach said, however, that costs

of filming TV shows, on the average, have gone up less than those of live telecasts.

Reed is of the belief that participation deals for stars may be the answer to keeping salary costs down, especially since his deal with Preston Foster in "Waterfront" has worked so well.

Owning part of a show gives a star more interest in it and an extra incentive, he said. Foster, who has been making personal

(Continued on Page 6)

CLAIMS TOP SPOT

TPA Sees Gross Of \$9,000,000

NEW YORK, Sept. 18.—Television Programs of America celebrated its first anniversary this week by laying claim holding the "No. 1 in the TV film industry." In a joint statement, Milton Gordon, president, and Mickey Sillerman, executive vice-president, declared that the sale of their six properties in an aggregate total of 880 markets assures them a record breaking gross of \$9,000,000 by the end of 1954. TPA's total sales force now is 40 men. Sillerman said his plans call for a staff of 100 salesmen a year from now.

The firm now has three series in syndication, and it has sold two shows to national sponsors. "Lassie" bowed on CBS-TV this week for Campbell Soup. And "Halls of Ivy" is coming up on CBS-TV in a couple of weeks for

International Harvester and National Biscuit Company. "Ivy" will be on 90 stations of the networks and on another 11 stations on a spot basis.

Syndicateds

The shows it syndicates are "Ramar of the Jungle," "Your Star Showcase" and "Ellery Queen." In addition, it distributes 28 feature films produced by Ed Small, TPA's board chairman.

The firm is now launching its drive for "Captain Gallant of the Foreign Legion," now before the cameras in Paris with Buster Crabbe starring.

TPA officials said that they would announce their second year's roster of shows in a couple of months. Upcoming properties are understood to include "Tugboat Annie," "The Family Next Door" and a costume piece.

KBC-TV Has Unique Pilot Filming Plan

HOLLYWOOD, Sept. 18.—A unique plan for filming a TV series composed of pilots was announced this week by newly organized KBC-TV Productions.

Shooting on the first three of the half-hour pix is expected to be completed within five weeks at American National Studios. An attempt will be made to sell these as pilot films of separate series, Irving Cummings Jr., one of the trio who organized the firm, said. Cummings' partners are Hugh King and Robert Bailey.

If the pilots cannot be sold as such, Cummings declared, they will then become part of a package known as "Adventure Theater." Tentative plans call for Flamingo Films to syndicate this show, of which 26 half hours are planned.

Cummings emphasizes that there will be a connecting link

between the various shows of the "Adventure Theater" anthology, altho he admits this is a difficult assignment. "Adventure Theater" will be launched early next year if the first of the pilot films haven't been sold by then.

Negotiations are under way, with several name players to appear in the pictures, according to Cummings. A percentage deal may be worked out to keep the cost of the films in the \$25,000 to \$30,000 dollar bracket, he said.

Scripts for the opening 13 pictures are on hand, he continued. They are entitled "Sénon Pirate," "Woman of the World," "Port Patrol," "Waterdogs," "Crime School," "Gabriel the Great," "Bugle Call," "Jet Cadet," "Assignment Siam," "Night Ladies," "The Cavaliers," "River Gambler" and "Saucer Squadron."

HE SAYS IT AIN'T SO

Madden Denies MPTV's Handing Distributing Over to New Company

NEW YORK, Sept. 18.—Ed Madden, vice-president of Motion Pictures for Television, this week denied a report circulating in the trade to the effect that MPTV was negotiating a deal by which it would turn over the distribution of its series to a company being formed by interests new to TV film. He conceded that MPTV expected to call a press conference some day next week, but he refused to make any comment on what would be discussed then.

According to the reports, MPTV will stay in feature film distribution and would underwrite production of further half-hour se-

ries which it would also turn over to this new company for sales.

MPTV's reported negotiations with the new group are said to have been going on for a couple of months. At the end of May it was rumored in the trade that MPTV was considering propositions by which it would get out of feature film distribution and concentrate only on syndication. At that time a top official of MPTV denied that the firm had ever given serious thought to any such proposition. Shortly thereafter MPTV merged its syndication and feature sales staffs.

THE BILLBOARD SCOREBOARD

• Top 25 Non-Network Vidfilms and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets accounts for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

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

THE BILLBOARD SCOREBOARD

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

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

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	August ARB Ratings
1.....	1.....	Dragnet	NBC	44.2
2.....	3.....	Public Defender	CBS	34.2
3.....	6.....	Best of Groucho	NBC	31.5
4.....	11.....	Life of Riley	NBC	27.9
5.....	12.....	Ford Theater	NBC	27.5
6.....	14.....	Our Miss Brooks	CBS	27.3
7.....	15.....	Private Secretary	NBC	26.5
8.....	21.....	G. E. Theater	CBS	23.6
9.....	22.....	Big Town	CBS	22.9
10.....	24.....	Burns and Allen	CBS	22.4
10.....	24.....	Playhouse of Stars	CBS	22.4

Ziv-TV Sells 'Corliss' Series to 105 Markets

NEW YORK, Sept. 18.—In its five weeks' effort Ziv-TV has sold "Meet Corliss Archer" in 105 markets including every major one. Here in New York it will be co-sponsored, beginning next Sunday (26) on WABC-TV by Broil Quik and Planters Peanut.

Several of the sales made during the past week were to advertisers that had already ordered other markets. V. La Roas & Sons added Boston to its New Haven order. Safeway Stores added Billings, Mont. to Washington and Harrisonburg, Va. Brown & Healy added Portland, Ore., and

Yakima, Wash., to the 10 West Coast cities it had already bought.

Lion Oil and Brown & Healy have the largest regional spreads on "Corliss." Sales of the show generally have proceeded at a market-by-market clip. But Ziv-TV brass appears very satisfied to have rounded up 105 cities in five weeks at this rate.

John Sinn, president of Ziv-TV, said this week that the firm still has a lot of good regional customers, but if they are given first crack at every show the smaller advertisers will be out in the cold as far as first-run properties are concerned.

"Corliss" still has no beer sponsors. Sinn said it wasn't especially pitched to breweries, because he felt it wasn't their type of show, but he wouldn't turn them away if they wanted it.

Rockhill Seeks Ginger Rogers For Toni Film

NEW YORK, Sept. 18.—Rockhill Productions this week was reportedly trying to interest Ginger Rogers in taking over for Claudette Colbert. After a deal had been set with Toni, Miss Colbert refused to do the lead-in to the commercials for the films, and negotiations collapsed.

Now Rockhill is trying to revive the property with Miss Rogers as the star. Meanwhile, Toni has moved "Place the Face" into Saturdays 8:30-9 on NBC-TV until it gets a film series. The first choice as a short term replacement was "The Duke," but that deal collapsed too.

WOR Has Free Time for Allen

NEW YORK, Sept. 18.—WOR-TV pulled off a promotion coup this week that's got WNBT here boiling mad. The General Tele-radio outlet's publicity manager, Dick Jackson, decided the best place to promote WOR-TV's new "Million Dollar Movie" was on WNBT's top-rated Steve Allen show. So he planted a bathing-suit attired beauty in Allen's audience. Allen, not one to miss out on an interesting interview, fell for the stunt, hook, line and sinker. Result: WOR-TV put across on the slightly bewildered Allen a hefty plug for its new show. WOR-TV, however, is eager to make amends. It's let it be known that Allen can appear on WOR-TV any time—for free.

Guild Sells 4 To 28 Markets

NEW YORK, Sept. 18.—Guild Films sold four of its shows in 23 markets during the past two weeks. Ten stations bought Frankie Laine; nine, "Life With Elizabeth"; eight, Florian ZaBach, and three, "The Joe Palooka Story."

Larger markets buying Laine include Cleveland; Nashville; Albany, N. Y.; Hartford, Conn., and Des Moines. Largest city buying ZaBach was Cincinnati. Most of the properties were immediately snapped up by local sponsors.

Weiss Sues Klein for 75C

HOLLYWOOD, Sept. 18.—Suit for \$7,500 for breach of contract was brought by Louis Weiss & Company against William Klein, producer of the "Captain Hartz" tele series, this week for allegedly agreeing to purchase film for 26 shows and then refusing to accept delivery for 25.

The complaint asserts that Klein agreed to buy the film, which consists of wild animal scenes, for \$300 per show, but that, after using the footage in the pilot, he refused to take or pay for any more.

NBC Radio Hits \$33 Mil Gross For 8 Months

NEW YORK, Sept. 18.—NBC Radio this week claimed to have written \$8,126,348 in new and renewal business placed during the first six months of the year, the network said it has grossed \$33,325,348.

Three-quarters of the business follows the pattern of long established half-hour, quarter-hour and strip buys, while roughly 25 per cent is participations. A particular success is the "Fibber McGee and Molly" participation strip, which is close to being sold out.

Louella Agrees To Telefilm

HOLLYWOOD, Sept. 18.—TV may have been just a dirty word to her three or four years ago, but Louella Parsons this week joined the throng of Hollywood personalities passing thru television's open door.

Miss Parsons this week agreed to do a half-hour weekly Hollywood show for Filmcraft Productions. Filmcraft has been shooting the "Groucho Marx Show" for the past five years.

To Shoot 52 More 'Smilin' Ed's' as 'Andy's Gang'

HOLLYWOOD, Sept. 18.—Filming of 52 half-hour programs for the "Smilin' Ed's Gang" series, to be retitled "Andy's Gang," will begin in mid-October by Frank Ferrin Productions.

Andy Devine has been signed to replace the late Ed McConnell as star and narrator of the series. "Smilin' Ed's Gang" first went on the air in 1950, and is one of the oldest of TV film shows.

Available for the show's adventure sequences are 300,000 feet of film shot in India by Ferrin during the past two years. The show will continue Saturday mornings on ABC-TV.

CBS EQUALIZES RADIO RATES

NEW YORK, Sept. 18.—The CBS Radio rate slash becomes effective on October 3. The cut, which is about 20 per cent, just about equalizes rates for nighttime and premium daytime hours. The reduction will be accomplished by changes in the network's discount structure.

Dorsey CBS Stanza May Go Regular

NEW YORK, Sept. 18.—The Jimmy and Tommy Dorsey show, which has been filling CBS-TV's Saturday 8-9 p.m. slot as summer replacement for Jackie Gleason, may get a more permanent berth on ABC-TV this fall. An undisclosed sponsor is being set to bring the stanza, packaged by Gleason, over to ABC-TV's Wednesday 9:30-10 p.m. spot.

The move would get the network off the hook on programing that time slot. Earlier this week it was planning to turn the period over to its o&o stations for local sale with the understanding that it could take the time back on two weeks' notice. Its affiliated stations, however, would get a sustaining feed from the network.

'Let's Dance' For 5 Weeks

NEW YORK, Sept. 18.—ABC-TV's "Let's Dance" show will have only five weeks to make good.

The Saturday night band stanza, which is being packaged by General Artists Corporation, was originally scheduled for a 13-week stand. ABC-TV, however, reportedly is set to call it quits after five weeks if a bankroller isn't picked up within that time.

TTC Picks Liebeskind

NEW YORK, Sept. 18.—Nat Liebeskind has been named general manager of Times Television Corporation. The firm is the exclusive distributor for TV of all product produced by the National Film Board of Canada.

Nat'l Film Net to Supply Syndicated Pix to Stations

HOLLYWOOD, Sept. 18.—Incorporation papers have been taken out in Sacramento, Calif., for the formation of a national film network to supply syndicated film to TV stations and at the same time guarantee time slots to advertisers.

First move in organizing the net was made by Jules Kaufman and Gil Lee, of Station XETV, Tijuana. A meeting will be called in Los Angeles as soon as the incorporation papers have been processed, Kaufman said, which will probably be in a month's time. Invitations will be sent out to producers, distributors and 126 independent TV stations, he declared.

Kaufman believes that such a

net would be the salvation of small TV stations thruout the country by enabling them to obtain top-filmed shows which they otherwise would not be able to afford.

The network could guarantee an advertiser a certain time slot, Kaufman went on, pointing out that all Class A time on the four nets in operation is now almost unobtainable.

At the same time, he asserted, the operation would guarantee small stations a return for their air time. As things stand now, he said, it's often all they can do to obtain enough advertising revenue to pay for the cost of the film, much less make a profit.

Opinion in Hollywood seems to

be that Kaufman will have trouble lining up stations for such a network because independents may be reluctant to give a net the authority to line up shows and sell time for them.

If Kaufman can convince them that he can put a smoothly functioning organization into operation and that this could transform red ink into black, they may change their mind. However, several similar such schemes in the past have not met with too much success.

The film net would work thru existing distributors of syndicated shows such as UTP, MCA and ZIV-TV, Kaufman said. He felt that they would favor the idea since it would be to their advantage when going to an advertiser to have a show for which 30, 40 or 50 stations are already lined up.

Distributors in Hollywood agreed with him to that extent, but frankly felt that if they helped build such a net it might turn out to be a Frankenstein which would eventually become a competitor dealing directly thru producers.

Official Films Shows 317G Record Profit

NEW YORK, Sept. 18.—Official Films ended its past fiscal year with a profit of \$316,968.69 on an estimated gross of \$2,500,000. The year, which ended June 30, 1954, was Official's best since it went into business about four years ago. Last year's net profit was \$76,882.04.

Sweetening the Official gross were two series, "Terry and the Pirates," and the Robert Cummings Show, "My Hero." The former was a nationally spot booked by a sponsor, and the latter was used on NBC-TV by Philip Morris so that most of the production costs of both were recaptured and in syndication they turned in a tidy profit, estimated at about \$150,000.

Official also grossed about \$1,000,000 on the Lippert features, which it is handling for the East and Midwest. Tom Corradine peddles them in the 11 Far Western states. Out of the \$2,500,000 which was grossed, close to \$600,000 was paid out in sales expenses which includes commissions.

Official figures that it will gross about \$3,000,000 next year and is already grossing between \$250,000 and \$300,000 a month since the new fiscal year began.

It has no immediate plans to acquire properties, but president Hal Hackett is going to Europe to look at some costume dramas for future product.

Official's "Music Hall Varieties," which consist mainly of three-minute musical films and a few cartoons, have already paid for themselves. They were bought for about \$750,000. In addition to the vidfilm series mentioned above, Official is also selling "Star and the Story," "Colonel March," "Secret File," and "Town and Country Time." "Four Star Playhouse" goes into syndication in the fall of 1955.

Kiermaier in New NBC Film Sales Position

NEW YORK, Sept. 18.—John W. Kiermaier, administrative sales manager, this week was named administrative sales coordinator of the NBC Film Division. Also moving up at the film syndication division is John M. Burns Jr., who becomes administrative sales supervisor.

Kiermaier will report to Ted Sisson, director of the NBC Film Division, and will co-ordinate for him the administration of the division's departmental activities among which are production, sales, advertising and promotion, kinescope operations, the NBC Film Library and exchanges.

Burns, who has been with the central division sales office in Chicago, will report to John B. Cron, national sales manager.

WFMZ-TV Buys All of Official Pix

NEW YORK, Sept. 18.—WFMZ-TV, the Allentown, Pa., UHF station, this week bought every vidfilm series in the Official Films catalog. Among the programs purchased were "Secret File," "Colonel March," "Star and the Story," "Terry and the Pirates" and the Robert Cummings show.

The station also purchased Official's library of musical films, "Music Hall Varieties."

Interstate Plans Return To Production End of Biz

HOLLYWOOD, Sept. 18.—Interstate Television Corporation, one of the biggest distributors of theatrical films for TV and TV film, is toying with the idea of going back into the production end of the business, according to Bob Newgaard, Interstate's Western sales representative.

Interstate's only TV production to date was the "Ethel Barrymore Theater," shot about two years ago, of which 13 segments were completed. Cost of the filming was so high, however, approximating \$400,000, that Interstate decided to concentrate on distribution, Newgaard said.

A subsidiary of Allied Artists, Interstate now syndicates nine different properties.

With Allied Artists going in for the package deal in its theatrical motion picture production, Interstate might strike off on the same tack, Newgaard went on. In other words, he explained, if a producer came in with a show for which he had story, script, star, etc., lined up but needed Interstate's backing for actual production, the corporation might be receptive.

On the distribution side, Interstate has recently added a package of 28 theatrical feature films to the list of products it is syndicating to TV stations.

The new package, which consists of films originally released between 1948 and 1951, has already been sold in some 25 markets. Together with the earlier package of 26 theatrical motion pictures, Interstate now offers 54 feature films. These are being sold on the basis of whatever number of runs a station wants them for.

Three half-hour series are being syndicated by ITC. These are "Ethel Barrymore Theater" (13

episodes), "Hans Christian Andersen" (26), and "Douglas Fairbanks Presents" (39). Karl Moseby shot the "Andersen" series in Denmark. It has been sold to 60 markets.

Three 15-minute color series, two of them new, are being offered. They are "Popular Science Newsreels" (78 shows), "Adventure Album" (26), and "Beyond the Yukon" (13). The latter two shot for TV, have only recently been completed. The "Popular Science" films were originally released by Paramount.

Also on the Interstate books are 100 "Little Rascals," first released as "Our Gang Comedies," and 83 Westerns. The Westerns are divided into two packages. One consists of 20 Jimmy Wakeley shows and the other of 63 assorted films.

MCA Makes First Lombardo Sale, Scores on 'Touchdown'

NEW YORK, Sept. 18.—MCA-TV this week kicked off its drive on "Guy Lombardo and His Royal Canadians" with a five-market sale to the Iron City Brewing Company. This came as the firm was rounding out its four-week campaign on this season's "Touchdown" series, which bows next week.

The weekly football show, produced by Tel-Ra Productions of Philadelphia, has been sold into 73 markets. It will play on WABC-TV here just before the Saturday college football coverage. Other major markets that will carry "Touchdown" are Los Angeles, San Francisco, Dallas, Boston, Atlanta, Seattle and Milwaukee.

"Touchdown" consists of highlights from five top college games. Filmed on Saturday, each week's installment will reach stations on Monday. Byrum Saam is the commentator.

Iron City is expected to preem the Guy Lombardo show November 1. The brewing company will bankroll the new music show for 52 weeks in Pittsburgh; Altoona, Pa.; Wheeling, W. Va.; Johnstown, Pa., and Steubenville, O. Productions of the first seven installments of the Lombardo show have been completed here by the band leader's own production company. Herb Sussan produces, directs and writes it.

BRITISH TV

U. S. Agency Takes On Specialist

LONDON, Sept. 18.—McCann-Erickson will shortly hire Barry Barron, a specialist in commercials. Barron will be responsible for the planning, production and programing of TV commercials on behalf of McCann's London office clients.

The agency is moving into TV in a big way now that sponsorship is allowed in British video. McCann has conducted extensive nationwide continuing research on British TV viewing habits. Barron has produced many commercials for British and overseas advertisers.

'Workshop' for KCJB & WSUN

ST. PAUL, Sept. 18.—KCJB-TV, Minot, N. D., and WSUN-TV, St. Petersburg, Fla., have signed contracts for "Walt's Workshop," half-hour how-to-do-it TV series. This is the 21st and 22d market to take the film package, which includes a complete merchandising service of instruction sheets, list of tools, etc.

"Walt's Workshop" is the original how-to-do-it show now in its sixth year in Chicago and now available nationwide on film from Reid H. Ray Film Industries, St. Paul.

Kravitz Veepee on Filmack's Board

CHICAGO, Sept. 18.—Lou Kravitz was elected vice-president in charge of sales and a member of the board of directors of the Filmack Trailer Company, at its recent stockholders' annual meeting.

Other officers elected were Irving Mack, president; Donald Mack, vice-president; Bernard Mack, secretary, and Joseph Mack, treasurer. John Wenner, Daniel F. Rice & Company, members of the New York Stock Exchange, was re-elected a member of the board.

HarriScope Adds 3 New Sales Reps

HOLLYWOOD, Sept. 18.—HarriScope, Inc., producer-distributor of "Jalopy Races from Hollywood" has added three more sales reps in recent weeks. Elliot Alter will cover New England, Julius Sack will cover the Eastern Seaboard, and Nate Selikow will cover Texas, Mississippi and Louisiana.

HarriScope now has 10 salesmen. KFBM, Indianapolis, which was the first station to buy the "Jalopy Races," recently renewed for 13 weeks.

The Billboard

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

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This One



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MORE 'PULL AND SELL'

Weed Says Feature Movies Get Results

NEW YORK, Sept. 18.—Feature films have their time and place on TV, according to Joseph Weed, president of Weed TV Corporation, station representatives. As proof of his contention, he points to high ratings and sales results achieved by booking feature films on stations throughout the country.

Weed recognizes the fact that the networks have been and are attempting to make inroads into such programming. But he claims that features often have demonstrated more "pull" and "sell" than network presentations. "A book remains new until it's read," Weed declared, adding "a movie isn't old until it's seen."

He went on to state that the booking of old theatrical films on TV makes them available to new audiences and often they're eagerly tuned in by viewers who are anxious to see them a second time. Actually, many of the feature films shown on TV, the exec maintained, are imports that did not have original widespread distribution to the theaters of the nation.

Re-Runs Standard

As to the fact that much of the film programming is not new material, Weed said that "networks have made a standard practice of re-runs of filmed series and kine-

scopes. This occurs not only during summer months but, on occasion, during fall-winter seasons so the argument against oldness of feature films is shattered."

Weed also pointed out that the quality of film features on TV has constantly improved. Newspapers and TV magazines in many areas are now highlighting the films and printing capsule story lines to attract viewers.

Weed remarked on the emphasis on "sell you" in celluloid. And to show that features do a job for national advertisers, he referred to the large number of national spot advertisers who were buying feature films on local stations.

Newman Heads Up Official Ad Dept.

NEW YORK, Sept. 18.—John Newman this week resigned from MCA-TV to join Official Films as director of advertising, publicity and promotion. Newman was with MCA for four years during which he had charge of publicity for its TV division.

Heyward Ehrlich has been promoted to replace him at MCA-TV as publicity director.

CHESTERFIELD PLUGS WEBB

HOLLYWOOD, Sept. 18.—Not only can TV help a theatrical feature, but vice-versa, is the belief that is leading Chesterfield Cigarettes to plug the theatrical "Dragnet" show on their TV programs.

Chesterfield execs feel that the movie version of the series will help create new TV viewers for the show.

Jack Webb has filmed 12 spot announcements advertising the movie, and these are being run not only in the "Dragnet" programs but also during baseball games which Chesterfield is sponsoring.

Guild to Add 5 Salesmen, More Later

NEW YORK, Sept. 18.—Guild Films will begin the expansion of its sales department by adding five new men immediately. The film syndicator is looking for five top account executives, and will open an office in Dallas to cover the Southwestern market.

Guild expects to hold its first national sales convention in October. Sometime after that convention another five men will be added. Guild now has nine salesmen on its staff. Joe Smith is the general sales manager of Guild.

Film Animators to Take Strike Vote

NEW YORK, Sept. 18.—A deadlock has developed in negotiations for a new union contract between Screen Cartoonists Local 841 and nine TV film commercial producers here. The animators' union has called a compulsory meeting of its members for Monday (20), at which time the members will be asked whether or not they sanction strike action if the disagreements leading to the deadlock are not ironed out soon.

The nine producers, negotiating as a unit, are: Academy Pictures, Cineffects, Bill Sturm Studios, Film Graphics, Shamus-Culhane, Sturgis-Grant, Babbitt & Pyle, Sutherland Productions and United Productions of America.

The major point of disagreement between the union and the producers is the question of whether or not an employee's dependents will be covered by a new welfare fund that the union is demanding and which the producers are willing to set up. The union wants coverage for dependents; the producers insist that welfare fund benefits be made available only to the union members themselves.

Of significance is the fact that this is the first time a group of TV film commercial producers have banded together to negotiate with the union. Previous contracts have been negotiated by

the union with each producer individually. Local 841 is affiliated with the International Alliance of Theatrical Stage Employees.

Negotiations between the producers and the union began in April. The last meeting between the two parties was held on September 8.

The contracts with the TV film commercial producers have gradually been expiring one by one. The only producer among the nine which still has a union contract in effect is Babbitt & Pyle. This, however, expires within the next few weeks.

PLUGS FILMS

Says Specs Are Gamble By Clients

NEW YORK, Sept. 18.—Mickey Sillerman, executive vice-president of Television Programs of America, rushed in following the rating flop of NBC-TV's first spectacular to put in a healthy pitch for TV film as against live production. Citing this week's debuts as the object lesson, Sillerman said in a letter to advertisers and agencies that he didn't think advertisers should have to pay for the networks' programming experiments, as worthy as these are, when they can buy a film show and thus know in advance what they're paying for.

His letter stated:

"I guess I feel about as bad as the network executives about that spectacular \$300,000 'Skins and Spurs' bust. I've long admired untraditional, off-beat program thinking. I agree that there must be an area in television where the experimental can be tried out—on an extravagant scale as the experiments demand. And I'm sure the network will be the first to claim that they are the people to conduct these ventures in exploration of the television art."

"But I strongly doubt whether the advertiser should be required to underwrite these adventures. Anybody who has a feeling for the theater—and a trace of sporting blood—can find plenty of opportunities to play the role of 'angel' with his private funds. When it comes to investing company dollars, I have the old-fashioned idea that the customer should be able to see what he is getting for his money."

"The differences between experimental and commercial television were clearly brought out in the past few days. If you saw the premiere of the filmed 'Medic' on Monday, you know that Dow Chemical has a tremendous vehicle for their advertising messages. Because it's on film, they knew it months ago."

"Similarly, if you saw the opening 'Lassie' film on CBS Sunday, you'll agree that Campbell Soup (via BBD&O) has a terrific commercial property in this TPA program. When 'Halls of Ivy' (another TPA feature) starts its run next month, the critical huzzahs will come as no surprise to International Harvester and National Biscuit, who are co-sponsoring the series."

"It's as simple as this: with a film show you know what you're going to get. You know what it's going to cost. You can plan for frequency and continuity in as many markets as your budget allows."

MORE POWER

on **WSBT-TV**
Owned and operated by The South Bend Tribune CHANNEL 34

SOUTH BEND
Power Now INCREASED to **204,000 Watts**
Equipped for Network Color

Now — **1,261,000** POTENTIAL VIEWERS
In Northern Indiana — Southern Michigan

Average Share of Audience:
73% NIGHTTIME
71% DAYTIME
(June 1954 Hooper Survey)

Continuous Programming
7 in the morning to 11 at night

IDEAL TEST MARKET

- Typical of America
- Self-contained
- Diversified
- Stable
- Controlled distribution

WSBT-TV
CHANNEL 34
America's Outstanding UHF Station

CBS • ABC • Dumont
Paul H. Raymer Co., Inc., Representative

Schick Leads in Heavy Syndicated Kine Buys on 'Tales of Tomorrow'

NEW YORK, Sept. 18.—Eversharp-Schick became the first sponsor to make heavy use of syndicated kinescopes when it made a multi-market buy of the kine version of "Tales of Tomorrow" for 40-odd markets from the Tee Vee Company. The program is playing in 25 markets already.

Eversharp had the show in Los Angeles and became more interested in it when it found that it would have to drop old "Firesides" which it had purchased from Ziv because there was no second-run film available. The advertiser contracted for 52 weeks of "Tales," which uses such names as Thomas Mitchell and Franchot Tone.

Also recommended by the Eversharp agency, Biow, was the airing of the show live in the East and using kines for the rest of the country. This procedure would be followed after all the current kines in the series are used.

"Tales of Tomorrow" was seen over the ABC-TV network and

sponsored by Kreiser watch-band. It was produced by George Foley, who still owns the property.

The first kine series to get wide circulation was "The Ruggles," which is now being handled by United Television Programs. The program has been successfully peddled for the last several years.

MERCHANDISE GOAL

'Pvt. Secretary' Aims For Fashion Tie-Ins

NEW YORK, Sept. 18.—An intensive effort to merchandise the "Private Secretary" show in women's fashions has been launched by a newly formed organization to which Jack Cherlock Productions has turned over all merchandising rights. The firm, Richlor, Ltd., is headed by Lou Sheinbaum of Marazon & Rosenberg, resident buying office, and Sam Chernow of The Chernow Company, ad agency.

Richlor has issued three "Private Secretary" franchises so far: Kay Windsor Frocks, popular price dresses; Ernest Donath of Boston, skirts and sportswear, and Flairspecs, optical frames. Windsor is going to produce a "Private Secretary" style of the month.

The first promotion for these lines was staged by Saks 34th

Street here recently, plugging the first Windsor style and four Donath models. The store set up four "Private Secretary" windows, took a half-page in the Times of August 22 and a page in the News August 29. Saks also staged a "Private Secretary" fashion show August 23 until 9 p.m. The manufacturers also had two pages in Women's Wear, and both are advertising in Charm this month.

Saks is reported to have sold over 300 dresses the first week of the promotion.

The "Private Secretary" show starring Ann Sothern is going into its third season on NBC-TV, Sunday, 7:30-8 p.m., sponsored by Lucky Strike thru BBD&O.

Desilu, Inc., Takes Outside Mdse. Clients

NEW YORK, Sept. 18.—Desilu, Inc., the subsidiary of Desilu Productions that has been merchandising "I Love Lucy" for the past two and a half years, is beginning to take on outside clients. The office here, headed by A. E. Hamilton, recently signed actresses Joanne Dru and Billie Burke to do merchandising promotions.

The outfit will shortly launch a drive on "Make Room for Daddy," the Danny Thomas show, for which its parent company has taken over the physical production this season. The concentration will be on the two children in the show, Rusty Hamer and Sherry Jackson.

Hamilton said in the spring he would begin writing franchises on the two Desilu properties that bow on network this season: "The Artful Miss Dodger" starring June Havoc and "December Bride" starring Spring Byington.

A total of 47 franchises have been issued for "Lucy" merchandise ranging from coloring books to \$6,000 trailers. Hamilton said that royalties so far this year have been running comfortably ahead of 1953.

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The first promotion for these lines was staged by Saks 34th

NO CUTBACK

Kling Firm To Keep Up Video Sked

HOLLYWOOD, Sept. 18.—No cutback in TV film production is seen by Lee Blevins, vice-president in charge of Kling Studios, altho the company will begin shooting on a theatrical feature early next year.

Blevins said that when current commitments at the lot are completed it will have room for three vidfilm series in addition to the feature. Negotiations are under way now for one new TV series to begin shooting, he declared.

Blevins said that he thought it was good policy to diversify production and that steps are being taken for the filming of a total of three theatricals. The first one, to be shot in wide-screen color, will be "Miracle at Santa Anita."

Several New TV Series Ready to Roll

HOLLYWOOD, Sept. 18.—Plans for several new TV series were revealed this week, with two pilots having been completed and production starts for others announced.

Filming has been finished on "Meet the Family," a comedy show being produced by Russell Hayden, who previously appeared as actor in the "Hopalong Cassidy" and "Cowboy G-Men" pix. Starred are Arthur Lake and his family, previously of "Blondie" fame.

Production, in the meantime, is scheduled by Hal Roach Jr. on a TV "Blondie" series. Leads in the pilot film will be played by Pamela Britton and Hal Leroy.

Revue productions has a pilot in the mill, starring Joan Blondell. The series has been tentatively titled "Star in the House."

Writer Jean Holloway has completed outlines for 26 scripts for a new series about U. S. presidents. Stuart Reynolds productions is planning the filming.

Mullen to Head Up ATPS East Office

NEW YORK, Sept. 18.—Advertisers' Television Program Service will open an Eastern sales office which will be headed by William P. Mullen. The distribution exec resigned from Transfilm to join ATPS.

The firm is syndicating "Mr. and Mrs. North," which is now in six markets.

Pope to View Life in Color

WASHINGTON, Sept. 18.—A 30-minute TV color film on the life of Pope Pius XII, produced at the Capital Film Laboratory here, will be available for a national TV audience after it is viewed by Pope Pius XII in Rome next month.

The film has appeared on WMAL-TV's "This We Believe" program under the auspices of the Catholic Television Guild of Washington.

THE BILLBOARD SCOREBOARD

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays.

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

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

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

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

Table with columns: July ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

PHILADELPHIA 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Philadelphia from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Philadelphia from 7 p.m. to 7 p.m. on Saturday and Sunday.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Philadelphia from 7 p.m. to sign-off on Monday through Sunday.

COLUMBUS 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Columbus from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Columbus from 7 p.m. to 7 p.m. on Saturday and Sunday.

TV FILM PURCHASES

With the addition of three markets this week, Canda Dry Ginger Ale is now sponsoring CBS Television Film Sales' Western telefilm series, "Annie Oakley," in 79 markets.

Other CBS Film sales this week include: "Amos 'n' Andy" to WHP, Harrisburg, Pa., and WICU, Erie, Pa.; "Gene Autry" to WOAI, San Antonio, for Seven-Up Bottling Company; "Crown Theater" to WHP, Harrisburg, Pa.; "Art Linkletter and the Kids" to WSEE, Erie, Pa., for Firch Baking; WHBQ, Memphis, for National Rose Maitress Company and KOIN, Portland, Ore., for Carnation Milk; "Newsfilm" to WFBM, Indianapolis, and WPTZ, Philadelphia.

The recently established Dallas office of ABC Film Syndication this week announced the sale of ABC's new adventure series, "Passport to Danger" to the San Antonio Brewer's Association, thru Pitluk Advertising in five markets, with more markets to be added shortly.

Erie Brewing purchased "Badge 714" (Series A) from NBC Film Division to be shown on WEHS, Pittsburgh. Stig Brewing will sponsor the series on KHOL, Kearney-Holdredge, Neb., and McDrury Beer purchased "Badge" series A and B for WISH, Indianapolis. "Badge 714" (B) was sold to KTAG, Lake Charles, La.; WWJ, Detroit, Mich., and KCBD, Lubbock, Tex.

Other NBC Film Division sales this week included: "Victory at Sea" to WDBO, Orlando, Fla., for Halloran Concrete; KPTV, Portland, Ore., and KFBB, Great Falls, Mont.; "Inner Sanctum" to WTVN, Columbus, O., and WCAU, Philadelphia; "Paragon Playhouse" to WTVJ, Milwaukee, for Homestead Finance. "The Falcon" was sold to KETX, Tyler, Tex.; "News Review of the Week" to WNBW, Washington, and WTVI, Belleville, Ill.; "Life of Riley" (Series A) to KBES, Medford, Ore., and KIEM, Eureka, Calif., for Heidleburg Beer; "Life of Riley" (B) to KHSL, Chico, Calif., and "Riley" (C) to KCSJ, Pueblo, Colo.; KHSL, Chico, Calif.; KFBC, Cheyenne, Wyo., for Pacific Fruit Company, and KBES, Medford, Ore., for Heidleburg Beer. The Feature Film Package was sold to WNAC-TV, Boston.

Ziv Television Programs announced the sale this week of "Yesterday's Newsreel" to the First Federal Savings and Loan of Puerto Rico, to appear on WKAQ, San Juan. This sale marks the first time a Latin-American bank has sponsored a television program.

Guild Films announced the sale of the Florian ZaBach show to WCFO, Cincinnati; KXJD-TV, Fargo, N. D.; WIBW-TV, Topeka, Kan.; WWTW, Cadillac, Mich., and WMT-TV, Cedar Rapids, Ia. The Frankie Laine show was sold to WSM-TV, Nashville; KNXL-TV, Chico, Calif.; KGTV, Des Moines; WWTW, Cadillac, Mich.; WICS, Springfield, Ill.; KIMA, Yakima, Wash.; WSLV-TV, Roanoke, Va., and WGTH-TV, Hartford, Conn. "Life With Elizabeth" was sold to KBES-TV, Medford, Ore.

Tri-State Expands

PITTSBURGH, Sept. 18.—Tri-State Productions, producer of TV commercials here, has taken a long term lease on expanded studio space. It will have two stages of 1,200 square feet each and an animation department.

George La Ray is owner-manager of the firm.

Graff Named by NTA

NEW YORK, Sept. 18.—E. Jonny Graff has been appointed division manager for National Telefilm Associates in Indiana and Illinois. A veteran film distributor, Graff will headquarter in Chicago. He was formerly sales manager for Snader Telecriptions.

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Dayton from 7 p.m. to sign-off on Monday through Sunday.

DAYTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Dayton from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Dayton from 7 p.m. to 7 p.m. on Saturday and Sunday.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Dayton from 7 p.m. to sign-off on Monday through Sunday.

NEW YORK 7 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for New York from 7 p.m. to 7 p.m. on Monday through Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for New York from 7 p.m. to 7 p.m. on Saturday and Sunday.

(Continued on Page 6)

BB Survey Shows Single Sponsors Gobbling Up GT's Feature Film Bloc

By JACK SINGER

NEW YORK, Sept. 18.—Most advertisers seeking to sponsor the General Teleradio feature film package will be faced with the prospect of buying the whole package or none of it, judging from a survey made by The Billboard.

Most of the stations that have purchased the General Teleradio features are successfully selling the entire package to a single advertiser and will air each film once a week, according to The Billboard survey. Close to 35 outlets have bought the films, which, because of their expense, have aroused great interest in the trade.

The 30-film package, considered to be among the best and highest priced first-run features on the market today, generally are being programed by the stations more conservatively than is the case at WOR-TV. The New York outlet's prime evening programing seven days a week is composed almost entirely of the General Teleradio features. It is showing each feature 16 times a week.

Only two other stations responding to The Billboard's survey are airing a feature more than once a week. They are CKLW-TV, Windsor, Ont., which is showing each feature three times a week for the same sponsor; and WCAU-TV, Philadelphia, which is showing the same feature twice a night on Wednesdays and different features from the package once a night other nights of the week.

Once-a-Weekers

Eleven of the 14 stations responding are airing the features only once a week. Most of these stations have but one advertiser bankrolling the first runs of the package. Three of the stations—WSM-TV, Nashville, KRON-TV, San Francisco, and WCAU-TV, Philadelphia—have opened up the features as spot carriers.

Perhaps the most unique utilization of the features is that by KOMO-TV, Seattle. That station is slotting the films three Monday and Saturday nights out of four, in the periods used by the NBC-TV spectacles once monthly.

Some of the stations are airing the films in prime evening periods; WHAS-TV, Louisville, for instance, has slotted them Saturdays at 9 p.m.; KWK-TV, St. Louis, Saturdays at 9:30 p.m.; WSM-TV, Nashville, Sundays at 9:30; KTVT, Salt Lake City, Wednesdays at 9 p.m.; and KERO-TV, Bakersfield, Calif., Thursdays at 10 p.m.

For the benefit of time-buyers and sponsors, here are brief resumes of what each of the stations are doing with the package:

KOMO-TV, Seattle
"We are using the General Teleradio 30 features in the periods left open due to the NBC color spectacles every fourth Monday, and Saturday on a first run basis. The rest of the first runs are scheduled Friday nights, to be titled "First Runs." Repeat runs will be in regularly scheduled movie periods."
WTSK-TV, Knoxville
"WTSK-TV has programed the General Teleradio Features as a new show, which we call "Award Theater." They are shown on Sundays at approximately 1 p.m. The features are shown only one time a week. The entire package is sold to a local jewelry firm. In other words, it is one sponsor only. WTSK-TV started programing the features July 4. Response to these fine features has been very favorable, and we feel they have solved our early Sunday afternoon programing needs."

WSM-TV, Nashville
"WSM-TV since its inception has scheduled the top feature films available to the station on Sunday evenings with a 9:30 p.m. start. With the purchase of the General Teleradio package for this time period, we plan to add to the series a film of comparable quality entitled "The Macomber Affair" with Gregory Peck and run 31 first run shows. We will then select the top 21 of the 31 to utilize as repeats commencing with the 32d week. This, of course, means that the features in this package will be aired once a week on WSM-TV with a repeat airing at the conclusion of 31 weeks for the selected 21 top movies.

"We sell the films at a premium rate to six advertisers, billboarding the six clients fore and aft and scheduling the six one-minute plugs in three break

positions with two clients falling back to back in each position. We started the series on July 11th in a sold-out position. We felt that the cost of this series was unusually high, but it was our opinion that with a package of this quality we could completely dominate the latter portion of Sunday evening. We also had the belief that without features of this type we could no longer continue the Sunday series."

WMAR-TV, Baltimore

"We began using the package Saturday evening, September 11, on the Gunther Premium Playhouse, 10:30 to midnight. This program is sponsored wholly by the Gunther Brewing Company of Baltimore, and for the past two years has presented films that have never before been shown on television in this area. WMAR-TV has bought these films on a two-runs-in-60 weeks basis. Gunther will run through the entire package, then select the 13 best for re-runs thru the summer weeks of 1955. Thereafter WMAR-TV will replay the remaining 17 films on Saturday afternoon or Sunday afternoon, or perhaps late Friday nights, where we currently have feature films. Re-runs of the 17 films by the station will be sold on a participation basis."

Two-Year Buy

WHAS-TV, Louisville

"We bought the General Teleradio package on a four-run, two-year basis. The first runs will begin the first of January and will go one per week for 30 weeks, as part of a regularly-established, fully-sponsored feature film show, at 9 p.m. local time.

"The second run will begin in June, 1955 in our daily Early Show, 5-6 p.m.

"The third run will go into our Late Show, 10:45 p.m., and we have not determined the fourth run as yet.

"Our Early Show and Late Show are supported by spot announcements and would be termed participating shows. A maximum of seven to eight announcements could be handled within each program. Our sales plans for the shows differ in no way from most of the feature films we purchase. We expect, however, to conduct a rather heavy promotional campaign in excess of our normal efforts."

KRON-TV, San Francisco

"The General Teleradio pictures will be used on a once-a-week basis in our Golden State Movie show Sunday night at 6 p.m. This is a regularly scheduled program and has been on the air for the past three years using only the best film products available. We will not repeat any of these pictures within a six-month period."

WDTV, Pittsburgh

The features were bought by Ketchum, MacLeod & Grove agency for its client, Thorofare Markets. They are being shown once a week, Fridays at 11:15 p.m. An agency spokesman states: "Altho I believe one other supermarket chain has sponsored a feature film program on television market, the sponsorship of such features is still quite revolutionary for grocery chains. It seemed important to us that we make the feature different from existing features on the air and from the feature which it replaced on Friday nights. For this reason we have limited our commercial interruptions drastically and kept commercials somewhat on the short side for feature films. . . . Additionally, promotion for the features has been very heavy appearing in each Thorofare food ad in all the Pittsburgh papers thruout the course of the week with emphasis on Friday by additional ads on the theater and television pages. Window posters and point-of-sale displays add to this promotional value. We are not yet sure whether the films have raised the rating to a point satisfactory to us because of the fact that the ratings follow rather slowly in the Pittsburgh market."

WCAU-TV, Philadelphia

"These films are being used in our regularly scheduled feature film shows, and also in "Wednesday Star Theater," a new show created for the films. Day and time periods are: Monday—"Early Show," 6-7 p.m.; Tuesday—"Early Show," 6-7 p.m.; Wednesday—"Wednesday Star Theater," 5:30-7 p.m. and "Late Show," 11:30 p.m.-1 a.m.; Thursday—"Early Show," 6-7 p.m.; Friday—"Early Show," 6-7 p.m. Each film is aired only once each

week, except on Wednesday as described above. All shows carry spots. We started using this package August 2."

KWK-TV, St. Louis

"KWK-TV inaugurated its first broadcast on July 8, 1954. On Saturday, July 10, KWK-TV carried the first showing of the General Teleradio feature pictures. These feature pictures are run every Saturday at 9:30 p.m., just once per week, and the entire film is sponsored by one sponsor—The Falstaff Brewing Corporation."

KTVT, Salt Lake City

"The series will be programed on KTVT at 9 each Wednesday evening, sponsored by Utah Power and Light Company and the First Security Bank of Utah on alternating weeks. The series began September 8."

Milwaukee Market

WTMJ, Milwaukee

"The films will be run more or less consecutively on the "Schlitz Saturday Night Theater" on WTMJ-TV. This is a feature film program which for years has attracted the highest rating of any locally originated show mainly due to the excellence of the film presented. The Teleradio pictures will get their first runs in this spot. Additional runs of these pictures will be scheduled on "Movies at Midnight," which is our late evening participating feature film show scheduled Mondays thru Saturdays, 12:05-1:30 a.m. These second-run showings probably will not start until 6 or 8 months have elapsed. Normally we do not repeat features within a year but we may possibly decide to make the interval shorter in this case depending on the audience reaction to the pictures."

WFIE-TV, Evansville, Ind.

"The General Teleradio series has been programed as a new show, "Gem Furniture Thursday Theater." This time is the same, however, as our regular program "Premier Theater." They will be shown on Thursday nights, 10:30, CST, once a week. This package of features has been sold to one sponsor. They have been on the air since July 15."

Canada Buys

CKLW-TV, Windsor, Ont.

"Rose Jewelry Company has signed to sponsor the General Teleradio features three nights a week—Thursday at 9 p.m., Sunday at 9 p.m., and Monday at 7:30 p.m. The same film will be shown each of the three nights. Programing of the features started September 16, the same day the station went on the air."

KERO-TV, Bakersfield, Calif.

"The films are programed as a new show, at a time and on a night where feature film had not previously been shown. The films are shown on Thursday nights starting at 10 to conclusion. Each film will be aired one time per week, and will be repeated after the first 30 films are shown. The films are sold to two sponsors and these two sponsors alternate commercials thruout each show. The features started on this station September 2."

TV Film Costs Highest Yet

Continued from page 2

appearance tours during the week the company takes off from shooting, agrees with him.

Altho "Waterfront" has been getting top ratings as a syndicated show, Reed is skeptical about placing series in syndication on a first-run basis, and thinks he would have to be certain that he has a top product before doing it again. One of the reasons is that it takes such a long time before a return can be realized on the investment.

When he sells a show on an across-the-board network basis, a producer should be able to get his money back on the first run, Reed said. After all, he continued, when a show is produced live the advertiser expects to pay for the cost on a one-shot basis.

He, himself, would prefer to do only 39 of each series, he declared, so that the show could be placed in second run within a year's time and a profit could be made sooner on it. Nevertheless, he is planning to do 39 more of the "Waterfront" series, and has wound up with more than 100 "Margie" and Stu Erwin shows.

TV film producers will be forced to turn out better and more ex-

THE BILLBOARD SCOREBOARD

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

Continued from page 5

July ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
7 p.m. to Sign-Off—Monday Thru Sunday				
16.5	17.2	D. Fairbanks Presents—Drama— Interstate TV	WNBT—W, 10:30-11:00	46.3
Top Opp. & Rating: Baseball... 12.5				
14.6	12.1	Foreign Intrigue—Adv.—Sheldon Reynolds...WNBT—Th, 10:30-11:00	41.6	
Top Opp. & Rating: Place the Face... 17.1				
12.1	4.1	Janet Dean—Drama—MPTV	WNBT—T, 8:00-8:30	51.5
Top Opp. & Rating: The Goldbergs... 13.0				
11.9	15.5	I Led Three Lives—Adv.—Ziv TV	WNBT—Su, 10:30-11:00	42.6
Top Opp. & Rating: What's My Line?... 28.6				
10.2	12.8	Favorite Story—Drama—Ziv TV	WNBT—M, 10:30-11:00	46.8
Top Opp. & Rating: Summer Theater... 27.4				
7.3	10.1	Mr. District Attorney—Mys.—Ziv TV	WCBS—S, 7:00-7:30	17.7
Top Opp. & Rating: Joe Palooka... 3.6				
7.1	5.2	Eversharp Theater—Drama—Eversharp Co.	WNBT—M, 8:00-8:30	35.1
Top Opp. & Rating: Burns and Allen... 20.0				
6.0	6.6	Liberace—Music—Guild Films	WPXI—F, 7:30-8:00	25.9
Top Opp. & Rating: News: TV's Top Tunes... 6.5				
5.7	7.0	Annie Oakley—West—CBS Film	WABC—S, 7:30-8:00	28.0
Top Opp. & Rating: Beat the Clock... —				
5.1	9.0	Racket Squad—Mys.—ABC Film	WABC—Th, 10:30-11:00	41.6
Top Opp. & Rating: Place the Face... —				
4.4	3.4	The Unexpected—Drama—Ziv TV	WABC—M, 9:30-10:00	56.8
Top Opp. & Rating: Masquerade Party... —				
4.4	4.5	Foreign Intrigue—Adv.—Sheldon Reynolds...WABC—W, 10:30-11:00	46.3	
Top Opp. & Rating: D. Fairbanks Presents... —				
4.1	1.9	Heart of the City—Drama—UTP	WABD—T, 10:00-10:30	61.8
Top Opp. & Rating: Danger... —				
4.1	3.4	Colonel March—Mys.—Official Films	WABC—W, 10:00-10:30	59.8
Top Opp. & Rating: This Is Your Life... —				
3.8	5.1	Life With Elizabeth—Comedy—Guild Films	WABD—M, 8:30-9:00	53.5
Top Opp. & Rating: Godfrey's Talent Scouts... —				
3.6	3.8	Joe Palooka—Adv.—Guild Films	WABC—S, 7:00-7:30	17.7
Top Opp. & Rating: Mr. District Attorney... —				
3.3	6.2	Duffy's Tavern—Comedy—MPTV	WNBT—M, 7:00-7:30	16.5
Top Opp. & Rating: Early Show: Rain or Shine... —				
3.1	—	Magic Vault—Drama—Lakeside TV	WABC—F, 10:30-11:00	32.5
Top Opp. & Rating: It's News to Me... —				
2.5	5.9	Front Page Detective— Consolidated TV	WABD—F, 8:00-8:30	37.2
Top Opp. & Rating: Baseball... —				
2.5	2.6	Boston Blackie—Mys.—Ziv TV	WABC—F, 10:00-10:30	47.1
Top Opp. & Rating: Star Theater... —				
2.2	2.8	Into the Night—Drama—Sterling TV	WABC—W, 9:30-10:00	63.0
Top Opp. & Rating: I've Got a Secret... —				
2.2	2.4	Little Theater—Drama—Tee Vee Co.	WNBT—F, 10:45-11:00	31.4
Top Opp. & Rating: It's News to Me... —				
2.2	—	Story Theater—Drama—Ziv TV	WOR—S, 10:00-10:30	40.5
Top Opp. & Rating: That's My Boy... —				
1.9	3.4	Dick Tracy—Mys.—Combined TV	WOR—S, 9:00-9:30	45.2
Top Opp. & Rating: Two for the Money... —				
1.9	2.1	Heart of the City—Drama—UTP	WABD—M, 8:00-8:30	35.1
Top Opp. & Rating: Burns and Allen... —				
1.3	3.4	The Visitor—Drama—NBC Film	WNBT—F, 7:00-7:30	15.4
Top Opp. & Rating: Early Show: Rain or Shine... —				
1.0	2.8	Life With Elizabeth—Comedy—Guild Films	WABD—F, 8:30-9:00	49.0
Top Opp. & Rating: Life of Riley... —				
0.3	—	Magic Vault—Drama—Lakeside TV	WABC—W, 8:30-9:00	52.9
Top Opp. & Rating: Red Skelton Revue... —				
0.3	0.3	Look Photo Quiz—Quiz—UTP	WATV—M to F, 7:15-7:30	17.1
Top Opp. & Rating: Early Show... —				

Kling Studios Debut Chi Production Center

CHICAGO, Sept. 18.—A grand opening was held Friday (17) at Kling Studios, Inc., new production center on the near West Side of Chicago. The new 44,000-square-foot, block-long structure is the latest addition to the Kling properties which already include ultra-modern studios at a downtown Chicago location, and animation studios in Hollywood.

Full production schedules began rolling earlier in the week at the new production center. The center is equipped with three sound

stages, the biggest of which will hold approximately 27 Greyhound buses. Each of the studios is acoustically treated from floor to rafters for sound-recording purposes. The floors have no load limits, no columns, and each has its own property dock and storage area for scenery.

The new sound department is arranged to allow dual-purpose usage. The projection room, besides being used for screenings, is also a recording studio. The control room is used for mixing of sound tracks—voice, narration, music and sound effects in to one complete track. In addition to joining the tracks, a special narration or dubbing booth can be used for voice-over synchronization with pictures.

Other departments in the new center are prop and storage, art, scripting, design and set, carpentry, dressing rooms, commissary, camera, office, conference area, vaults, reception, film loading, and cutting and editing. In addition, a binaural sound set-up has been installed and sliding sound-proof doors between Studios 1 and 2 permit extensive depth for rear projection shooting.

The firm also announced this week the appointment of Nat Goss as an account executive. Goss was formerly with Schenley Industries as merchandise manager.

A.T.V. Productions of New York has leased a one-story industrial building containing 10,000 square feet of space in Long Island City, N. Y., for additional studio space.

Leslie Harris, CBS-TV Film Sales head, returns to New York this week after two weeks in Hollywood. . . . Hal Linker, free lance cameraman, is shooting film in Copenhagen, Denmark, of the famous Hermes Athletic Club members for the video program "You Asked for It."

Chertok Shoots Chevies

HOLLYWOOD, Sept. 18.—A series of one-minute commercials for Chevrolet is being filmed by Jack Chertok Productions. Five spots have been completed so far, with both live action and animation utilized.

Skiatron TV Asks FCC OK Of Pay Video

WASHINGTON, Sept. 18.—Subscription TV received its second boost in almost the same number of weeks Wednesday (15) when Skiatron TV, Inc., asked the Federal Communications Commission to authorize fee-TV and limit it to use by UHF TV stations for the next three years.

Following in the wake of strong support for the pay-as-you-see-TV service by Sen. Andrew F. Schoepel (R. Kan.) (The Billboard, Sept. 18), Skiatron's petition indicated growing pressures for the FCC to approve the new TV service as a boon to UHF TV station operators.

In its petition, Skiatron argued that instead of competing unsuccessfully with VHF outlets, fee-TV would permit UHFers to transmit programs of a type and quality not now available, build an audience, increase UHF receiver sales, and improve their economic position.

Skiatron added that its subscriber-vision system of pay-as-you-see-TV had undergone successful tests and was ready for commercial application. Zenith Radio Corporation's fee-TV system has just completed field tests at WOR-TV, New York, and is ready for commercial use as soon as FCC approves the new TV service.

425G Billings Racked Up by NBC 'Tonight'

NEW YORK, Sept. 18.—"Tonight" has already signed up about \$425,000 in business. A major portion of the gross for the NBC-TV participating show was contributed by its first two charter clients, Broil-Quick and Helene Curtis, who are paying about \$165,000 each for that privilege.

To become a charter client, advertisers must order 39 participations between September 27 (when the show tees off) and March 25, but the commitment must be made before the show goes on. They receive, in return, about \$45,000 in extras, including eight free participations and considerable merchandising material. "Tonight" will feature Steve Allen.

Ashley to Rep I. Mansfield

NEW YORK, Sept. 18.—Ted Ashley Associates will represent Irving Mansfield and his packages. Mansfield, the creator of Arthur Godfrey's "Talent Scouts" and "This Is Show Business," has left CBS-TV to form his own packaging firm.

He has several ideas on the drawing board, among which may be "Girl From Milwaukee," a property he was working on while at the network.

Full Sell-Out for ABC On NCAA Grid Package

NEW YORK, Sept. 18.—The 10-minute segments before and after ABC-TV's National Collegiate Athletic Association football telecasts have been sold to R. J. Reynolds, Colgate-Palmolive and Carnation.

The sale of the pre-game and post-game periods brought to an end a week of hectic last-minute sales activity, some of it reportedly of a reduced price nature, on the NCAA package. The sales give ABC-TV a full line-up of sponsors for the NCAA games, and for its before and after segments.

Amana, Maytag and Zenith Radio signed this week to sponsor the games throughout the country, except in three Western States and in Texas. Last week, Carnation was pacted as bankroller in California, Oregon and

GIVEAWAY FOR SMART CROWD

WASHINGTON, Sept. 18.—A new radio giveaway show billed as an "educational type" with appeal for the intellectual listener will be launched next Monday (20) by WWDC, which has been the proving grounds for such giveaway shows as "Lucky Numbers," "Tune-O" and "Mystery Melody."

Called "Number Please" the program will broadcast a series of questions whose answer has a plus or minus numerical value. Any time during the program that a listener's house number matches the game score, the listener can call the station for a prize, limited to nationally advertised merchandise. The new giveaway will be aired six times a day.

King Vidor To Do 'Spec'

HOLLYWOOD, Sept. 18.—King Vidor has joined the list of Hollywood directors succumbing to the lure of doing a "spectacular" on TV. Vidor has been signed by David O. Selznick to direct the "Light's Diamond Jubilee" show October 24 over a four-network band to celebrate the 75th anniversary of the invention of the electric light.

NOT ENOUGH SETS AROUND

Sponsors Have Written Off Color Video for This Year

NEW YORK, Sept. 18.—The nation's video sponsors have more or less written off color as an advertising medium, at least to January 1, 1955, and most probably until the season of 1955-56. NBC-TV has sponsors of its spectaculars—RCA, Ford, Hazel Bishop, Sunbeam and Oldsmobile—paying for color, and CBS-TV has Westinghouse and Chrysler buying color for their spectaculars. Otherwise, advertisers have failed to back color with their dollars.

NBC-TV has been unable to sell color to buyers of its regular network time. Most of its advertisers have had one fling at color as their programs were rotated last season. This season, however, when given a chance to go color for between 10 and 20 per cent more than their black and white production bills they have indicated little interest.

At CBS-TV, sponsors are now having their shows rotated in color as NBC-TV clients did last season. They too can buy more color if interested, but none, so far, have been willing to foot the bills which are relatively small.

Not Enough Sets
It was thought that there was a possibility that the World Series would be seen in color this year

but that event will not be seen in multichrome until 1955. The fact seems to be that there are not enough color TV sets in circulation to make any mass plunge of sponsors into the medium a possibility at this time.

Advertisers evidently feel there is no hurry, at the moment, and that they can experiment just as well next season. They are, however, putting much more emphasis on experimentation in their color commercials. Most of the big sponsors are already having many of their commercials shot in color, and are not neglecting this aspect of the medium.

The wisdom of their decision can be seen from the fact that the new CBS-Columbia 19-inch sets and the new RCA 21-inch sets will not be available in any quantity until next year. The receivers, because of the size of their screens and relative cheapness, may cause some sales activity and when that comes sponsors will begin to get more excited and unloosen their bankrolls.

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NEW YORK, Sept. 18.—Kaiser-Willys motors will drop its Lowell Thomas news strip on CBS as of September 24. The network expects to sell Thomas almost immediately since his services have constantly been in demand all during his career in the medium.

Kaiser to Drop Thomas News

For Kaiser it signifies a further retrenchment in its radio and TV advertising. There have been reports that the company is on the block, and the executives probably feel that the costly show is wasted money if the automotive maker does not continue in business. Kaiser will not have a network show either in radio or TV when its Thomas cancellation becomes effective. William Weintraub is the agency.

WASHINGTON, Sept. 18.—Evidence began to pile up this week that the Federal Communications Commission hearing on the renewal of publisher-broadcaster Edward Lamb's broadcast license for WICU-TV, Erie, Pa., may be one of the longest in FCC history. After three days of legal wrangling the FCC has not yet completed the direct testimony of its first witness, and FCC legalists are predicting that at this rate the hearing may go on for months.

NBC-TV Hits Kids on Sat.

NEW YORK, Sept. 18.—NBC-TV will program Saturday mornings from 10 a.m. to noon with kid shows, beginning about the middle of October. The network has a number of shows almost set and is now talking to clients.

Among the shows reportedly lined up by the web is "Foodini," the puppet show which aired on CBS-TV several years ago.

Derr Adds TV to Sports Direction

NEW YORK, Sept. 18.—John Derr has been named director of sports for CBS. Derr has been director of sports for CBS radio but now will include CBS-TV among his responsibilities. The division is being merged into one unit under his direction. Derr has been with CBS since 1946.

recently are deemed by most in the industry to be a realistic appraisal of the situation. Nevertheless, he was rebutted by CBS' president, Frank Stanton, and last week again by MBS' president-board chairman, Tom O'Neil.

There are growing numbers of agency execs who believe the future of network radio lies with an organization such as the recently formed Quality Radio Group, which bands together some of the top high-wattage AM outlets in key cities for group sale on a national spot basis, using taped or transcribed stanzas. This method precludes the usual web-affiliate battles over network option time, and permits slotting the programs at time periods worked out individually with each station.

It is considered likely that should the position of the present radio webs weaken further in the near future, some or all may adopt a plan which already has been discussed at NBC, whereby the use of telephone line for live instantaneous airings would be discarded (The Billboard, July 18).

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It would be replaced by virtually the same system planned by the Quality Group, whereby the web shows would be pre-taped, and shipped to affiliates for later airing. Elimination of the telephone lines would cut some \$6,000,000 per year from the budget of each web.

Temporary Expedient
Even such a drastic move as this, however, could only be a temporary expedient, at best. For the various radio affiliates are seen unwilling to accept current network compensation, of about 30 per cent of their card rate, when they can program and sell for themselves, using disk jockeys and transcribed syndicated programs, and keep 70 per cent of revenue after paying agency and station rep commissions.

It can be expected, then, that the coming radio era will see an acceleration of the post-war trend, with many stations not awaiting the pronouncement of the death, but cutting loose on their own in a bid to establish their operations as indies before the actual interment of the webs. This is particularly likely to be

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Even such a drastic move as this, however, could only be a temporary expedient, at best. For the various radio affiliates are seen unwilling to accept current network compensation, of about 30 per cent of their card rate, when they can program and sell for themselves, using disk jockeys and transcribed syndicated programs, and keep 70 per cent of revenue after paying agency and station rep commissions.

It can be expected, then, that the coming radio era will see an acceleration of the post-war trend, with many stations not awaiting the pronouncement of the death, but cutting loose on their own in a bid to establish their operations as indies before the actual interment of the webs. This is particularly likely to be

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NEW YORK

Sponsors Utter Cry of Pain Over Rates on Spectaculars

NEW YORK, Sept. 18.—The cries of anguish which were heard this week at Hazel Bishop when ratings on the first spectacular Sunday nights at NBC-TV became known seem to prophesy more of the same as the season goes along. The show averaged a 16.6 Trendex against CBS-TV's "Toast of the Town," which hit a 34.4 during the 8-9 p.m. hour.

NBC-TV is committed to "breaking new trails in video programming" to comply with the plans of President Sylvester (Pat) Weaver for giving the entire medium a freshness which he feels it doesn't have. The web realizes that it can not produce hits constantly, but feels that enough publicity and excitement will be engendered even by the failures to compensate for any unsatisfactory ratings. It is, however, committed to use big names.

Hazel Bishop and other sponsors, however, are notoriously conservative. Bishop, engaged in a terrific competitive battle with Toni and Revlon, wants ratings and audiences to sell its products. Whereas the usual half-hour show does not produce terrific ratings, it does usually follow a rating pattern which is constant and more conducive to lower blood pressure among advertisers.

Bad With Good

Consequently, sponsors who wish to ride with the spectaculars will have to expect to take the bad with the good. The feeling this week was that they are likely to find that spectaculars will have a rating history much closer to the "Colgate Comedy Hour" than to the usual half-hour film or live show. On certain weeks, for example, when Martin and Lewis headlined, the "Comedy Hour" did very well rating-wise. But on others, when weaker comedies performed, the showing was not very good, considering the investment.

Meanwhile, CBS-TV's once-monthly spectacular for Westinghouse on Wednesday (15) got creditable if not sensational Trendex ratings with its initial show, "The Royal Family," with its galaxy of stars headed by Fredric March, Claudette Colbert and Helen Hayes, averaged 24.2 for

the hour as against a fourth-run kine of "This Is Your Life," which received a 19.9.

There are reports circulating in the trade that Westinghouse is far from satisfied with its ratings for the drama stanza. The Westinghouse feeling is understandable in light of the fact that "Studio One," its Monday night show, gets better ratings most weeks and costs a great deal less. The most obvious conclusion, judging from the ratings of both spectaculars, is that neither show thus far has created the viewing excitement expected.

Among the regular weekly shows, "Lux Video Theater" is already in trouble. The live drama, now being programed from Hollywood, has failed to get

the backlog of movie properties it expected. Only Paramount came thru with rights to four of its films in return for generous plugs.

Since the program is not spending money for stars (\$3,000 is its maximum price), it now finds that it has neither properties nor name talent to offer the public. And Fred Coe, who was expected to be of great aid as production consultant, has now returned East to become executive producer of the Monday night spectaculars. The program now finds that it must go out and buy originals for live lensing from Hollywood writers whose specialty is, naturally, writing for film.

J. Walter Thompson, which handles the show for Lever

WORLD SERIES GAB IN SPANISH

NFW YORK, Sept. 18.—The Gillette Safety Razor company will sponsor the broadcast of the World Series in Spanish over WLIB here. This will be the first time in history that the baseball classic will be available here in a foreign language.

The broadcast will be directed primarily to the 800,000 Spanish speaking population of New York City, but as usual will be beamed in Spanish via short wave to Central and South America. Buck Carrel will do the play-by-play.

McConnaughey Looms as Next FCC Chairman

WASHINGTON, Sept. 18.—President Dwight D. Eisenhower was closer to appointing a new Federal Communications Commission chairman this week after the resignation of Commissioner George E. Sterling and a strong call from the National Association of Radio & Television Broadcasters for some positive action. It is believed the President has been postponing the appointment since Rosel Hyde's one-year term as chairman expired last April, until a vacancy occurred on the Commission.

Leading contender for the appointment appears to be George C. McConnaughey, of Ohio, now chairman of the Renegotiation Board. He formerly was chairman of the Ohio Public Service Commission and his appointment might be considered an aid to Ohio Republicans now battling to elect Rep. George Bender (R., O.) to a Senate seat against tough Democratic opposition.

Other possibilities so far suggested for the FCC chairmanship include Rosel Hyde, who has gained considerable industry support to continue in the post; Commissioner John C. Doerfer, an Eisenhower appointee to the Commission last year, and Commissioner Robert E. Lee. It is expected Hyde will remain on the Commission if another is appointed as chairman. He's been with the FCC since 1926, serving as a Commissioner since 1946.

MULTIPLE OWNERSHIP RULES

FCC Adopts New Order as Means Of Developing UHF Broadcasting

WASHINGTON, Sept. 18.—The Federal Communications Commission this week adopted new multiple ownership rules increasing maximum ownership of TV stations to seven, providing not more than five are VHF, as a move to "more rapid and effective development of UHF broadcasting."

Pointing out that the new rules are supported by UHF-ers as well as the TV networks, the commission argued that UHF would be aided by encouraging networks and other multiple owners with their "prestige, know-how and capital" to enter the UHF field.

In a strong dissent from the commission action, however, Commissioner Frieda B. Henneck declared that the new rules would increase network control over TV without aiding independent UHF broadcasters or the public.

Discounting the commission's argument that the promotion networks will give UHF will increase

listener and advertiser acceptance of UHF and stir manufacturers to produce more UHF equipment, Commissioner Henneck declared, "It will be no benefit at all to the independent UHF broadcasters, who are in critical condition because of lack of network programming, to see the networks ac-

quire UHF stations in the largest, most profitable markets."

Meanwhile, at least one network, Columbia Broadcasting System, already has been at work locating two UHF outlets in markets ranking somewhere between 25th and 50th to add to their operations.

AT&T, USITA Face Competition If FCC Okays Proposed Rule

WASHINGTON, Sept. 18.—The American Telephone & Telegraph Company and the U. S. Independent Telegraph Association which transmits television programs across the nation will be in for some new competition if the Federal Communications Commission approves a proposed rule to permit operation of privately owned TV inter-city relay stations on a permanent basis.

The FCC now allows the private relay stations to operate on an interim basis where common carrier facilities are not available in order to speed TV service to

sparsely populated areas, but requires that they be discounted when common carrier facilities are installed over the same routes.

Under the proposed rule, requested by the North Dakota Broadcasting Company, permittee of Stations KCJB-TV, Minot, and KXJB-TV, Valley City, N. D., the private relay stations would be permitted to operate permanently wherever it could be shown they would cost the broadcasters less than existing common carrier facilities. Broadcasters have until November 8 to file their comments with the Commission.

Test Reports On TV Audit Are Due Soon

WASHINGTON, Sept. 18.—The television circulation audit planned by the National Association of Radio and Television Broadcasters is a lot closer to coming up with some practical results than many people thought, according to Thad Brown, NARTB vice-president. He told broadcasters in Pittsburgh Friday (17) that they could expect a due-date for the first test reports on the audit "in the next several days."

Brown said the audit system developed by Dr. Franklin Cawl is being tested by the Alfred Politz organization, which is using meters connected to TV sets which will record 100 per cent accurately the programming on any particular set. A comparison of the two methods will prove the accuracy of the Cawl method.

Brown pointed out that the TV circulation audit was "designed to provide a vehicle of sale for individual stations," and for "television broadcast as an advertising medium," and added that the effectiveness of the circulation audit would be bolstered by the newly formed Television Bureau of Advertisers in promoting TV to advertisers.

Web Radio Death Predicted

Continued from page 7

metamorphosis resulting from the constant shift in the radio vs. TV audience balance. While there were 17,400,000 radio-only homes at the beginning of this year, there will only be an estimated 9,900,000 at the start of 1956. Also, there will then be some 36,000,000 TV homes, as against 45,900,000 radio homes.

The agency analysis estimates that, between 6 p.m. and midnight, Sundays thru Saturdays, radio sets in use may be expected to drop from a 13.6 average in 1954 to about 9.7 by 1955, with the audiences more and more tending toward the smaller towns

and rural areas, and the smaller, older families with lower buying power.

There will be greater doubt about web radio being able to deliver any mass audience by this date, and even the latest rate adjustments, which bring evening rates to the daytime level, are not expected to prove of more than temporary help.

The afternoon time periods, from noon to 6 p.m., Monday thru Friday, is expected to meet increasingly stiff TV competition as video programming improves, with radio use in TV homes declining sharply, and with a small drop in radio-only homes. This time bloc had a composite average tune-in of 20 per cent in 1952, and it dropped to 16.3 by the beginning of 1954. Its estimated tune-in at the start of 1956 is about 12.8 per cent, with a higher average before 3 p.m., and a lower mark after that hour.

Borden Buys 'Time' Strips

NEW YORK, Sept. 18.—Borden this week bought three quarter-hours of the 10:30-10:45 a.m. strip on NBC-TV. The advertiser will probably go Mondays, Wednesdays and Fridays. "A Time to Live," a new soap opera, is now in the time period, but Borden has not decided what program it will put there.

Young & Rubicam will service the show.

TV Grant Total Hits 708 Mark

WASHINGTON, Sept. 18.—The Federal Communications Commission this week issued one TV grant, bringing total authorizations to 708, of which 600 are post-freeze grants, including 32 non-commercial, educational grants. With 93 grants canceled, outstanding authorizations now number 615. This week's grant went to Texas State Network, Inc., Channel 11, Fort Worth.

Dickens' 'Carol' Set for Chrysler

HOLLYWOOD, Sept. 18.—The first Christmas color show is being planned by CBS-TV for presentation December 23. An adaptation of Dickens' "A Christmas Carol," it will be telecast live from Television City as part of the Chrysler series.

Fredric March has been signed to play the part of Scrooge. Ralph Levy will produce and direct. Maxwell Anderson is scripting the adaptation, with Bernard Hermann composing an original score.

RETMA Sets Agenda

WASHINGTON, Sept. 18.—Proposals to change the membership requirements, as well as a long list of technical subjects, will be on the agenda of the Radio-Electronics-Television Manufacturers Association when it holds a three-day industry conference next week (21-23) in New York. The membership changes, if approved, would permit the association to take in new, non-manufacturing members from the expanding electronics field. RETMA now has 387 active and associate members, nearly all manufacturers.

SUPER POWER

WGAL-TV NBC CBS DUMONT

LANCASTER, PENNSYLVANIA

316,000 WATTS

Covers a vast, prosperous territory—a rich target for your advertising dollar

Steinman Station
Clair McCollough, President

Represented by
MEEKER TV, Inc.
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

THE Acknowledged LEADER

- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
- TIMES SQUARE PLAYHOUSE
- YESTERDAY'S NEWSREEL
- I LIVED 3 LIVES
- SPORTS ALBUM
- FAVORITE STORY
- STORY THEATRE
- BOSTON BLACKIE
- THE LIVING BOOK
- THE CISCO KID
- YOUR TV THEATRE

4TV TELEVISION

1529 MADISON ROAD CINCINNATI, OHIO
NEW YORK HOLLYWOOD

EDITORIAL

This Ain't Utopia, Bub

In a Utopian world everything would be so planned and executed that we'd live a life of leisure, happiness and prosperity. Take, for example, a Utopian record and phonograph business. The customer potential would be limited only by the number of people inhabiting our imaginary world. Each and everyone would be fully acquainted with all music. We'd all have enough money and enough desire to buy all the new phonograph equipment and record merchandise as fast as it was issued. Distributors would merely fill orders and keep bank accounts meticulously. Manufacturers of records and phonographs would make the finest new products, tell the people about them and then supply the immediate demand.

But we don't live in a Utopian world. The Utopian pattern doesn't exist. And most of us are convinced that we can't wait for it. What then?

It is almost patently obvious that some industry-wide moves should be made to stimulate the public desire for more and better records and record-playing equipment. Whether such moves can or will be made in the near future cannot be answered. The dealer organizations have thus far been ineffective on record or phonograph levels. Distributor organizations do not exist in these fields. The manufacturer groups, Record Industry Association, Phonograph Manufacturers' Association, and Radio-Electronics-Television Manufacturers Association, have all been organized on such bases as to preclude any industry-wide promotional efforts of major or lasting effects.

These are the hard facts. It remains, therefore, for each dealer to take the promotional and merchandising ideas, materials and suggestions from the individual manufacturers and put these ideas, materials and suggestions to work on a local basis. That it can be done has been proved time and again when the pressure of competition has forced retailers to promote and merchandise their wares. And it has also been proved that promotional and merchandising activities at the retail level can be both inexpensive and profitable.

But to be consistently profitable, retailer promotion and merchandising must also be consistent. It is time that each and every record-phonograph dealer saw himself as a merchant in an industry with a particularly bright future. The potential market is constantly growing, the market's awareness of recorded music is growing and the manufactures' products are getting better all the time.

There are several signs which all too obviously point to a growing awareness on the part of syndicates, chains, department and variety stores that there's money to be made in records and record-playing equipment. There are further signs that the mass appeal of recorded music will entice more mail order, newsstand and book club operators to enter the field.

But similar challenges have been met successfully by merchants in such diverse fields as television, clothing, hardware and foodstuffs. The record-phonograph merchant can do the same by taking advantage of the merchandising and promotional devices which have been developed, tried and proven.

Utopia may never come to the record-phono industry, but tomorrow's customers will. Will you be there to make the sale, Mr. Merchant?

BOOST FOR DEALERS

Solid Displays Built Around Top Packages

By BOB ROLONTZ

Every year the record companies come up with new merchandising displays and equipment to help dealers sell more records and albums. The companies usually assign their top men or top firms to the job of creating the merchandising displays, and in the past they have come up with some humdingers. But this year the window and counter display material prepared by the major diskeries to interest customers in their new records and albums is nothing short of exceptional. There is little question but that alert dealers who make full use of the merchandising display material available from the record companies will move a lot of packaged merchandise and phonographs as well.

This year the major firms are not scattering their shots in relation to sales promotion and merchandising aids. Instead, each of the firms has picked out its most powerful new merchandise and is putting a full scale campaign behind it. Thus at Decca Records the firm's 20th Anniversary Birthday Party and the Bing Crosby musical autobiography package are the major themes; Columbia Records is putting a full scale drive behind its new phonographs, the "priceless editions" records, its new Bruno Walter-Brahms package, the new Philadelphia Orchestra releases and the Judy Garland soundtrack set from "A Star Is Born"; RCA Victor's big fall campaign is based on its "Best Buy" program, which consists of four parts: new Toscanini albums, 20 years of song hits albums, mood music packages, and new high fidelity sets; Capitol Records is working on its Jackie Gleason and Frank Sinatra pop sets, its FDS classical albums, children's music appreciation sets, self-service equipment and hi-fi material.

Decca's merchandising displays consist of a life like window or floor display of Bing Crosby, mounted on an easel and with Crosby holding a copy of his musical autobiography titled simply, "Bing." This set, which

retails for \$27.50, including tax, is the firm's big push for the fall. With it the firm is also sending out banners and displays in color, listing all of the songs that "the Groaner" sings in the set. The firm's 20th Anniversary is also the occasion for large-sized easels and streamers, suitable for either window or counter use. The streamers feature covers of the firm's 30 new popular and classical album releases; the banners list all of the Decca artists in all categories. Decca is also supplying ad mats for the 20th Anniversary material. This Decca material is easy for any dealer to use to make an attractive and timely window for the fall.

One of Columbia Records' biggest drives this fall will be on its new phonograph line, especially the firm's new 360K. The diskery has made up large mounted, easelized reprints of its striking full page newspaper advertisements on the 360K and is supplying these to dealers. They can be had with the unit itself for a window display, and there are streamers and banners also available for the rest of the sets in the line.

On the album side, the firm is leveling its big guns on the new Judy Garland "A Star Is Born" soundtrack. A large standee, or easelized cutout of Miss Garland with a reproduction of the album is now available with other material for a window display at the time the movie opens across the country. The "priceless editions" records, which the firm is giving away as part of its fall buying program, is also the subject of easels and streamers for use on counter or in windows. On the classical side the firm is preparing special material on its new Bruno Walter recordings of works by Brahms. These sets will be the object of a national campaign and the merchandising material will tie in with it. This year the firm is giving the Philadelphia Orchestra a powerful publicity campaign and will have material available late in the fall on the orchestra's new recordings.

RCA Victor's window merchandising displays this year are

BETTER record-phonograph merchandising FOR BIGGER SALES

A Special Section
on Ideas,
Techniques and
Tools to Point
the Way to
a Profitable
Fall and
Pre-Christmas
Sales Season

Record-Phonograph Industry Due for All-Time Peak in '54

Equipment, Package Mdse. Action
Predicts \$250,000,000 for Year

By JOE MARTIN

NEW YORK, Sept. 18.—In the race to top all previous annual sales figures, the record-phonograph industry is heading into the final lap of the current year with enough drive to hit its all-time peak.

Sparked and supported by the heavy sales action on phonograph equipment and packaged record merchandise, record sales at this point are sufficiently strong to carry the industry into its biggest final quarter ever. It is now believed that the total record business for the year could go well over \$250,000,000 against the \$225,000,000 done in 1953.

Phono Increase

As for phonographs, industry-wide feeling is that production will surpass the 16 per cent increase shown last year when 2,630,000 phonos were turned out. It is believed that production of new phonos in 1954 can go well over 3,000,000 units.

Following the pattern set a few years ago and dramatically pointed up this year in the decline of the 78 r.p.m. disk, it is

now evident that the trend toward the LP and 45 speeds will rise. Predictions for disk sales (retail value) this year show the 78 speed at about \$105,000,000, the 45 speed at \$80,000,000 and the 33 1-3 speed at \$65,000,000. These are said to be conservative predictions. There are those in the industry who believe that the 78 speed will account for a far smaller share of the total \$250,000,000 disk market.

New Drives

The phono business, which in 1953 topped the previous year's figures by some 500,000 units, can easily do better than that in 1954. The resurgent drives by such firms as Philco, RCA Victor, Zenith, Crosley, Admiral, Emerson, Motorola, among others, plus the continued success of the newer and smaller phono producers all augur well for the industry—and, of course, for the record business.

A year ago, many of the manufacturers faced the problem of materials and parts shortages. This year, however, there is a plentiful supply of tubes, motors, wire, condensers and other parts. Heavy advertising and

promotional budgets already set aside and in operation are figured to stimulate plenty of public interest in record playing equipment.

Another factor considered to be of major importance this year is the growing number of audio fairs scheduled and the ever increasing public attendance figures at each of these consumer showings of new audio equipment.

Retail Level

At the retail level early reports from all over the country show that business has picked up dramatically in the past two weeks after a somewhat slow late summer period. Altho the record business traditionally picks up in September, this year the pick-up has come sooner than before, and the percentage increase in business is better than in many previous years. September usually accounts for 6.5 per cent of the year's record business.

In the first two weeks of the month, however, the sales upturn has been such as to predict that September will top that figure easily. The final quarter of the year, if it follows the industry pattern, will account for about 41 per cent of the annual volume.

This year, too, almost every record manufacturer has come thru with extra discounts, additional return or exchange privileges and dating plans which permit dealers to buy now, sell now and pay later. The immediate result has been a change in dealer payments to distributors. Most distributors report that dealers behind in their payments by 60 days are now down to 45 days. Most dealers are paying right on the button, and a large number of accounts which had been shipped only on a C.O.D. basis are now getting regular credit terms.

Big Changes?

In addition to the rosy outlook for record and phono sales this year this is still an undercurrent feeling on the manufacturer level that many changes will yet take place in the record industry. This feeling is based on the belief that the record business can double within three years. Just what form these changes will take has not crystallized. But the general feeling is that any major change may involve price or discount structures.

The inter-relation between record and phonograph sales is such that the future for both fields calls for additional packaging of the two basic home entertainment items. Columbia's use of disks with their phonos, Victor's "Listener's Digest" package and similar merchandising schemes are only beginnings in this new, but long-overdue, thinking in the record and phono industry.

It all adds up to a bright picture and one that should get brighter in successive years.

among the most powerful ever conceived by the firm. For the five new Toscanini recordings the diskery has come up with a gigantic window display piece, five feet tall, to be used as a centerpiece for a complete Toscanini promotion. It shows the conductor, baton in hand, and it advertises seven albums by the maestro. There is room for many more sets at the base of the display. Hangers are also available with this display, as well as brochures and co-op ad mats for the Toscanini promotion.

Another key display piece is a rotating counter browser, which was made especially to display the firm's 20 years of song hit sets: 20 EP's, each containing four songs, four for each year from 1926 to 1945. This browser, actually a three-tier metal EP rack, holds the 20 EP's and rotates so that customers can see all of the albums. It has room for back-up stock. It can be used on counters, on tables, etc. There are hangers advertising the sets that can also be used with the browser.

The firm has another important merchandising aid this year with its new "Mood Music" color-motion window display. It is a three and a half foot wide window display, which holds four mood music albums and contains a revolve which changes color as it moves. "Mood Music" hangers and supplements can also be used with this color-motion window display. The firm has also made up easels and streamers for its high fidelity album drive. This covers 11 new Red Seal albums released this fall including a set titled "An Adventure in High Fidelity."

Capitol Records has come up with its most ambitious display

material this year. These include a Jackie Gleason window display, which features the new Gleason mood music set, "Music Memories and Martinis," as well as his hit albums of the past two years. The firm has also mounted a color blow-up of the cover of the new Frank Sinatra set "Swing Easy" for use on counters or in windows.

Capitol has started a gigantic campaign to put over its classical waxings and has made up window displays plugging its new FDS sets. The firm has two window displays available: One is the FDS large winged window display which holds nine Capitol albums. The other is the FDS "Pictures at an Exhibition" die-cut album display, featuring the firm's new recording of the Moussorgsky work. With these displays the firm has made up easels and streamers as well as supplements promoting the classical albums.

A window display advertising Capitol's new music appreciation albums for children is also ready for dealers. This holds three kiddie sets, and the firm has supplements telling about the music appreciation and "Learning Is Fun" sets. Capitol has also made up a complete kit enabling dealers to put on their own hi-fi show. This is called a hi-fi show kit, and it contains window streamers, an instrument range chart streamer, and store hangers to be used for the show. The kit includes a pamphlet with complete directions on how to put on a hi-fi show, which could prove a real stimulant to business in these days of hi-fi.

Capitol Records, as always, is placing much emphasis on self-service and has made many new
(Continued on page 14)

Quality Kidisk Line Growing Despite Low-Cost Inroads

Firms Stress Better Disks as Buyer Builders; Cheaper Ones Still Sell OK

By JUNE BUNDY

High-ticket merchandise and regular cost items in the children's field are more than holding their own against the lower-priced kiddie lines, according to the most recent dealer surveys. Contrary to rather gloomy trade predictions a year ago, today's studies clearly indicate that the market is big enough to pay off for everybody on 25-cent disks and up.

For example, an investigation of the kiddie field this year by RCA Victor revealed that dealers report the quality disk market (\$1 and up) is actually on the increase. Recent surveys also indicate that the record dealer is maintaining his hold on the kiddie field.

Last year record dealers accounted for more than a third (36 per cent) of children's record purchases; department stores, 12 per cent; variety stores, 19 per cent, and other (drug, super market, etc.), 33 per cent. The percentage is expected to be even heavier, dealer-wise, this year.

The mail-order children's record field has never made any serious inroads into the dealer's take, but for a while TV loomed as a serious threat to the kiddie disk business in general. Parents found it was less bother and less expensive to let junior get his entertainment from the family video set, than to keep him supplied with small fry platters.

Ultimately, tho, the industry actually benefited from the competition, since it touched off a new trend this year for records that educate as well as entertain. Kiddie disk buyers today are more discriminating. Consequently, the quality of the average children's record has sharply improved over the last nine months, with increased emphasis on classical music and educational items highlighting the fall kiddie lines of the major labels.

Package Trend

The trend continues to be away from multi-disk albums, but packaged merchandise is bigger than

BIBLE SOCIETY HUNTS 2,000 CRANK PHONOS

Dear Editor:

Do you know any firms which would be interested in buying on one or 2,000 hand-wound phonographs?

Where there is no electricity and where many of the population can not read in foreign lands, there is need for such phonographs especially if they can play records 33 1/3 r.p.m.

We will welcome any suggestions of manufacturers in this country or abroad that you think might be interested in helping us make Scripture records available to the sightless and the illiterates.

Sincerely yours,
Gilbert Darlington,
American Bible Society

ever, with companies vying to provide the dealer with eye-catching display material, unique jacket designs and phono tie-ups.

The children's record field is still primarily a 78 market, but 45's are beginning to make some headway. However, their progress is seriously handicapped by the fact that manufacturer's still haven't come up with a low-priced, self-amplified manual, 45-only kiddie phono. Until that day, there is little chance that the children's record business will become a two or three-speed market.

RCA Victor's fall program, under the direction of the label's kiddie chief, Steve Carlin, is highlighted by an unusually effective merchandising program. Album covers on the "Ding Dong School" and "Howdy Doody" series will feature a new and expensive laminated color process, while its display line has an outstanding item in the RCA Victor "kiddie corner." The latter is a three-color, replaceable, handboard and lacquer-finished maple browser, designed to house the label's entire line. Adjustable partitions allow for growth, while a card-holder index assures complete coverage no matter if the account is in or out of stock.

Kiddie Classics

In addition to some new kiddie-pop disks by Eddie Fisher, the Ames Brothers and Eddy Arnold, Victor is issuing a group of children's classics on the 49-cent Bluebird label, a story book album on the forthcoming Walt Disney film "20,000 Leagues Under the Sea," two new Howdy Doody albums and three new "Ding Dong School" records.

Victor is also re-merchandising three of its most popular items introduced last January—"The Little Ballerina," Toscanini's "Nutcracker Themes" and the Ludwig Bemelen's disks. The Disney album is aimed at the five to 12-age group; "Howdy," three to eight-year-olds, and "Ding Dong," two to five.

In line with this, Columbia's kiddie a. & r. chief Hecky Krasno reports that the label is extending its children's record group this year to accommodate a wider variety of age groups. Columbia's big kiddie push this fall will be on three integrated "good music" series—with dealers encouraged to market, promote and merchandise them as a complete sales unit.

Columbia Series

One segment of the series, "Introducing the Masters," was introduced last fall, but the other two—"Introducing the Masterworks" and "Introducing the Instruments of the Orchestra"—are new to the field. "Introducing the Masterworks" will feature well-known excerpts from longer works recorded by Columbia's key Masterwork classical artists. It will be available on 78 and 45, with each disk retailing for 98 cents.

"Instruments," which will be sold as two-record \$1.98 albums, will be made up of Columbia's most popular instrument-type singles, ("Tubby the Tuba," etc.), along with new disks, while "Masters" dramatizes the lives of famous composers, with narration by Milton Cross. "The Story and Music of Chopin" will lead off the fall release. Altho the series is aimed at children over six, Krasno expects the disks will also find a big market among beginning adult classical collectors.

Participation Line

Krasno is also readying 50 new releases on Columbia's 49-cent participation line, and eight new re-

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TO HELP THEM GROW

Kidisks' Parent Appeal Has Profit Appeal Too

By LLOYD DUNN
Vice President,
Capitol Records, Inc.

In the "old days" we used to feature children's records as a marvelous way to keep the kids quiet on a rainy day or out of the kitchen while Mom is preparing dinner. "Baby sitter-appeal," we called it.

Today TV has taken over that role very nicely. Bug-eyed moppets are now quietly engrossed in hatchet murders and gunplay on television, while the aforementioned dinner is being prepared. Any parent who has tried to pry a child loose for nourishment at dinner time is familiar with the power of television appeal.

Where does this leave the children's record market? Actually, it puts it in a stronger position than ever, because children's records today must have "parent appeal." You have to sell the idea that these records are desirable and necessary for the child's development, instead of just something to make a noise and hold interest. I think the television competition is therefore essentially worthwhile and good because it places the emphasis on better records for children—an emphasis that both manufacturer and dealer must be aware of to do a successful job in this field.

Price and Quality

At this point it is necessary to state that the children's record market is currently divided into two price categories: records selling at 60 cents or less, and those around \$1 and above. The less expensive lines of children's records are many. In fact, it seems that anybody with access to a plastics plant can get into the business overnight. Most of the records in this field comprise simple songs and stories and offer, primarily, price appeal.

While the volume is high, the dollar value is considerably less

than that offered today by the better-class merchandise. However, each class of records has its place and the wise dealer will see that they remain in their place. Cheaper records must be displayed in traffic centers, and they are bought pretty much on impulse. Because the price is low, the profit to the dealer is less, particularly in relation to the handling. But it all adds up at the end of the day.

The better children's records, however, have a much more "enduring" sale, primarily because the parent is keenly aware of the nature of the record and shares the enthusiasm of the child. This assures the dealer of repeat sales.

Capitol Albums

Perhaps I will be forgiven if I use Capitol albums to illustrate. There are similar albums in the libraries of other manufacturers, however, and I am sure that their story is equally sound.

Let's take Capitol's "Music Appreciation" albums. They are designed to introduce young children to classical music thru the device of a simple story line that intrigues the child but does not interfere with the presentation of the music in its original form. Such an appeal inevitably intrigues parents who naturally want their children to have all the advantages. When a parent has been sold on the basic idea, he or she is an excellent prospect for the purchase of perhaps a dozen of these "Music Appreciation" albums. At \$1.15 apiece, this runs into a respectable volume for the dealer.

From the manufacturer's point of view, having a group of albums dedicated to this important objective, and with such outstanding parent-appeal, it is possible for said manufacturer to spend considerable money promoting his albums, thus bringing business into the dealer. I do not recall ever seeing any

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'Bing' Proves the Profit Power in Deluxe Sets

By SIDNEY GOLDBERG
General Sales Manager
Decca Records, Inc.

The tremendous success of our new deluxe album, "Bing," has already revealed that a great product, when properly merchandised, can be very profitable to the dealer. Each deluxe album package, because it is unique, presents unusual merchandising challenges to the dealer. They offer unusual profit opportunities, too, if these challenges are met with ingenuity.

Reports reaching this office from all over the country have revealed many interesting merchandising success stories. The nature of these albums is such that they receive tremendous publicity and attention, not accorded most record releases, and much of this publicity comes in places where records are not normally mentioned. "Bing," for example, has been mentioned by almost every national newspaper columnist and on radio and TV programs which normally do not plug records.

Many national magazines have devoted or intend to devote space to it outside of their regular record columns. Because of this exploitation, the deluxe album is brought to the attention of large numbers of people who do not normally buy records. The dealers who take advantage of this attention and interest by tying up with proper promotion in their stores are profiting far above the average.

Window Display

Window display of the albums is essential to attract the eye of the passerby who has heard of the album but has not purchased it as yet. It is another pitch at the consumer, telling him that this wonderful package which he has heard about and may have heard part of, can be purchased in this store.

Clippings of newspaper and magazine plugs displayed in the store window, or quotes from them blown up, have been very effective. Interior display is also very important to attract the attention of the record buyer in the store. The dollar volume represented by a deluxe album warrants plenty of display space.

Beyond these basic selling techniques there are unusual methods which are warranted because of the dollar potential of these albums. Telephoning likely prospects has proved very profitable on "Bing." The prospective customers are flattered to be thought of and personally called about such an unusual album.

Co-operation with local deejays has paid off for many dealers who supplied the album to the deejay and received direct

plugs on the air in return. Some of the dealers arranged to have their phones open if these programs were broadcast at night or on Sundays, and have taken many phone orders during and after the show.

Time Payments

Record dealers who do not normally sell records on time payment or lay-away plans will find it profitable to do so on these higher priced sets, and in this way tap a big market which would otherwise be lost.

The business gift market is another which many dealers are exploiting profitably with "Bing." Many business men who have to give gifts at Christmas are searching now for unusual, high quality gifts for their customers.

The possibilities of tie-ins with other merchandise should be thoroughly explored. For example, the customer who buys a copy of "Bing" at \$27.50 is a most likely prospect for the 73 other Crosby albums available from Decca. The Crosby "Collector's Classics" series alone has eight volumes containing 64 songs from Bing's early films and forms a natural companion sale for "Bing" (and represents an additional \$24 sale for the sales-wise dealer).

"Big Tickets"

In short, the deluxe albums are the "big ticket" merchandise of the record business. They present great opportunities for profits that have never existed in the record business before and they offer them to all record dealers, large and small, who are prepared to get behind and exploit the item to the fullest.

Mailings, phone calls and personal demonstrations enable every dealer to compete effectively for this great potential market. It is, indeed, essential for each and every dealer to do so, for they can not afford to have their customers turn elsewhere for merchandise which is "news," as confirmed by the publicity as mentioned above and which is highly profitable on each and every sale.

"Bing" is proving that when you have what the public wants, it is only necessary that the dealer take advantage of the publicity and exploitation and, in turn, join the promotion to exploit to the fullest the potential in his area.

The record dealers will continue to sell millions of pop records due to the very nature of their popularity, but the big plus can be had by each and every one of them by putting the proper effort and promotion behind the "big ticket" item, the deluxe album, such as "Bing."

Right Angles on Pop Disks Spell Success

By MORRIS S. PRICE
Vice-President in Charge of Sales
of Mercury Record Corporation

With record manufacturers turning out such a vast number of releases each week, pop records require specialty buying. This can be done by the dealer if he closely observes the forthcoming popular market trend with his eyes and ears.

If the dealer will observe with his eyes the assistance offered to him by the various trade papers, he can be assured of having a supply of pop records when the demand becomes evident.

Trade papers are often extremely useful in screening the many records coming to market in that they are in an enviable position to judge the particular artist and the records with the public, the disk jockeys and operators. A typical example of this is The Billboard and its pop charts. Their predictions are amazingly accurate on forthcoming releases. By using their talents of spotlighting material and their weekly trade charts, no progressive dealer should be in the dark for very long.

If the dealer will listen to the salesman's samples of new releases and has an inventory of these records for the demand created by the local disk jockey and juke box play, that dealer will get the store traffic and profit most in this perishable pop record market. However, there is more to being a successful record dealer than just selling pop records.

In my opinion, there are several elementary and important prerequisites in operating a successful record department:

A. A clean inventory.
An inventory should always be kept in a neat and orderly manner. Your distributor will be very happy to replace shop-worn and dirty sleeves of EP's and

LP's at no charge. A progressive dealer should turn his inventory about 10 times a year.

B. Attractive window displays.

Sometimes a window display loses the maximum impact by having too much merchandise on display. A dignified, well-balanced window display creates more interest and stops more sidewalk traffic, which will bring the customer into the store. Here again the progressive dealer will take advantage of all advertising materials supplied by the record manufacturer, such as streamers, easels, artists' pictures, etc.

C. A good phonograph player for demonstration purposes.

If the store is too small for listening booths, a good phonograph player should be provided for customer listening on the counter. Where listening booths are available, a good phonograph player should be in each booth. Where possible, special booths should be set aside for hi-fi buying only.

D. Trained personnel.

This point is the most important of all. The training of the personnel should be of prime importance to every dealer. Sales people should be courteous to the customer. Sales people should be thoroughly familiar with their stock. Salespeople should be impartial to all artists and their recordings, and their first thought should be customer satisfaction, thereby building a better future for themselves and better business for the dealer.

Suggestive selling is used by every retailer of almost every commodity in the merchandise

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Know Your Customer, Stock, Ability to Sell

By **BOB YORKE**
Merchandise Manager
RCA Victor Records

Almost everyone in the record industry—on every level of the industry, too—can point to specific areas in which there are two record dealers, comparable in every respect. One of these dealers seems to operate a profitable business while the other just manages to hang on. Geographically, economically and in every other obvious way the two shops are directly comparable. Yet, one sells a lot of records profitably, while the other either sells only a few records—or sells plenty, but unprofitably. There's no price-cutting, by the way, in this anonymous comparison. Why the big difference?

Truthfully any answer given could not be complete or be the panacea which will make the sick shop a healthy one. But there are many specifics which can be pointed up and which can make a major difference in any slow operation.

Record Customer

Look at it this way: Who are the record customers of today and tomorrow? There is, first of all, the group which knows music, likes it, can afford it. They are the people upon whom the industry has depended for many years. They buy each new release. They have the best record playing equipment they can afford. They buy as many records as they can possibly afford. They assume that they are experts—and often are. They are the people on whom the manufacturer can depend so well that he knows how many to press on almost any piece of packaged merchandise without fear of getting stuck with a single copy. The dealer who knows these customers can also be sure of how many of what item to order on a new release. At the other end of the custo-

mer scale—or should I say potential customer scale—is the group made of those who do not own a record player, perhaps never have owned one. They know nothing about recorded music except that it might be nice to have around the house. They don't know that there are two or three speeds, haven't heard the phrase "hi-fi" and probably won't hear it for another two years. These people have yet to be sold a piece of record playing equipment.

"Listener's Digest"

It's for these people, for example, that RCA Victor has issued the "Listener's Digest" package of records and player. It's for these people that we have set aside a budget of some \$500,000 to make them first-time record customers. The dealer who goes out to sell these people will be building tomorrow's customers—if he sells them the right merchandise and correctly.

In between these two groups lies, perhaps, the largest and most readily reached untapped market for the record industry. This is the customer group which is most often missed by the industry. This customer is interested in more and better records, and better record playing equipment. He doesn't know what to buy, how to buy it. He heard about "hi-fi" but doesn't quite understand it. For this individual we have brought out the "Hearing Is Believing" package. We've also appropriated and will spend about \$250,000 to promote the package and build the customer into a better and more frequent consumer of phonograph records.

Three Markets

But—and it's a big but—the dealer must fully understand that these are three separate and distinct markets. They can't be reached all at once. You can't

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Self-Service Accent in Shop Designs Sparks More Sales

New Materials Help Conversions Which Point to Business Increase

By **JOEL FRIEDMAN**

The basic change to self-service merchandising of phonograph records has cued renewed interest in the disk business by manufacturers of store fixtures and display equipment. The impetus is one that has largely been created by the record manufacturers themselves, who have been responsible for the swing to the theory of super-market selling of records.

Accordingly, new developments in display equipment have aided the record dealer to make better use of the store space at his disposal, unquestionably the chief problem with which disk dealers are concerned.

The basic premise of self-service as it applies to the record dealer is to allow the customer to see more and, of course, purchase more. Impulse sales, foreign to the field prior to the adaptation of self-service, are now part and parcel of record merchandising.

With the coming of self-service and its almost universal acceptance by dealers thruout the country, both the record and display equipment manufacturers were faced with the problem of designing new store fixtures and selling aids that would fulfill the desired sales theory.

Capitol Pieces

Capitol Records, largely responsible for self-service and a host of new display pieces, has pioneered in the field. Capitol's introduction of browser boxes, interchangeable modular units that fit 7, 10 and 12-inch record sizes and disk storage equipment has been received by dealers thruout the nation with tremendous acceptance.

Latest merchandising aid to be introduced to the field by Capitol is ordinary pegboard, and along with that, the widespread use of wrought-iron stands, legs, etc., the latter chiefly used because of its great durability and economy as compared to the cost of wood.

To complement the use of pegboard, Capitol this year is introducing a line of wrought-iron racks in all sizes, designed to hold sample copies of packaged merchandise. In addition, Capitol is introducing a new "Acoustical Modular Listening Booth," which can either be mounted on a wrought-iron stand or fastened to a wall. The booth, which measures 24 x 27 x 86 (mounted) is open faced, has its speaker concealed at the top, and by its design, practically eliminates the pilferage problem common to the average disk dealer.

Harris Case

Typical of the many advantages of self-service and the use of browser boxes is the case history of A. Harris & Company, Dallas record dealer who made the switch to self-service.

"Proof of the self-service addition at A. Harris has been the great increase in sales since our browser boxes were added to the selling floor," said Vince Lund, manager of the store's record department.

A. Harris & Company, using the original browser box plan developed by Capitol Records, devoted one entire wall of the shop as well as a group of 15 boxes at the entrance to new units. A shelf, three feet in height, was constructed to hold 19 boxes of carefully filed, long-playing records. The 15 other

boxes were arranged on contemporary black wrought-iron stands for flexibility of display. The convenient height of the boxes makes leisure browsing and buying a pleasure for the customer, regardless of his or her size.

Disk Arrangement

The arrangement of records adds still more comfort to shopping. Classics and Pops are separated and ingeniously filed under completely different systems. Classical music is arranged alphabetically under the names of composers, while pop music is filed alphabetically under type, instrument, composer or artist, depending upon which classification is the selling point of the record.

Some of the general music classifications are "ballet," "ac-cordion," "bop." When an artist is extremely popular, his records will be filed under his own special classification, as in the case of Nat (King) Cole, Jackie Gleason, Eddie Fisher or Bing Crosby.

Wall space above the browser box shelf is also put to excellent use by the placement of three narrow display shelves. These shelves serve as a show place for records being currently promoted by the store, or as a display for special record purchases made seasonably available to the customer.

"We tried to plan intelligently every detail of self-service, with the comfort and convenience of the customer foremost in mind," said Lund. "We put ourselves in his place and tried to figure out what he consciously or sub-consciously looked for, and consequently promoted his sales receptiveness when record shopping."

Premium Records Lead Retailers' Methods of Pushing Disks, Phonos

Premiums play a far bigger part in the promotion of records and phonos than price sales, according to a Billboard survey of the merchandising operations of dealers.

Altho some dealers have moved old stock by cutting prices, the majority of stores polled indicated that the old give-away gimmick to move regularly priced merchandise is the biggest traffic builder. One of the most popular premium stunts in the record field is the club plan, whereby customers receive one free record when they buy a specified amount of other disks at the regular price. Phono sales were also increased by offering free LP premiums with each set sale.

The newspapers snared the lion's share of the dealers' budgets, with store and window displays running a close second. A limited amount of dealers use radio, but those who do list it as their number one promotional-outlet. Very few dealers can afford to advertise on TV now, but several have worked out tie-up promotions with local drive-ins and movie houses.

A report on some of the more interesting dealer promotions follows:

WALTER OFFERMANN OFFERMANN'S New Paltz, N. Y.

Offermann promoted sales of Columbia's \$27.95 phono last month by offering a free EP (cost to the dealer 90 cents) to every set buyer. Newspaper ads were used, and while the increase in phono sales was slight, "store traffic greatly increased and much interest was aroused."

WILLIAM SHORTAL BILL'S RADIO SHOP Wood River Ill.

Tape recorder sales here went up 20 per cent as the result of a promotion conducted last January on Electronic, Webcor and Crescent tape equipment, priced to \$149.95. Radio played the most important part in the campaign, backed up by extensive newspaper, direct mail and point-of-sale displays. Co-op money from manufacturers and distributors was used on radio

and newspaper ads. The store offered buyers special time terms of 10 per cent down and no carrying charges, with payments running from \$5 to \$10 a month.

BOB MARTIN PALO ALTO MELODY LANE Palo Alto, Calif.

Last May the Palo Alto Melody Lane ran a three-day promotion to introduce Columbia's \$24.95 phono. Tying in with the local Chamber of Commerce, the store sponsored "Greater Downtown Value Days" as part of its Columbia promotion. No co-op money was used, but manufacturer's ad mats—cut and revised—were run in the local paper, supplemented by "unorthodox, chatty ads" in The Stanford Daily, a campus paper. Model 200 phonos were sold as a direct result of the promotion, and Martin reports that the push stimulated sales on other machines and records.

CARLISLE A. ANGLEMIRE ANGLEMIRE'S Nazareth, Pa.

Anglemire's increased its phono sales 50 per cent last August when the store staged a special three-day sale on Decca's \$29.95 three-speed phono at \$19.95. The sale was mainly pushed thru the newspaper ads which carried a list of the eight top-selling records, along with copy for the Decca player. The sale helped sell more expensive phono models as well.

C. J. WOOD THE MUSIC STAFF Texas City, Tex.

C. J. Wood reports that phono and record sales were 33½ per cent higher than last year, as the result of a special promotion staged on phonos. Customers were given \$2 worth of records with each purchase of a record player. The promotion was advertised in newspapers, radio, and via store and window displays. No distributor or manufacturer co-op money was used.

AUSTIN BALL THE MELODY SHOP Fort Worth

Radio increased this store's phono sales 50 per cent over the

previous three months. The store bought time over a local station to plug a sale on Decca phonos. Co-op money figured in the time buy.

G. B. FRANK FRANK BROTHERS Millersburg, Pa.

The store is building its customer-roster with a club plan, whereby customers pay \$1 weekly for 25 weeks then receive their choice of a specific list of appliances, toys, etc., along with \$25 worth of merchandise of their own selection. A similar club plan is set up on a 50-week basis. Members unable to finish their time payments receive credit for amount paid in. The premium cost to the dealer is about 10 per cent of the amount the customer pays in. Direct mail is the most important medium used, with newspaper advertising and store and window displays ranking next, in that order.

MARY E. GELNER KATZ DRUG COMPANY Kansas City, Mo.

The Katz chain, which operates in Kansas City, Mo.; St. Joseph, Mo.; St. Louis; Des Moines, and Oklahoma City, credits its July promotion on Decca's \$19.95 phono with "saving our summer business." Mary Geline reports that the drive increased sales 12 per cent over the July sales last year, and terms it "our most successful phono-promotion." Co-op money was used on newspaper ads, and buyers received premium gifts of four Varsity LP's with each set.

AUSTIN BALL THE MELODY SHOP Fort Worth

In co-operation with Motorola, The Melody Shop mailed out a slick-paper booklet, with color pictures and news features about Motorola sets and music. The best results, according to Austin Ball, came from mailing them to offices of doctors and dentists, barber and beauty shops, real estate firms, etc. The booklet, "Crest," is issued six times a year. Altho this was primarily a TV promotion, Ball

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Movie Houses, Shops Sell Sound Tracks

By **SOL HANDWERGER**
National Publicity Manager
M-G-M Records

The importance of packaged merchandise—surprising to some dealers—is well known to those record retailers who have been handling, merchandising, promoting and selling the motion picture sound track albums. And even those dealers who only recently saw the light remember such M-G-M Records best sellers as "Annie Get Your Gun," "Good News," "Show Boat," "American in Paris," "Quo Vadis" and "Julius Caesar."

These were only some of the packages in the constant stream of albums featuring music and dramatic highlights from famous motion pictures. It all started almost eight years ago with a souvenir collection of songs from the M-G-M film "Till the Clouds Roll By."

That the box-office appeal of the movie is directly tied to the ultimate sale of sound-track packages is obvious. M-G-M, both the movie company and the record company, has teamed to use the film and its exploitation possibility along with the album and its exploitation possibilities to the end that both the record dealer and movie exhibitor will benefit.

Success Record

That this mutual form of exploitation has been eminently successful on the record level is evidenced by the fact that the last 10 sound-track albums put out by this company have all placed on best seller list. Here's how it's done—and how the record dealer can take advantage of and reap benefits from the work.

Long before the local publicity campaign begins, the record company starts to pour out promotional material to a mailing list of hundreds of newspapers, magazines, 4,000 radio contacts (disk jockeys, librarians, program directors), 3,000 juke box operators, department stores, chains and about 10,000 independent retail record shops. This material—available to all deal-

ers, of course—includes streamers, hangers, window cards, heralds, supplements, colorful Scotch tape-type stickers, racks, dummy album replicas and additional devices.

When the campaign is also at the level of the local motion picture exhibitor, too, then a record dealer can really sink his teeth into exploitation maneuvers which result in extra sales. Theater exhibitors, unlike many record dealers, consider themselves in show business. They know well how to make use of the public interest in show people, the public clamor for glamour. Some of the best window displays can be set up with the aid of a movie exhibitor. He can help in many ways, including the supply of display materials, stills, photos, etc.

Window Contests

The success of tie-in windows has been proved time and again. Working with the exhibitor can result in other tie-ins—like the playing of album selections in the theater lobbies on a record player or a juke box. The independent activities of theater managers in obtaining displays in record shop windows has become such an important factor that M-G-M Records recently began sponsoring window display contests in which cash prizes are evenly divided among co-operating exhibitors and record dealers. This began with the release of "Annie Get Your Gun." Almost 300 entries were received for that contest.

The plan was repeated for "American in Paris," and the entries reached the 1,000 mark. The most recent contest, for "Seven Brides for Seven Brothers," is now under way and to date entries have already passed the 1,500 mark!

With each new sound-track album, specialized and local ballyhoo stunts came into play. Dealers can set up or participate in any of these promotions by contacting local distributors or the M-G-M Records home office. There is no limit to the kind of promotion which can be staged to tie together the big films and the big albums.

Adult Disk Market In Rapid Expansion

Continued from page 1

special event in the record scene, is a more frequent occurrence. It can cost up to \$100, as in the case of Columbia's Literary series, or \$7.50 for a single record, as in the case of Westminster's new hi-fi "Lab" line. It still is directed at the adult with more than a loose 89 cents in his pocket. Or if not the adult, then his junior with an indulgent allowance.

The Westminster and Columbia disks cited are admittedly exotic examples. Yet they illustrate the point that today's record business has expanded to the point where it satisfies the desires of ever more potential customers. The perimeter of disk interest is constantly being stretched.

Want to hear a heart beat? It's on the record. Ditto with a dissertation on how to mix cocktails. How about a private fiddle lesson from Louis Persinger, the teacher of Yehudi Menuhin? Or the Bible, complete?

One of the most recent examples of a plush album, listing at a hefty \$27.50, is "Bing." This Decca discography of the Groaner has taken off quickly and appears headed for sustained sales. Its prime appeal? The 30-plus buyer who was brought up in the Crosby era and finds particular relish not only in the Crosby crooning, but in the smart, informal talk that recalls a past musical period.

One of the most phenomenal successes of a fancy package aimed at the grown-up, once-upon-a-time pop buyer, of course, was the last Glenn Miller set. As a "Limited Edition" it moved well over 90,000 albums and, today, dealers who still have some cached away demand and get premium prices for them. This fall, RCA Victor will issue another Glenn Miller bumper pack to capitalize on what seems a tremendous demand. (See separate story).

On the classical side, examples of "adult" clicks are no less startling, even tho the field has always been the prime province of the mature collector.

One of the greatest stimulants to increased sale of classical disks has been the new stress on hi-fi. Dig thru all the claims, some exaggerated beyond reason, and the simple fact holds true that records made in the last couple of years sound better than ever, when played on suitable equipment.

This has enabled the phonograph record, and the entertainment it holds, to compete successfully with other media that constantly vie for the attention of the adult. As the teen-ager approaches adulthood he has more money to spend, as a rule. But the demands on his time are also greater. In the modern record, a growing number are finding that the purchase cost is well worth the repeated pleasure it affords.

New Experience

If he is one who has succumbed to the blandishments of hi-fi, and he must be an adult, for the custom equipment costs dough, he provides in his home a listening experience that was undreamed of even a few short years ago.

And it is only to a slightly lesser degree that the mass of new phonograph buyers today enjoy the experience of glorious sound in the home. The \$100-plus player, too, never sounded so good.

If there is any dealer lesson to be learned from the trend, it is that some portion of their promotion, maybe more than before, now be directed intelligently at the grown-up buyer. This will attract him into the store, and when he is there selection of disks must be made a pleasant experience. And he must have a decent place to try out the prospective purchase.



THIS LARGE cut-out window display piece issued by RCA Victor highlights the maestro's five new album packages plus two of standard best sellers.

with everything from mambos to Mozartlike minuets featured in the line-up of 12-inch \$2 platters. The series has been awarded the Parent's Magazine Seal of Approval, and Decca is providing dealers with an unusual display-browser rack, designed as a counter-top replica of a child's playpen, to display it.

Decca Angles

Decca also has some effective merchandising angles for dealers in two TV record packages. One features two albums by Jack Barry and his CBS-TV "Winky Dink and You" cast—"Winko" and "Magic Crayons Make Magic Pictures." The other includes two new sets in the "Space Patrol" series. Both will receive extensive TV promotion. Other Decca kiddie items this fall will be a new Sergeant Preston set ("Case of the Indian Rebellion"), a new Jon Arthur set and Kitty Kallen's first kiddie-pop disk.

Mercury's fall line will feature 11 new Childcraft releases and six new Playcraft disks. The Childcraft releases include an "Opera for Children" disk on "Aida," a "Christmas Carols" package, a patriotic platter ("Star Spangled Banner" backed by "Pledge of Allegiance"), "Favorite Marches for Children," "David and Goliath" backed by "Noah's Ark," "Sorcerer's Apprentice," "Trip to the Dentist," and the "Christmas Tree" which features Claude Raines as narrator. Hugo Peretti's orchestra is featured on most of the sides.

Mercury Playcraft

In the Playcraft series Mercury's kiddie artist and repertoire heads, Lugio Creatore and Hugo Peretti, have lined up new kiddie-pop disks by Patti Page and Eddy Howard and two new "Lady in Blue" (June Winters) and "Super Circus" sets.

Little Golden Records will bring out a new classical music package this October, designed to introduce the parts of the symphony orchestra to the musical novice. Tagged "A Child's Introduction to the Orchestra," the set features eight seven-inch records boxed in a special carrying case, and is available in both 78 and 45, marking Golden's first fling with 45. The box which can later be used as a child's record storage cabinet, retails at \$3.95 and will be backed with heavy promotion.

Golden is also planning an extra promotion push behind the label's first "Bugs Bunny" and Roy Rogers sides.

And there you have it—all kiddie record plans of the major labels. With the birthrate on the increase, dealers are faced with a potential kiddie record market of millions, exceeding anything in their past experience. The record companies have supplied the material. Now it is up to the dealers to follow thru with local promotion and sales-savvy. At the same time, they will automatically be building a solid relationship with the teen-age record fans of tomorrow.



THIS IS Pentron's Dynacord, a professional tape recorder with the Model DP-100 pre-amplifier, which will retail at \$500 complete.

Displays on Top Packages

Continued from page 11

types of material available for self-service units. Such items as browser boxes, self-service bar, title strips, clip-on signs, etc., are available from the firm, and Capitol also has prepared a booklet showing how other stores are using these self-service features.

All of the window displays prepared by the major firms for the fall season are tied into national advertising campaigns and include other store merchandising material, from catalogs and brochures to streamers, banners and hangers. Of course the firms have merchandising material available on many of the other sets being issued this fall in addition to their powerhouse packages. All of the merchandising aids can be obtained from the distributors of various companies.

In addition to the merchandising aids prepared by Decca, Columbia, RCA Victor and Capitol, many other firms, such as M-G-M, Mercury, London, Coral, Epic, Essex, "X," Westminster, Vox, Vanguard and Urania, also have materials for

display purposes on their top album releases. This material is also obtainable from the distributors.

There is enough new merchandising material available for the fall season for dealers to present new window displays every other week from now until Christmas, and to dress up the store every week. Dealers can easily combine the various displays, or make up their own out of the material obtainable. Distributor salesmen will be pleased to help dealers prepare new windows incorporating the new displays, streamers, easels, etc.

The use of new merchandising ad display materials in windows and on counters serves a three-fold purpose. They help keep windows attractive, bring traffic into the store and interest more people in records. The record firms have designed all their new material to help the dealers move more records and phonographs. It is a wise dealer who takes advantage of ready-made material to increase his volume of business.

Right Angles Spell Success

Continued from page 12

field. However, this one very important selling aid is being neglected by the average record salesperson.

A good progressive dealer should train his salespeople for suggestive selling. The sales personnel should know the various

tant to the record dealers. Where the physical layout of the store warrants it, a good dealer will have a "kiddie corner."

The classical record buyer and the kiddie record buyer are also the pop record buyers, therefore suggestive selling becomes very important in each one of these categories.

Remember, when a customer goes into a record store he is there for the sole purpose of spending his money for his listening pleasure. This customer is in a buying mood. He is at peace with the world. He has no aggravations. He is content with everything. That is the reason he is in a record store. If you cannot satisfy his musical needs, he will go to your competitor.

For some time now the trend has been to self-service record departments. A customer likes to browse thru records the same way that they do in book stores.

The browse box and the self-service racks are therefore becoming a very important factor in moving package merchandise, and there is no reason why these same browse boxes cannot help but move a number of pop records if they are properly displayed.



THE STEELMAN deluxe model phonograph has two six-inch speakers, eight watt output, and is available in blonde or mahogany.

tastes and likes of his customers in the music field. When a customer purchases a Patti Page record, the salesperson should suggest several other Patti Page recordings, particularly in the EP and LP line. When a customer purchases a Minneapolis Symphony recording, certainly that salesperson should suggest other LP's recorded by Dorati and the Minneapolis Symphony. In this way will the salesperson be able to create a better personal relationship between the customer and the store, and also be in a better position to build more profitable sales for the dealer.

A good progressive dealer has a complete stock of classical records in all speeds. This progressive dealer also maintains a complete stock of kiddie records because the "small fry" are becoming more and more impor-



THE WILCOX-GAY line this fall includes this unit which records on tape, disk, from tape to disk, or from disk to tape.

Quality Kidisk Line Growing

Continued from page 12

leases in its 25-cent Playtime line. In the name field, there will be kiddie-pop disks by Rosemary Clooney (both as a single and on two Christmas sides with spouse Jose Ferrer) Art Carney ("A Christmas Story" and a new version of "The Town Musicians"), the Mariners, Gene Autry, Red Buttons, and Robin Morgan child star on the CBS-TV "Mama" series.

Capitol Records is putting increased emphasis on its "quality line" and special merchandising gimmicks—tie-ups with Bozo phonos, dolls, counter card blow-up, etc. They've also designed special kiddie merchandise carrying the Bozo trademark, which categorize all Capitol kiddie merchandise and make it easier for the dealer to group his records.

Under the direction of Alan Livingston and Dave Cavanaugh, Capitol's kiddie line brought out a new "Music Appreciation" series for children last August, featuring specially written stories (narrated by Don Wilson and Art Gilmore)

with musical backgrounds from "The Nutcracker Suite," "Carmen" and "The Seasons," with music by the Continental Symphony Orchestra.

"Record Readers"

Another Capitol series, "The Record Reader," introduces children to instruments of the orchestra, and incorporates some of the label's best selling disks from its "Learning Is Fun" series and "Hopalong Cassidy" and "Woody Woodpecker" packages. Also on Capitol's fall agenda is an album of tunes from the forthcoming Disney film "Lady and the Tramp" packaged with a 20-page color book plus new Bozo, Eddie Cantor, Jerry Lewis and Mel Blanc sides.

Decca's fall kiddie line will feature Frank Luther's new "A Child's First Record" series, a new eight-record package, specially produced for the nine to 30 months group. The Luther series marks the first public airing of Luther's new pattern for children's records



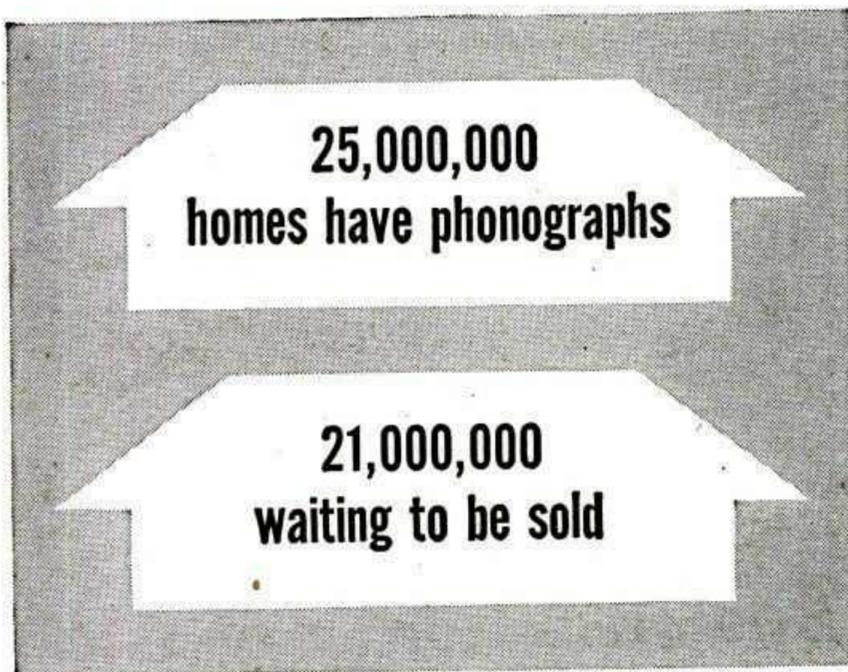
ONE OF CAPITOL RECORDS' newest window and in-store display pieces highlights the firm's classical merchandise and the FDS tag-line.



A FULL WINDOW at the Haynes-Griffin shop in New York was devoted to Capitol's Frank Sinatra. Centerpiece, the Sinatra cutout, was surrounded by many colorful albums and record-playing equipment.

GREATEST SELLING IDEA SINCE "45"

**Great music in digest form
will help you sell the one home
out of every two in your city
that has no phonograph**



Today, there are 21,000,000 homes that neither we nor other phonograph manufacturers have been able to sell.

To reach the undeveloped mass market—one out of every two homes—the brand-new *Listener's Digest* idea was born. *Listener's Digest* lets you win customers by offering a *short cut to culture* . . . the pleasure and prestige in knowing classical music.

This is the *Listener's Digest*: an automatic "Victrola" 45 phonograph, a 42-page musical enjoyment guide, and 12 of the world's best loved classics, so skillfully condensed that—like stories in a "digest" magazine—*nothing seems to have been left out!* Here's great music made friendlier, easier to like—through condensation.

Once before, you accepted our analysis of a similar problem. Today "45" is alive with profits for everybody. *Listener's Digest* promises to be an even bigger opportunity for all of us to *sell up the nation to better recorded music and phonographs.*

RCA Victor Listener's Digest

POPULARIZING THE CLASSICS TO DOUBLE YOUR BUSINESS



Three-in-one offer: 10 RCA Victor "45 Extended Play" records condensing 12 best loved classics, worth almost \$60 in complete album form . . . PLUS model 45EY2 automatic "Victrola" 45 phonograph that formerly sold for \$34.95 alone . . . PLUS 42-page musical enjoyment guide. All listing for only **\$39⁹⁵**

(*Listener's Digest* also available with portable model 45EY3 or deluxe table model 45EY4 listing at \$54.95.)
Suggested Eastern list prices shown, subject to change without notice.



RCA VICTOR
RADIO CORPORATION OF AMERICA

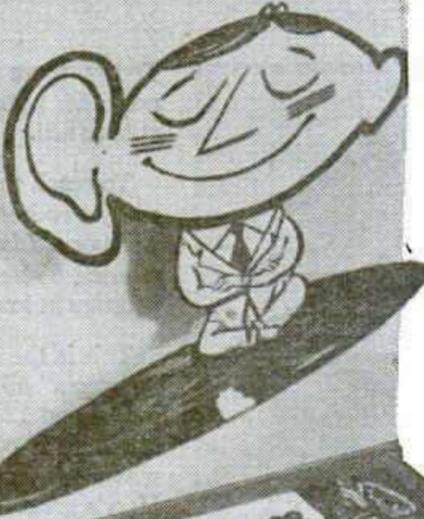
NOW! RCA VICTOR CREATES A AND BRINGS

LISTEN! RCA VICTOR
LET'S YOU IN ON THE SECRET OF
HIGH FIDELITY

HEARING IS BELIEVING

56 minutes of spectacular "New Orthophonic" High Fidelity demonstration and 9 complete selections from new RCA Victor albums
\$5.95 value Long Play Album

only **\$1.00**



RCA Victor
NRL 12-1

HEARING IS BELIEVING

Listen to leaders and other High Fidelity on the brilliant RCA Victor "New Orthophonic" Recording

featuring
THE WORLD'S GREATEST ARTISTS
never before heard all on one record!

45 E.P. version worth \$1.58

only **35¢**



The key to your in-store promotion is this smart, compact merchandiser. You *must* have at least one on your counter at all times if your "Hearing Is Believing" promotion is to be a success. Constructed of sturdy cardboard. Holds 12 Long Play and 12 "45 EP" records. Fits easily on any counter. Order this outstanding, self-service unit through your RCA Victor Record Distributor today.

MASS MARKET FOR HIGH FIDELITY IT INTO YOUR STORE!

*Cash in on the brilliant, new
"Hearing Is Believing" Campaign...
the promotion that brings
High Fidelity to the masses!*

Here it is... the new, profit-building record all America will soon be talking about. "Hearing Is Believing"—the exciting record that demonstrates High Fidelity in terms the common man can understand and builds a profitable new mass market for you.

On one side, it's a dramatic demonstration of the difference between old sound and "New Orthophonic" High Fidelity. On the other, selections from 9 just-released "New Orthophonic" albums. The amazing price? **Only \$1 for the Long Play version (\$5.95 value); and 35¢ for the "45 EP" version (\$1.58 value).**

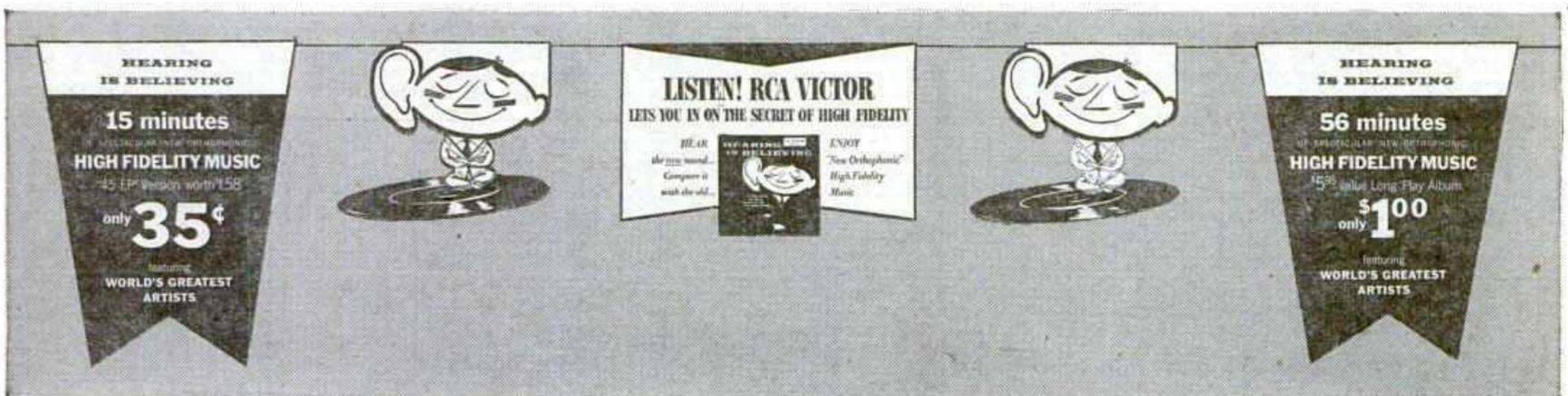
It can't miss making thousands of new customers for High Fidelity. And to make doubly certain, RCA Victor has readied the most powerful promotion ever prepared for a single record. Read the details here. Get set to tie-in with our tremendous, traffic-building national ads... order mats for your own local campaign... get in-store aids through your distributor. Above all, order plenty of "Hearing Is Believing" albums. Don't get caught short on this sure-fire, mass-market high fidelity campaign.



Here are the smart, hard-hitting ads that will bring customers into your store in droves. Two-color, eye-catching, double-page spreads in some of the nation's biggest magazines: *The Saturday Evening Post, Esquire, Look* and *Better Homes and Gardens*.



Order these mats through your RCA Victor distributor today. Schedule them to run in local newspapers *at the same time* factory-placed ads are appearing in big-circulation magazines. This way you get double the impact—and valuable identification with high-cost, high-powered national ads.



PLUS these powerful selling aids...
available now through your RCA Victor distributor

WALL HANGER. Just what you need to do a bang-up selling job in windows, on walls and in listening booths. Two colors, 12" x 36".

COUNTER CARD. Mounted, easel-backed reprint of the two-color "Hearing Is Believing" national ad. Use on counters, in windows, on aisle units.

PRINTED TAPES. Put these hard-selling tapes up all over your store... they'll stick on any surface. Use them and watch your sales go up!

LAREL PINS. Make sure every one of your sales clerks wears one of these eye-catching pins. Don't wait... order a good supply of pins today.

An expert salesman for only a mere fraction of the cost... a colorful pennant set that will really sell. String up several in your store in heavy traffic positions *where they can't be missed*. Order through your RCA Victor distributor right now!



Prices suggested list, incl. Fed. Excise tax. Add local tax.

IMPORTANT: "Hearing Is Believing" was produced for the millions who are not acquainted with modern high fidelity sound. Your regular high fidelity customers will be more interested in RCA Victor's "An Adventure in High Fidelity" (LM-1802).

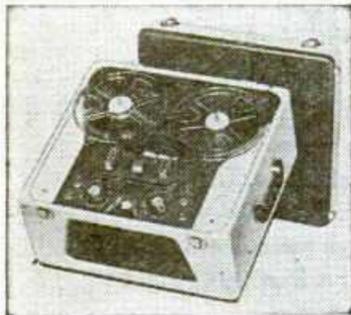
Expansion of Tape Industries Not Reflected in Disk Figures

New Devices, Firms Enter Field, But Impact on Records Is Far Off

By STEVE SCHICKEL

The tape market, a relative newcomer to the field of music, has been following predictions true to form. The marketing of both pre-recorded tape as well as tape recorders and playbacks are all on the up-swing. New ideas are being formulated and produced, new firms are entering the market and research is finding more and more ways to make these items practical and salable over the nation's record counters.

In the last few months the tape field has been everything



Pentron's new multi-speed tape recorder, Model TR-4, which includes dual track push-button recording, separate erase heads and magic eye, to retail at \$189.50.

but static. Industry leaders are finding more ways to gain public appeal, and all but a very few hold an optimistic outlook for the future. The immediate future, that of Christmas sales, is already finding manufacturers of all items in the field turning out products at an accelerated pace.

New firms have been formed on the initial impact of the market, and established firms are developing new lines or new merchandising gimmicks for set-up lines. All industry heads agree on one point; that is, 1954 will be the biggest year yet in the sale of tape, playbacks and recorders.

Pre-Cut Tapes

Pre-recorded tape in particular, probably the touchiest branch of the field, is making progress. True, progress is not being made at a staggering pace. However, new lines and new firms are still coming into the field regularly.

There are two schools of thought emerging in the pre-recorded tape field. The first believes that pre-recorded tape will, for the most part, be eventually controlled by existing record companies which already have a backlog of recorded music. It feels that the record firms can take the tape masters of their current disk items and record them on pre-cut tapes much easier, cheaper and better than newcomers to the field.

The other viewpoint holds that tapes will be the ultimate market for music, eventually replacing disks, and that now is the time to get on the bandwagon. This group feels that the diskeries are waiting too long to enter the market (with the ex-

ception of RCA Victor, which has already made the plunge) and that a new firm making its bid now will be an established firm and making money by the time the remaining diskeries wake up.

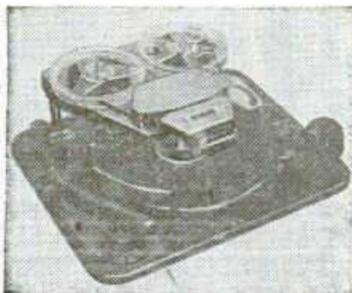
Both schools of thought have considerable argument for their theories, and either could be right as the situation now stands. It is conceivable that the market is ripe for both, regardless of the time element, and only time can tell.

Console Entry

The beginning of the month found a new pre-recorded tape firm entering into the market, Console Recordings, Inc., of Chicago. The firm, headed by Robert Creed, will market pre-cut tapes with pop music only. The initial release of two or three reels is scheduled for October 15, and at least one reel every month thereafter. Prices are, according to the firm, going to be less than \$10 per seven-inch reel, and special packages will be made up for the Christmas trade. The company will use its own stable of artists and cut in full bands, vocals, instrumentals, as well as instrumental solos.

It is known that other major record firms besides RCA Victor have indicated they will produce pre-recorded tapes. However, nothing has been made definite yet as to the time they will enter the market. Webcor, Tempo and A-V Tape Libraries are in the field already, and have been making steady headway across the counters. These firms have already built up and are continuing to build their libraries.

Another firm, Hack Swain Productions, has recently re-



PICTURED HERE is the new \$29.95 tape playback unit being produced by Bell Sound System, Inc., Columbus, O. The unit is shown as it is used in conjunction with a 78 r.p.m. turntable from which it derives its power.

leased nine new half-hour tapes containing 10 selections each. These tapes are retailing for \$9.85 for the seven and a half inches-per-second reels and \$6.85 for the three and three quarter reels.

EP Tapes

A new and different innovation in tape itself is the recent announcement by the Minnesota Mining and Manufacturing Co., and the Reeves Soundcraft Corporation. Both firms are now manufacturing an extended-playing tape which holds 50 per cent more music. These tapes have the same characteristics as the regular lines of tapes put out by the firms, with the exception that the tape is thinner and therefore one reel of the EP tape holds as much as one and one-half of the regular tape.

Playback Units

The playback segment of the industry is probably the most anxiously viewed by all members of the trade. It is here where future sales of pre-recorded tape are said to lie. Industry spokesmen claim that as soon as the public is able to buy a relatively low-cost playback unit in quantity, and at most consumer retail outlets, then and only then, will pre-recorded tapes jump in demand to where it will become a major factor in the field of music. These same spokesmen claim that day is not very far off.

The Pentron Corporation already has a playback unit on the market. However, this unit sells for \$119.50 and is thought by some to be too high priced to create much stir. The firm itself

evidently feels somewhat along the same lines, for they have announced they will soon enter the market with another playback unit, this one to retail at \$87.50. This unit will be backed by an extensive advertising and promotion campaign which will cover all medias and will tie in with a new display unit designed for all of Pentron's gear.

The playback question seems to be resolved further with the announcement recently by Bell Sound Systems, Inc., Columbus, O., which is marketing a new unit designed to play in connection with any 78 r.p.m. phonograph. The unit sets over the phono's turntable and is driven by the phonograph's motor rather than a drive of its own. It can be used either with a pre-amplifier (retail \$11.95) or can be played thru the magnetic cartridge of a better class or hi-fi phono. The tape playback retails for \$29.95.

It is known that there are other firms contemplating entering the playback field, and if and when they do, leaders point to an immediate up-swing in pre-cut tape sales and production.

The Recorder Field

Tape recorders are far from out of the picture. There are those that feel a recorder should take a back seat to a playback unit. Then there are those who feel that the recorder, which can also be used as a playback, has other sales points to offer and therefore contains plenty of appeal for the consumer. As usual, both sides have their talking points, and both are relatively safe for the time being.

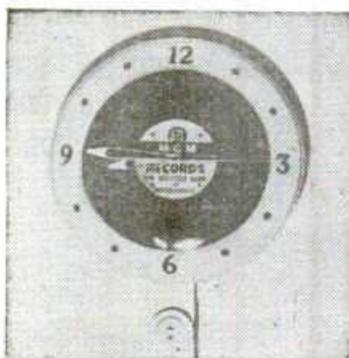
Recorders are still being marketed in three groups and finding steadily rising sales scales. The professional group is still going strong. However, it is the middle-priced and low-cost units which are getting the lion's share of the market. These two grades are getting the promotional push, the high advertising budgets and the high fidelity labels.

The two groups are generally called the Semi-Pro and the Home group, with the former price range running between \$200 and \$300, and the latter going for \$100 to \$200. Altho sales in the Semi-Pro group are holding good to better, it is the Home group which is currently getting the full attention of the manufacturers. Of all firms replying to a survey conducted by The Billboard, the majority are giving the Home group their prime attention and promotion push. Most of the emphasis is being placed on the Christmas market and is being aided by all sorts of advertising and sales aids.

New Units

Some of the new units to hit the market in the last two months include the following:

The Three-Dimension Company, a division of Bell & Howell, models 350 and 355. Both of which are still in production and are due for release soon thru the marketing channels of Columbia Records. The units will be labeled "Columbia-Bell & Howell." Other new models since July are the Console Stereotone and the TDC portable. The console model retails at \$337.50, while the portable retails for \$249.50. The firm is also marketing a 12-inch extended-range cabinet speaker for



AN ELECTRIC clock which also lights up colorfully is made available to record dealers thru their M-G-M Records distributors.



RCA VICTOR'S new aid for self-service selling is this combination of browser boxes complete with multi-color sign. The unit holds both seven-inch and 10-inch records.

Kidisk Parent, Profit Appeal

Continued from page 12

consumer advertising of any sort selling individual records in the cheaper class. Therefore, the burden is completely on the dealer to explain and sell them. But in the high-priced merchandise, good promotion can do a large part of the job for the dealer, and it does.

Record Readers

Moving up the price brackets, we have Record-Readers which list for over \$3.78. A good example is "Sparky's Magic Baton" currently released, which introduces a child to the instruments of the symphony orchestra. Any parent is immediately interested in this album when it has been brought to his attention. I emphasize this because the manufacturer cannot do the entire job. If a dealer, thru display and personal discussion, will bring albums of this type to his customers' attention, he can increase his sales substantially and such sales will be maintained and will grow.

Offhand, I don't know what the statistics are on the number of families having children under 10 years of age. But certainly 25 per cent or better of the adults that come into the average store must have children at home in this age group. And yet a very small percentage of them ever think of buying a record for a child while they are buying records for their own enjoyment. Thru the adroit use of display material and a little word-of-mouth promotion, a much larger percentage of these parents could be made to realize that it is an obligation to a child to bring good records into his life.

Lesson Disks

Another kind of record that is currently growing in appeal is what might be called "behavior albums." Capitol classifies them in a series called "Learning Is Fun." They concern good table

manners, taking care of pets and other pertinent subjects that every parent faces. Jerry Lewis' "The Nagger" is a good example, and it has been an outstanding seller for us. Another album, "Two Magic Words—Please and Thank You," carries its message in a simple song. Others concern telling the truth, good health habits, safety measures, etc.

Again I emphasize—all these albums have tremendous parent appeal—and the parents are the ones who buy the records! They also have a tremendous profit appeal—and that is what the dealer is interested in. (Manufacturers, too!)

Briefly such albums are easier to sell to parents, and they carry a wider profit margin. Yet, strangely enough, many dealers continue to take what they feel is the easy approach by displaying a great mass of low-priced albums and letting it go at that. Some sales accrue, and I don't mean to belittle the importance of this volume. But let's not neglect the kind of business that brings in more profit and builds for the future because the parent wants it and the child needs it. That's the trend today, and it is a good one for all concerned.

No parent needs records today to keep the children quiet—true. But all parents need records to introduce children into the wonderful world of music and enrich their lives forever after. This may sound like an advertising man's glim phrase, but it happens to be true. Just one of the ads that Capitol ran on this subject in the New Yorker and Saturday Review pulled requests for, at the time of writing, 4,656 copies of our booklet on our "Music Appreciation" albums. These requests are from parents who are interested in their children—and are interested in buying records. Let's sell them.

use with the portable at \$95 retail.

The Pentron Corporation, Model TR-4, a dual track tape recorder, high fidelity, push button, two speed, retails at \$189.50. Model HT-225, with push button, two speed, separate erase heads, editing key, magic eye indicator, fast forward and rewind, retails at \$225.

Several other firms have indicated new equipment is being planned or already in production. However, they declined to give details concerning the units. Most of these are reportedly headed for the Christmas market.

Industry Figures

Figures set earlier this year as a goal for the tape recording industry are not only being substantiated by trade experts, but in many cases figures are being upped. For example, 1954 was expected to top the \$120,000,000 mark in total sales volume at the quarter mark of the year. This figure has been stated by industry leaders as too low, altho they failed to give a new total. They claim the number of home sets will go nearer the 500,000 mark this year instead of the projected 450,000 set earlier, making a total of 550,000 units, counting the sale of professional equipment.

Earlier figures on the sale of pre-recorded tape were non-existent. The situation today is very much the same. There is much speculation, however, as to what the year's end will see. The start of the year saw only

four manufacturers of pre-recorded tape. Today there are 10.

The record retailer stands in about the best position to cash in on the rise and popularity of the tape field. He has four distinct areas for sales and profits—tape recorders, playback units, pre-recorded tapes and tapes for recording use. All of these have proved to be high profit items for dealers, those at least who have gone into aggressive and constructive selling.

Missing the Boat

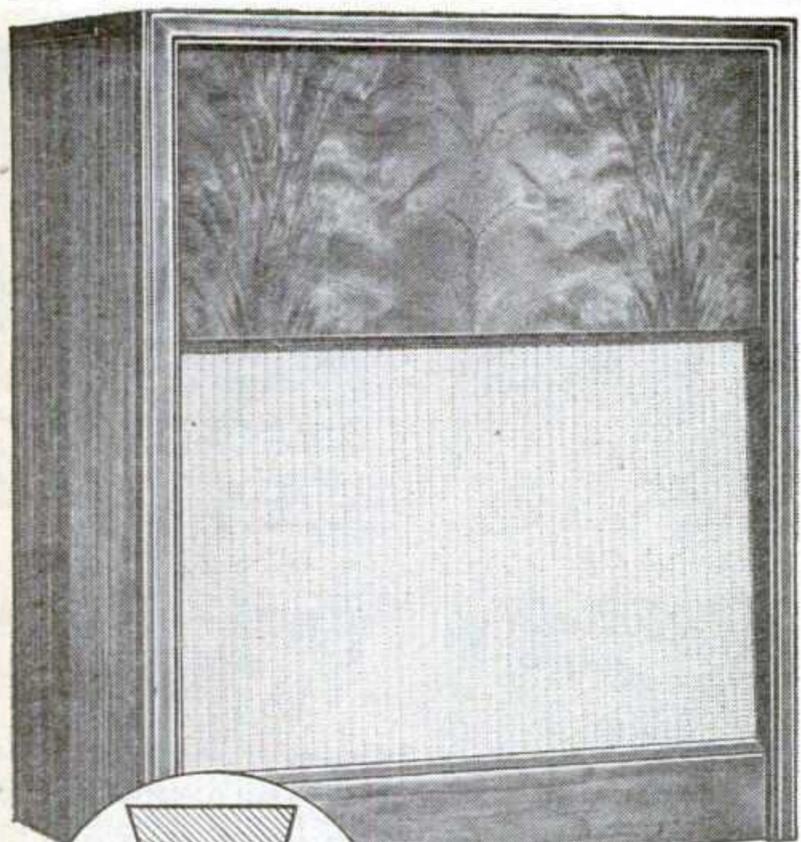
Many retailers have practically ignored the rise of the popularity of tape and its running mate, high fidelity. Some were afraid of the inventory costs, while others were not versed on the equipment and the manner in which it should be sold. These dealers obviously are missing the boat.

Some record dealers have done very well in tape field sales. So far—at least no one has come up with a standard sales procedure—there is no one way in which the record dealer can be assured of a safe tie-in. Some sell tape recorders only as an interest item to such customers who want to record baby's voice, etc. Others are selling them as a means to record music off the air, and few have as yet got off the ground on playback units as a device to let the customer listen purely to recorded music. As of now the field is wide open for the enterprising retailer who can see plus profits at little effort.



THIS IS V-M's new "sell yourself" counter demonstrator unit to aid dealers in selling the firm's Model 700 tape recorder. The demonstration display piece also contains a pocket which holds a supply of V-M literature.

3-SET HI-FI LINE CUTS INVENTORY, BUILDS PROFITS FOR MOTOROLA DEALERS!

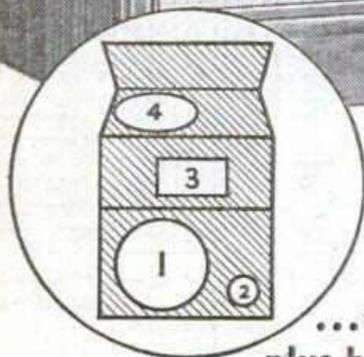


Customer Satisfaction Guarantee Sparks New Sales Increases

Now, Motorola takes the fuss and bother out of Hi-Fi selling. All it takes to put you in the profitable Hi-Fi business today is the 3-set Motorola line and a few Hi-Fi demonstration records.

The Motorola line—one console and a table model (with customer satisfaction guaranteed) and a honey of a portable—sells on first listen! You eliminate complicated space-consuming inventories. You can forget about installation worries.

The Motorola line covers the entire profitable mass market—with sets engineered to please the most discriminating buyer. Why wait! Get into this fast-growing business. Contact your Motorola distributor today!



Motorola Masterpiece CONSOLE

...with giant 15-inch speaker plus high-frequency tweeter!

- 1** 15-inch speaker gives smoother low-end and middle response than two 12-inch speakers—and is a better value, too!
- 2** Powerful 3½-inch high-frequency tweeter sings out loud and clear on high notes.
- 3** Amplifier delivers full 20-watt maximum output—with less than 1% distortion at 10 watts!
- 4** 3-speed changer plays all sizes, intermixed, automatically. Automatic turnoff!

Outperforms sets costing up to \$400! Features balanced components in deluxe hand-rubbed ¾-inch wood cabinet. Flipover sapphire cartridge. 6 tubes including rectifier (6 tube performance). Motorola guarantees satisfaction with 10-day customer return privilege. Mahogany or blond finish. **Model 64HF1.**

\$199⁹⁵
Blond Slightly Higher



Motorola Masterpiece TABLE MODEL HI-FI with true full-circle sound

Two fine speakers—8-inch and 6-inch—direct sound to all four sides. Produce world's only All-Directional Hi-Fi sound! Motorola guarantees satisfaction with 10-day customer return privilege. Flipover cartridge, 3-speed changer, automatic turnoff. Mahogany or blond. **Model 54HF1.**

\$139⁹⁵
Blond Slightly Higher



Motorola Playmate Only popular-priced portable with two matched speakers

Smart new luggage-type portable, styled for people on-the-go—and especially for the buy-minded modern youth market. Engineered for ruggedness and performance, priced to sell. Two 5½-inch speakers, 3-speed changer, flipover cartridge, automatic turnoff. A hot-selling number! **Model 34F1.**

\$79⁹⁵

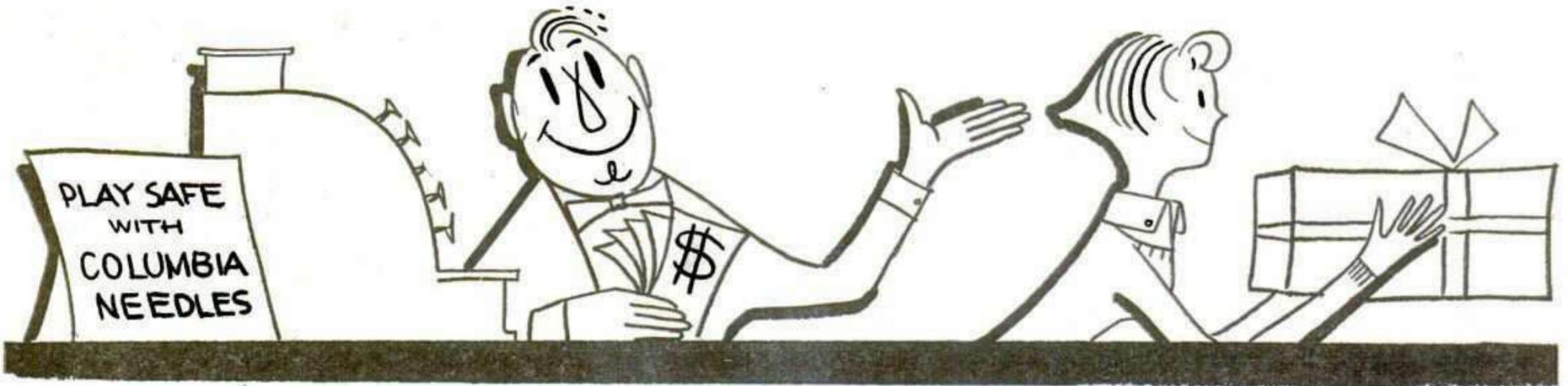
"Everything the Ear Can Hear"

Better See Motorola Hi-Fi

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

Prices subject to change without notice, include Federal Excise Tax. 54HF1 and 34F1 higher south and west.

You'll make a bundle with



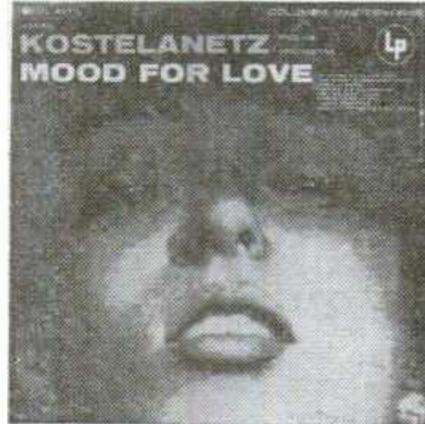
THE FIRST 10 FALL PACKAGES—WRAPPED UP FOR RECORD REVENUE



SCHEHERAZADE—At last The Philadelphia Orchestra records this favorite. Certain to become the best selling version. Deluxe package. Masterworks series: ML 4888



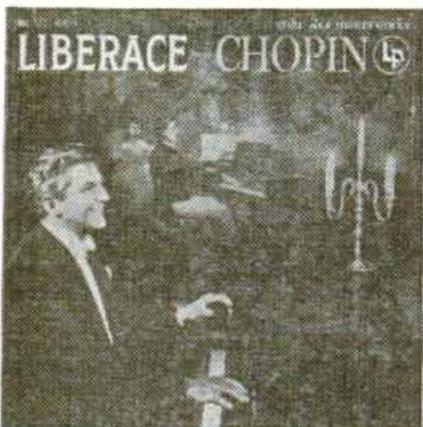
GAÎTÉ PARISIENNE—LES SYLPHIDES—Two of the most popular of all ballet scores now on one dazzling record by The Philadelphia Orchestra. Masterworks series: ML 4895



MOOD FOR LOVE—Lush, voluptuous, dream music in the irresistible manner of Andre Kostelanetz and his Orchestra. Masterworks series: ML 4917



LA TRAVIATA—Another triumph in the popular Kostelanetz "Opera for Orchestra" series. Masterworks series: ML 4896



LIBERACE PLAYS CHOPIN—Need we say more? Masterworks series: ML 4900



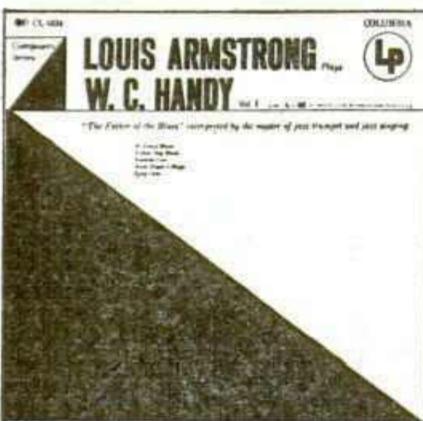
MUSIC OF CHRISTMAS—Percy Faith brings new loveliness to this inspiring collection of Christmas favorites. Popular series: CL 588



MUSIC FOR A RAINY NIGHT—A wonderful hour of melodious sentiment with Paul Weston and his Orchestra. Popular series: CL 574



DAVE BRUBECK AT STORYVILLE—Another sure-fire hit by America's #1 best-selling jazz artist. Popular series: CL 590



ARMSTRONG PLAYS W. C. HANDY—An unbeatable pairing of two of the all-time great names of jazz. Famous jazz composers series: CL 6334



A STAR IS BORN—Fabulous Judy Garland returns to records in this direct-from-sound-track performance of Warner Brothers' hit musical! Special series: BL 1201

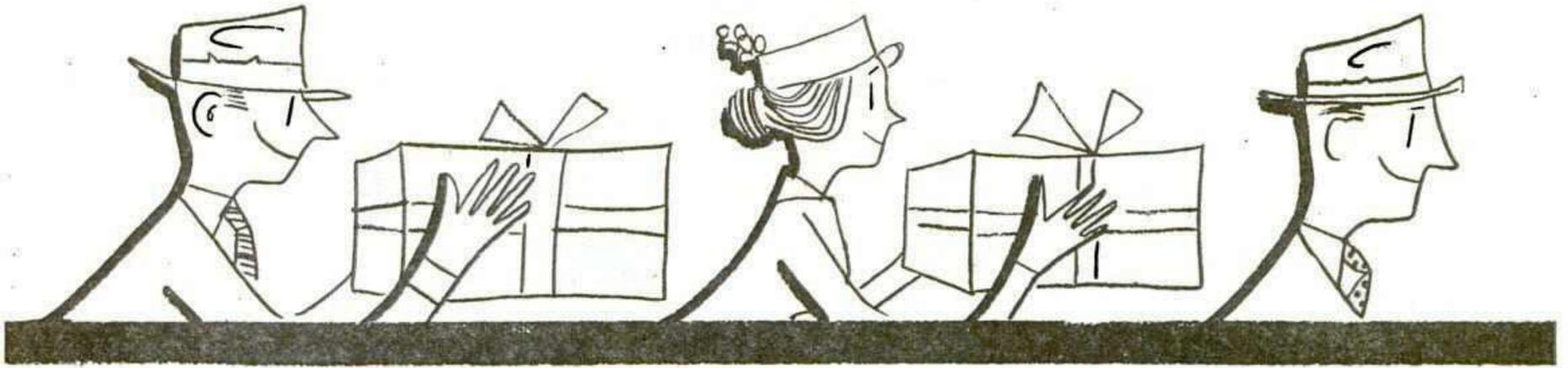


COLUMBIA RECORDS

Do your customers a favor: always recommend Columbia needles to safeguard their records.

*Columbia** "200" Trade Mark Reg. U. S. Pat. Off. Marcus Registradas "Klipsoph" Trade Mark.

these Columbia packages

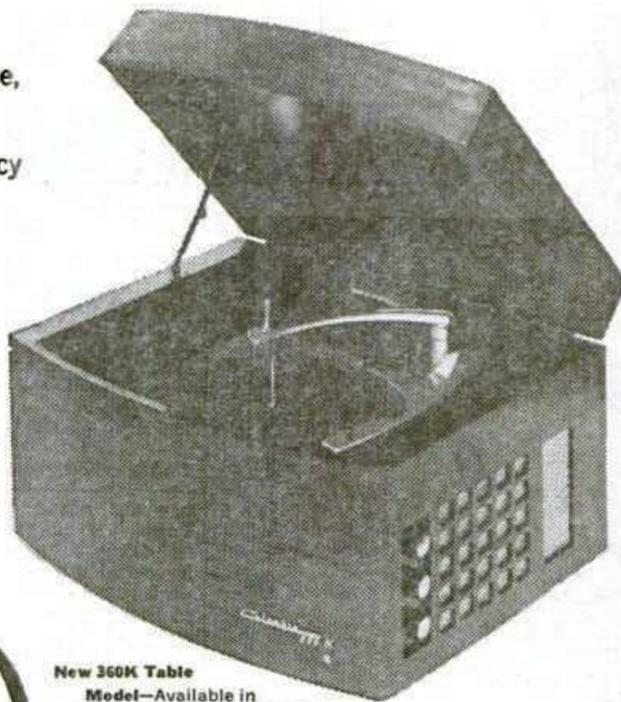


New Columbia 360K adds 2000 speakers

America's #1 Best-Selling High Fidelity Phonograph Now Outclasses any other set at ANY price!

The new "K" designation stands for Kilosphere, a remarkable Columbia electrostatic speaker system that adds 2000 separate high frequency speakers to the famous "360" sound. Without it, the compact "360K" would have to be as big as a house. Listen and you will hear a quality of living, breathing sound that is unexcelled by any other phonograph in the entire world.

\$149.95*



New 360K Table Model—Available in Mahogany and Blonde



New 360K Portable—Neolite case available in Suntan, Light Blue, Pink, Green, or Charcoal Grey.

EXCITING OFFER FOR EXTRA SALES

With the purchase of any of these new Columbia 3-speed phonographs, priced as low as \$27.95, you can now offer your customers... **FREE!** Two 12" "G" Records! Consumer Value \$12.00

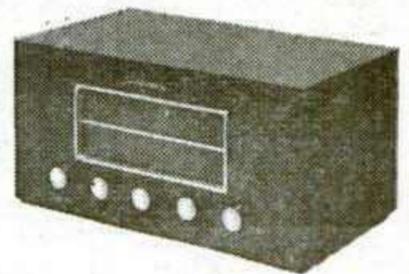


"Columbia Star Time"—Deluxe unreleased package of complete performances by the world's top Popular, Jazz, and Classical Artists.

#1 Seller under \$30! —3-speed self-amplified complete Model 200 for only \$27.95*



New Columbia FM-AM Tuner—Specially designed for the 360K. Super sensitive. Model 340. \$59.95*



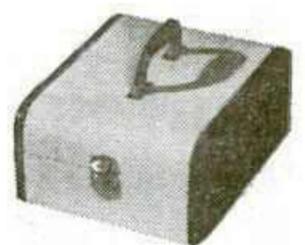
The "Carolina"—Portable Model 316



The "Monterey"—Table Model 314



"His" in beige and brown. Model 312



"Hers" in pink and white. Model 312

America's Best Buys—Fully automatic 3-speed beauties for only \$59.95*

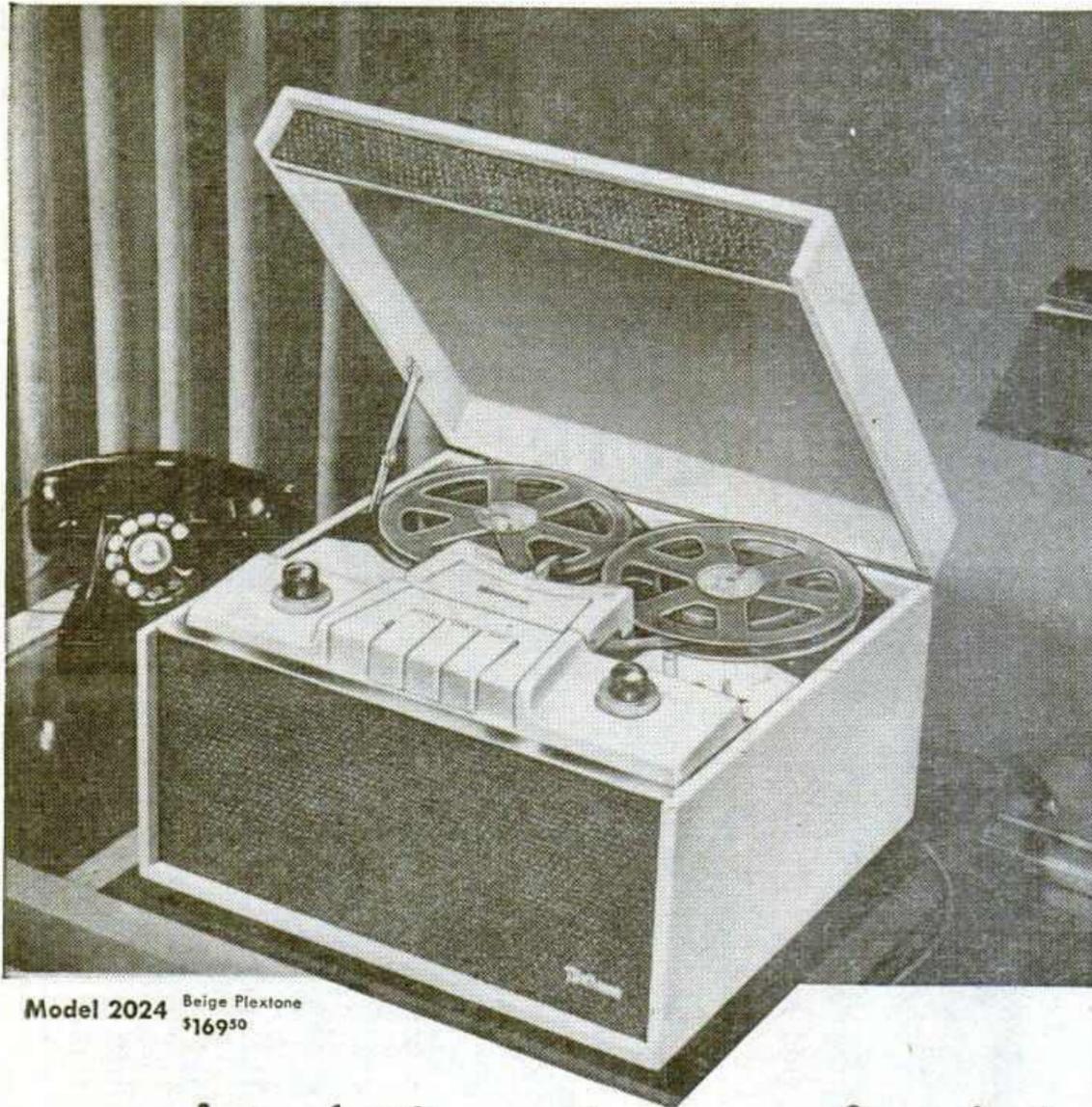
New "His" and "Hers" Portables—"Hers" is an attractive vanity case, "His," a rugged overnight case. Only \$29.95*

COLUMBIA PHONOGRAPHS

Ask your distributor for our full-color brochure describing the complete line of popular Columbia Phonographs.

*Prices on certain models slightly higher in South and West

WEBCOR High-Fidelity Tape Recorders now in *nine exciting models...*



Model 2024 Beige Plexitone
\$169.50

eight different price levels!

Model 2110

Still tops in popularity! New ebony styling with two-way recording without reel turnover.
\$207.50*



Model 2020

New Touch Button operation. In six models including walnut, mahogany and blond. Superb fidelity. From
\$179.50*

Model 2131

Exciting three-speaker table mahogany model tape recorder. Powerful amplifier with true high fidelity.
\$249.50



No matter what price your customer asks for, you've got it with Webcor. It's the only *complete, nationally advertised high-fidelity* tape recorder line. You have nine superb models, from \$169.50 to \$249.50, all with built-in fast turnover. You get higher fidelity in every unit... a terrific demonstration feature. And with the fabulous, new furniture-styled table models, Webcor puts tape recording in the living room to stay. This new customer compelling design is as profitable in the lowest priced model as with the luxurious three-speaker 2131. Check your stock now. Be ready! Webcor Tape Recorder ads are appearing every other week in Life, Look and Saturday Evening Post, reaching over 60 million readers. Phone in your order today!

Ask about the profitable new Webcor Tape Records. They're prerecorded tapes of famous music selections by world renowned artists.

WEBCOR

Chicago 39, Illinois

*Prices slightly higher west and subject to change.

© 1954 Webcor A-8810

GIVE 'EM THE FACTS

Col. Lets Customers Know What Hi-Fi Is

By JAMES SPARLING
Manager, Columbia Phonograph Division

That old "Dragnet" slogan—"we just want the facts"—could well be the customer's motto in today's phonograph market.

There's never been more interest in phonographs, particularly the quality instruments. Newspapers and magazines have been crammed with publicity about the new rage for "hi-fi." It's practically a household word. Furthermore, consumers are ready and willing to buy these new phonographs. But first, they "want the facts." And they can only get them from a dealer.

To merchandise his phonograph line effectively, a dealer doesn't have to be a graduate electronics engineer. But he must be able to give an effective demonstration of a phonograph. He should be able to tell the prospective customer just how a high fidelity instrument is superior to the conventional phonograph, how the speakers are arranged, how the various controls can be adjusted, how the cartridge and changer operate.

Special Guide

At Columbia we have tried to make all this easier for the dealer by preparing a special guide which puts all the facts of our phonograph line at his fingertips.

It's a laminated, pocket-size, four-color notebook, indexed for ready reference by phonograph model numbers. At the flip of a page a dealer can give his customer full specifications of any instrument in the line, also show a full color photograph. Virtually each phonograph in our line has special features—the exclusive "K" speakers in the 360's and tape recorders, the Ronette cartridges, to name a few. Dealers should know about the advantages of each of these innovations and be able to demonstrate them.

Also invaluable in merchandising phonographs are such aids as reprints of eye-catching

ads. Columbia recently ran a striking newspaper ad announcing the new "360-K" phonographs. Telephones didn't stop ringing for days after the ads appeared. So we made counter card reprints of the ad available to dealers for immediate consumer identification.

Be sure your customers know that there is something new in phonographs these days. They may not come into the store on their own. Use direct mail to let them know what's happening. Columbia has also made available in large quantities a full color consumer pamphlet, illustrating every instrument in the line with brief notes about special features, construction, etc.

A further merchandising inducement that can be used to the dealer's advantage is Columbia's "Star-Time" package, a two-volume record set that's given away with certain models in the line—free of charge to the consumer.

It's true that phonographs are selling better than ever these days. But it's just as true that they don't sell themselves. Not quite. The dealer still has to give the customer "the facts."



MAGNETIC RECORDING INDUSTRIES displays here its new unit which permits magnetic recording on special pre-grooved disks, with equipment owned by the consumer. Called the Magneticon, the device will begin at \$26.50.

Know Your Customer, Stock

• Continued from page 13

use too big a brush to cover them. It takes a much finer handling to get the maximum potential out of each group for each retailer. Oddly enough each of these three types is not difficult to locate. They give themselves away when they walk into the shop. Often they needn't say a word before a knowing dealer can spot them and categorize them in 'is mind. Now what?

There are these self-evident and basic principles which should be applied to selling packaged merchandise:

You can't sell beyond your ability to sell.

You can help yourself most by preparing yourself to sell with confidence and sincerity.

There should never be a time when you aren't presenting aggressively some merchandise to your customer. You can breed enthusiasm very easily—breed it among your sales people and your customers.

Know Stock

Obviously, you can not stock all the records being issued by all the labels—or all the records issued by any one label. But you should know all there is to know about what you do stock and why you stock it. You can't convince a customer that the item you have is better than the one he wanted if you don't know your merchandise and believe in it.

And since no one record company catalog is so definitive that it can supply all your customers' wants and needs, you can pick and choose from each of the established record company listings those items which you know your customers want, or those items which you feel they should have. Remember that you have merchandise available to you which will fill the needs of each of the three basic types of customers. The record companies—all of them—have aimed their specific releases or catalogs at these very groups.

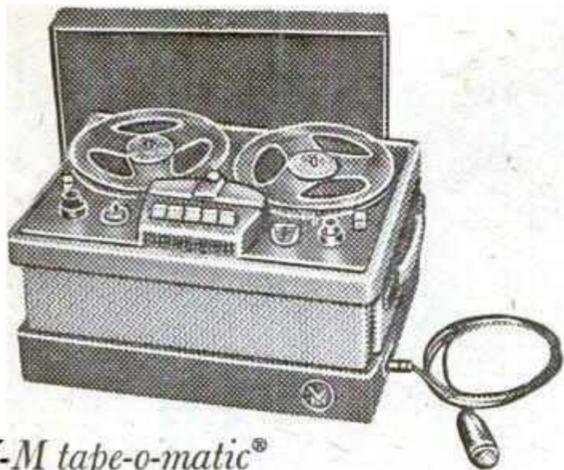
Keep in mind that the new speeds, better equipment, etc., have all created a desire for new phonograph playing equipment. The new equipment has heightened the demand for higher fidelity recordings. Yet, less than 1 per cent of your potential customers have thus far heard about "hi-fi." You can sell the other 99 per cent.

Remember, too, that the difference between a successful retail operation and an unsuccessful one is often the difference between a shop which averages a unit sale of \$3 and one which averages a unit sale of 89 cents.

You can sell more records to more people. You must believe that you can do it. We do. If that weren't so, how could we have sold over 40,000 albums of "Classical Music for People Who Hate Classical Music?" Which of the three types of customers bought that? You see, it's easy.



M-G-M RECORDS makes available this large-size thermometer for outside store display. Dealers who've used it know that it attracts attention, winter and summer.



V-M tape-o-matic®

high fidelity tape recorder. Two-speaker, 40 to 15,000 cps system! Precision Tape Index Timer! 7½ or 3¾ ips! Rose and gray case, gray and gold accessories! \$179.95* list.

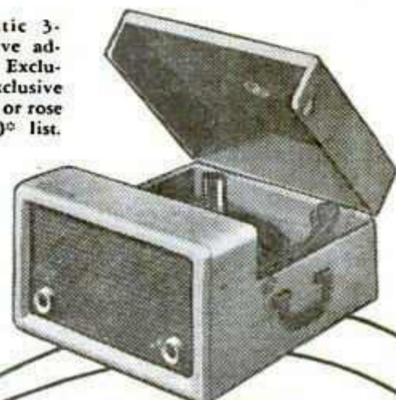


V-M 556

with tone-o-matic. Yes, features exclusive V-M tone-o-matic! Exclusive radio or tuner input and external speaker output receptacles! Multiple speakers! 50 to 15,000 hi-fi range. Rich brown or rose and gray case! \$119.95* list.

V-M 986

deluxe automatic 3-speed portable. Exclusive adjustable tone chamber! Exclusive Siesta Switch®! Exclusive Lazy-Lite®! Rich brown or rose and gray case! \$86.50* list.



V-M 990

World's smallest, lightest automatic 3-speed portable! \$69.95* list.



V-M Fidelis

with tone-o-matic. Hear exclusive V-M tone-o-matic demonstration! You'll hardly believe your ears! Exclusive bass reflex chamber with three speakers angularly mounted! 40 to 15,000 cps audible range! Exclusive sales advantage—mahogany or blonde cabinets at same price! \$149.50* list. (Legs, black or brass finish, optional).

SOUND BUSINESS

for you!



V-M 972

automatic 3-speed table model. Has exclusive Siesta Switch. \$59.95* list.



V-M 920

lowest cost automatic 3-speed attachment on the market! \$39.95* list.

No comparable line gives you such great profit opportunities for so small an investment. Sound pricing of Voice of Music models has tremendous purse appeal for your customers, profitable mark-up for you! Sound V-M features (lots of exclusives) are easy to demonstrate . . . help you close sales quickly. Voice of Music styling is sound too! It gives you a wide choice of beautiful models to satisfy customers' preferences.

Yes, the Voice of Music is a complete family of fine instruments, with every model justifying its position of prominent display! Sound V-M planning offers efficient inventory control yet affords customer-satisfying selection! Your V-M space sets the pace in profits for you . . . puts your business on a sound basis! Contact your V-M Distributor Salesman today. He has the Sound Line to build your profit!

*Slightly higher in the west.

UL Approved



Voice of Music

V-M CORPORATION, BENTON HARBOR, MICHIGAN
World's Largest Manufacturer of Phonographs and Record Changers



V-M 151

manual 3-speed portable. Rich Brown or rose and gray case. \$49.95* list.



V-M 131

manual 4-speed portable. Has 2-needle tone arm, pop-up 45 spindle, separate tone and volume controls! Gray and rose leatherette. \$29.95* list.



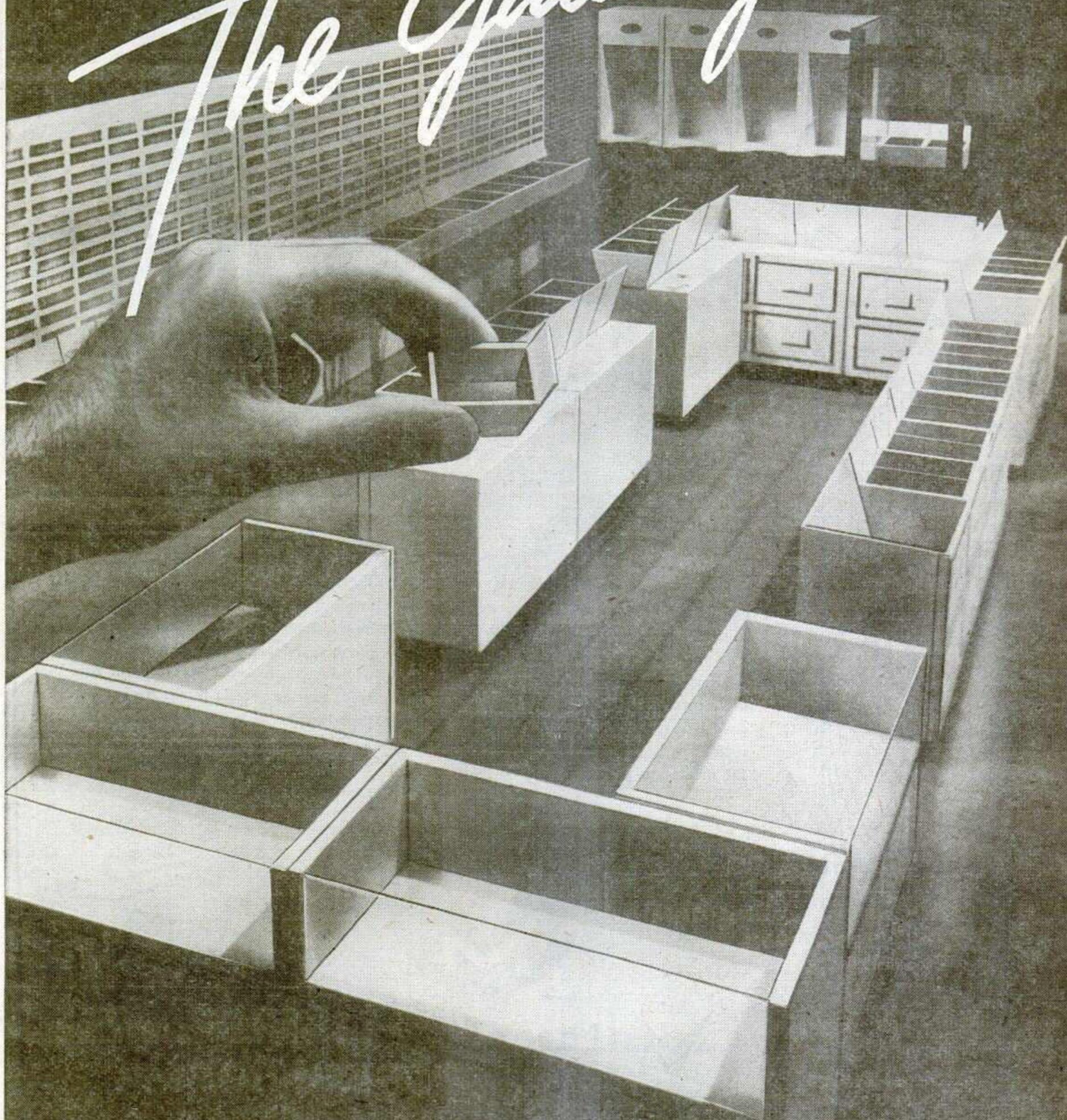
V-M 121

manual 4-speed portable. World's smallest, lightest! Red or green Styron 475 case! \$22.95* list. Same unit, less amplifier, is Model 120 attachment. \$16.95* list.





The Guiding Hand



CAPITOL IS LEADING THE WAY in developing profitable ideas that sell more records and albums! Pictured here is a self-service record store in miniature... where scale models are used to design modern and efficient store layouts.
Another CAPITOL MERCHANDISING SERVICE!

that helps you **MERCHANDISE!**

Capitol used the phrase years ago—and it still makes sense. "You profit only on what you sell." All the fancy "deals" in the world mean little if the products lack appeal and if you get no merchandising assistance to help promote sales.

This year, as in the past, Capitol brings you best selling albums (check this issue's polls) And Capitol helps you sell *more*—with store layouts, browser boxes, displays, demonstration albums, advertising—everything you need to keep the cash register ringing!

Hot merchandise — Top merchandising — THAT'S CAPITOL FOR '54



THE BILLBOARD

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. THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"—Jackie Gleason RCA Victor LPT 3057
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 509
4. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol H 352
5. THE PAJAMA GAME—Original Cast Columbia CL 4840
6. SWING EASY—Frank Sinatra Decca DL 528
7. THE GLENN MILLER STORY—Sound Track Capitol H 528
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track Decca DL 5519
9. PARDON MY BLOOPER, VOL. 1—Kermit Schaefer M-G-M E 244
10. SONGS FOR YOUNG LOVERS—Frank Sinatra Jubilee LP 2
11. ROSE MARIE—Ann Blyth, Howard Keel Capitol H 488
12. 10th ANNIVERSARY ALBUM—Nat (King) Cole M-G-M E 229
13. VOICES IN MODERN—Four Freshmen Capitol W 514
14. TWO IN LOVE—Nat (King) Cole Capitol H 522
15. MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol H 420

EP's

1. THE STUDENT PRINCE—Mario Lanza RCA Victor ERB 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"—Jackie Gleason RCA Victor EPBT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
4. THE GLENN MILLER STORY—Sound Track Decca ED 2124-5
5. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol EAP 509
6. SWING EASY—Frank Sinatra Capitol EBF 528
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track M-G-M X 244
8. THE PAJAMA GAME—Original Cast Columbia A 1098
9. ROSE MARIE—Ann Blyth, Howard Keel M-G-M X 229
10. SONGS FOR YOUNG LOVERS—Frank Sinatra Capitol EBF 488
11. VOICES IN MODERN—Four Freshmen Capitol EBF 522
12. 10th ANNIVERSARY ALBUM—Nat (King) Cole Capitol EAP 514
13. PARDON MY BLOOPER, VOL. 1—Kermit Schaefer Jubilee EP 5011
14. TWO IN LOVE—Nat (King) Cole Capitol EBF 420
15. TAWNY—Jackie Gleason Capitol EBF 471

"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. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
2. DUKAS: SORCERER'S APPRENTICE, ETC.—Detroit Symphony (Paray) Mercury 50035
3. PAGANINI RECITAL—Ruggiero Ricci London LL 1005
4. KODALY: PEACOCK VARIATIONS; BARTOK: MIRACULOUS MANDARIN SUITE—Chicago Symphony (Dorati) Mercury 50038
5. SAINT-SAENS: CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Concert Arts Orchestra (Slatkin) Capitol P 8720



Hot merchandise — Top merchandising — THAT'S CAPITOL FOR '54

Firms' Fall Lines of Phono Merchandise

ADMIRAL 3800 Cortland Chicago 47

Model: 3-G 18
Design: Portable
Price: \$69.95
Specifications: 3-speed changer, 6-inch speaker

Model: 4-D 28
Design: Portable hi-fi
Price: \$99.95
Specifications: 3-speed changer, 2 speaker system

Model: 4-C 26, 4-C 27
Design: Table hi-fi
Price: \$119.95, \$129.95
Specifications: 3-speed changer, 2 speaker system

Model: 5-M 36, 5-M 37
Design: Chairside hi-fi
Price: \$149.95, \$159.95
Specifications: 3-speed changer, 2 speaker system, 7½ watts amplifier

Model: 5-D 32
Design: Table
Price: \$79.95, \$89.95
Specifications: 3-speed changer, one 6-inch speaker

Model: HF 6, 7, 8
Design: Console
Price: \$795 to \$845
Specifications: 3-speed changer, 15-watt amplifier, FRR-30-17,000 cps, ceramic cartridge, 15-inch woofer and high frequency driver and horn

AMPEX

934 Charter St., Redwood City, Calif.

Model: 300-C
Design: Tape recorder
Price: \$2,046
Specifications: Console

Model: 300-R
Design: Tape recorder
Price: \$1,951
Specifications: Rack type (less rack)

Model: 300-S
Design: Tape recorder
Price: \$2,063
Specifications: Portable (two cases)

Model: 300-2C
Design: Tape recorder
Price: \$3,504
Specifications: Stereophonic (2-channel) console cabinet

Model: 300-2R
Design: Tape recorder
Price: \$3,311
Specifications: Stereophonic (2-channel) for rack mounting (less rack)

Model: 301-C
Design: Tape recorder
Price: \$2,184
Specifications: Console

Model: 301-R

Design: Tape recorder
Price: \$2,090
Specifications: Rack recorder (less rack)

Model: 301-S
Design: Tape recorder
Price: \$2,200
Specifications: Portable (two cases)

Model: 305-C
Design: Tape recorder
Price: \$2,321
Specifications: Console

Model: 305-R
Design: Tape recorder
Price: \$2,228
Specifications: Rack recorder, less rack

Model: 305-S
Design: Tape recorder
Price: \$2,338
Specifications: Portable

Model: 350-C
Design: Tape recorder
Price: \$1,315
Specifications: Console

Model: 350-R
Design: Tape recorder
Price: \$1,205
Specifications: Rack type (less rack)

Model: 350-P
Design: Tape recorder
Price: \$1,293
Specifications: Portable (2-case)

Model: 350-2P
Design: Tape recorder
Price: \$1,953
Specifications: Stereophonic (2-channel) portable

Model: 350-2R
Design: Tape recorder
Price: \$1,865
Specifications: Stereophonic (2-channel) rack type, less rack

Model: 350-3P
Design: Tape recorder
Price: \$2,514
Specifications: Stereophonic (3-channel) portable

Model: 350-3R
Design: Tape recorder
Price: \$2,393
Specifications: Stereophonic (3-channel) rack type, less rack

Model: 352-C
Design: Reproducer
Price: \$935
Specifications: Console reproducer only

Model: 352-R
Design: Reproducer
Price: \$908
Specifications: Rack type reproducer only, less rack

Model: 450-T
Design: Reproducer
Price: \$875
Specifications: Table-top console, automatic reversal

Model: 450-C
Design: Reproducer
Price: \$979
Specifications: Full height console, automatic reversal

Model: 450-R
Design: Reproducer
Price: \$743
Specifications: Rack type (less rack), automatic reversal

Model: 450-P
Design: Reproducer
Price: \$825
Specifications: single case portable, automatic reversal

Model: 600
Design: Tape recorder
Price: \$545
Specifications: Portable

Model: 600
Design: Tape recorder, portable
Specifications: 7½ in. per sec., 40 to 15,000 cps., 3 heads erase, record and playback and separate record and playback amplifiers

Model: 300-2C
Design: Tape recorder
Price: \$3,504
Specifications: Stereophonic (2 channel) console cabinet

Model: 300-S
Design: Tape recorder
Price: \$2,063
Specifications: Portable (two cases)

AMPRO

3825 N. Western Ave.
Chicago 18, Ill.

Model: 757
Design: Magnetic tape recorder
Price: \$239.95
Specifications: Hi-fi two-speed

Model: 756
Price: \$229.95
Design: Hi-fi

Model: 755
Design: Celebrity
Price: \$219.95

AUDIOGERSH

254 Grand Ave.
New Haven 13, Conn.
Model: Miracord XA-100, Miraphon XM-100
Design: ELAC record players
Specifications: 3-speed changer

AUTOCRAT

5024 Elm St., Skokie 8, Ill.

Model: 254
Design: Portable
Price: \$29.95
Specifications: 3-speed, dual needle, PM speaker

Model: 354
Design: Portable
Price: \$32.50
Specifications: Same as 254, with 3-tube amplifier

Model: 284
Design: Manual
Price: \$29.95
Specifications: 3-speed, 8-inch V speaker

Model: 352
Design: Portable
Price: \$64.95

Specifications: 3-speed PM speaker

Model: 384
Design: Manual
Price: \$32.50
Specifications: 3-speed, 3-tube amplifier

Model: 160, 160-T, 252, 252-T, 252-T-2N
Design: Portable
Price: \$19.95, \$24.95
Specifications: 3-speed PM speaker

AVCO MFG. CORP.

1329 Arlington St., Cincinnati, Ohio
Model: G-200 "Enrico Caruso"
Design: Console
Price: \$900
Available Nov. 1
Specifications: 3-speed changer, 30 watt amplifier, FRR 20-20,000 cps, magnetic cartridge, one 15-inch speaker

BERLANT

4917 West Jefferson Blvd.
Los Angeles, Calif.

Model: 1601
Design: Basic recorder
Price: \$495
Specifications: Two-speed, direct drive

BIRCH

221 East 144th St.
New York 51, N. Y.

Model: 664
Design: Table
Price: \$91.75
Specifications: 3-speed, 4-tube amplifier, 8-watt output, 2 6" speakers

Model: 845
Design: Table
Price: \$139.95
Specifications: 3-speed, 5 tube, 10-watt output, G. E. reluctance pick-up, 3-position compensator

Model: 553
Design: Portable
Price: \$44.95
Specifications: 4 watt, 3-tube amplifier, two 5" speakers, dual needle ceramic cartridge

Model: AT58
Design: Table
Price: \$69.95
Specifications: Automatic, 3-speed, 3-tube, 4-watt amplifier, automatic, ceramic dual cartridge

Model: SQ4
Design: Table
Price: \$34.95
Specifications: 3-speed, dual cartridge

Model: 399
Design: Portable
Price: \$29.95
Specifications: Dual cartridge, tone and volume controls

Model: 240
Design: Portable
Price: \$24.95
Specifications: Tone and volume controls, 3-speed, single needle

Model: 114
Design: Portable
Price: \$22.95
Specifications: 3-speed, volume control

Model: 20-C
Design: Acoustic Portable
Price: \$12.95

Specifications: Motor operated acoustic phono, 78 R.P.M.

Model: Pogo
Design: Cabinet
Price: \$9.95
Specifications: Acoustic phono, wood cabinet, 78 R.P.M.

Model: G-3
Design: Portable
Price: \$33.95
Specifications: 8" speaker, 3 inputs

B. & R.

1701 Boone Ave., Bronx, N. Y. C.

Model: 902
Design: Portable
Price: \$39.95
Specifications: 3-speed, 8-inch speaker

Model: 903
Design: Portable
Price: \$49.95
Specifications: G. E. cartridge, dual needle

Model: 815
Design: 3-speed
Price: \$69.95
Specifications: 5-inch speaker, 3-tube amplifier, volume and tone controls, slumber switch

Model: 630
Design: Portable
Price: \$22.95
Specifications: 3-speed

Model: 641
Design: Portable
Price: \$27.95
Specifications: 2 tubes, 2-watt amplifier, volume and tone control, 3-speed

Model: 644
Design: Portable
Price: \$34.95
Specifications: Tone control, 3-speed, two needles

Model: 865
Design: Radio-phono
Price: \$44.95
Specifications: 3-speed

Model: 400
Design: Portable
Price: \$29.95
Specifications: Volume and tone control, two speakers

Model: 851
Design: Portable
Price: \$27.95
Specifications: 3-speed, two needles, 5-inch speaker

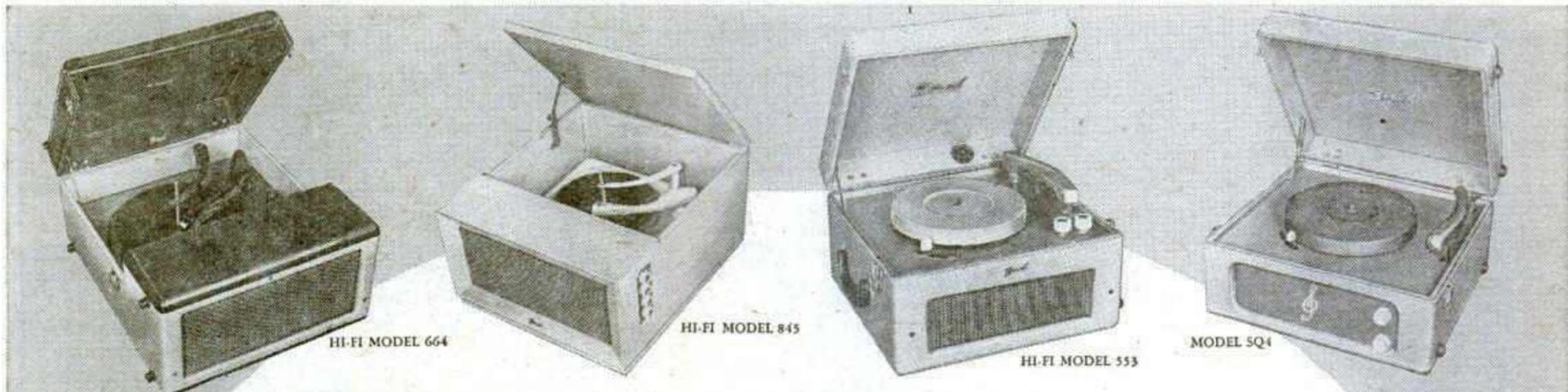
Model: 648
Design: Portable
Price: \$34.95
Specifications: 3-speed, two-watt amplifier, 8-inch speaker

Model: 600
Design: Portable
Price: \$39.95
Specifications: 3 speakers, one 8-inch, two 4-inch, volume and tone controls, 3-speed

Model: 865
Design: Portable radio-phono
Price: \$44.95
Specifications: 3-speed, 5-tube radio, 5-inch speaker

Model: 815
Design: Automatic phono
Price: \$69.95

(Continued on page 30)



AMAZINGLY LOW PRICES FOR HIGH QUALITY

Never before has anyone offered such a large selection of distinctive phonographs at such a low cost.

To keep up with the requirements of the discerning consumers who are mindful of quality and watchful for prices, Birch has kept retail prices down, yet, produced phonographs of high engineering skill. This insures easier and more frequent sales.

For over 35 years Birch has successfully followed this promotional policy. Act now to meet the season's rush.

Write for new illustrated catalog and price list.

Birch PHONOGRAPHS

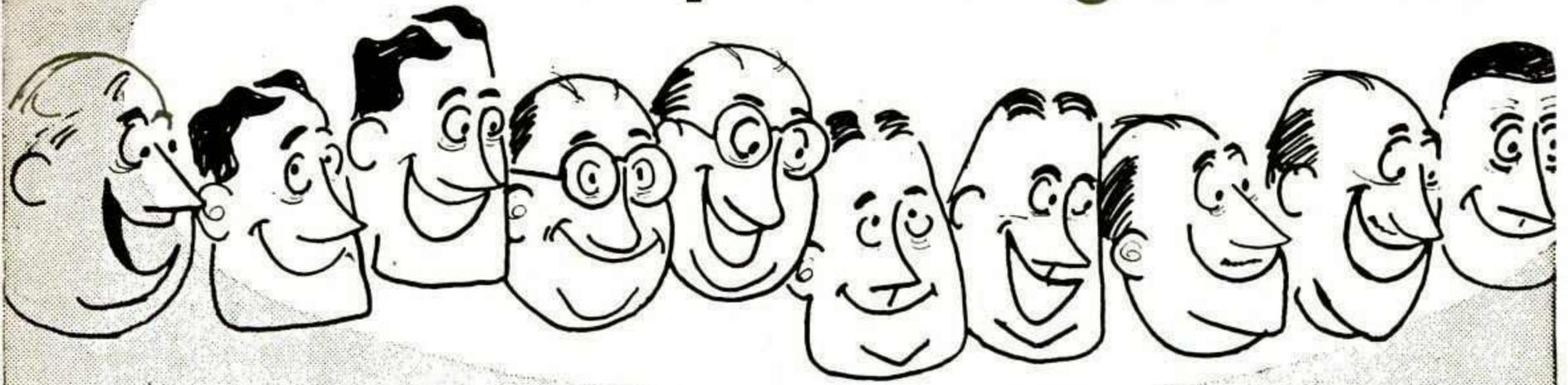
Manufactured by

BOETSCH BROTHERS

221 EAST 144th STREET, N. Y. 51, N. Y.



the whole country is talking about...



Majestic
MIGHTY MONARCH OF THE AIR

MUSIC MATE

WORLD'S FIRST PORTABLE RADIO-PHONOGRAPH that operates completely on BATTERIES or home current

everybody wants one!

Everyone's talking about . . . everyone wants . . . the Majestic Music Mate . . . creating a completely new, untouched market. Here's the world's very first battery-operated radio-phonograph that is capable of amazing tone and volume.

no competition • extra margin

An honest-to-goodness sales-maker that you can really promote. Nothing else like it on the market . . . no price cutting . . . you make a full profit, plus.

packed with selling features

Push-button controls for automatic finger-tip operation. Storage space in cover for a complete supply of "45" records. Battery-saver switch. Smart luggage case in Tan, Red, Brown, Green with leather handle. Built-in Ferrite double antenna. Batteries last approximately 1000 record sides.

the perfect gift!

Plays anywhere indoors or out: At resorts . . . on trains . . . in autos . . . at home (on house current). The ideal gift for birthdays, anniversaries, Christmas . . . for the student away from home or the lad in the service. Thousands of uses . . . thousands of users . . . from six to sixty.



WEIGHS ONLY 12 POUNDS INCLUDING BATTERIES



DISTRIBUTORS NOTE

EVERYONE CAN SELL MUSIC-MATE: Department Stores, Music Stores, Record Stores, Radio & TV Stores, Appliance Stores, Gift Shops, Mail Order Houses, Auto Radio Stores, Sports Stores, Musical Instrument Stores, PX's, College Book Stores, Specialty Stores.

EXCLUSIVE TERRITORIES STILL AVAILABLE DISTRIBUTORS, REPS. — WRITE, WIRE, PHONE TODAY
MAJESTIC RADIO AND TELEVISION division of THE WILCOX-GAY CORPORATION 79 WASHINGTON STREET, BROOKLYN 1, N. Y.

Premium Disks Lead Promotions

Continued from page 13

says "it increased our record business too, and our business has shown an over-all gain of 10 per cent over the previous period last year."

OPAL WABER WABER SPECIALTIES Alma, Mich.

About twice a year Waber stages a "\$1 Day" sale, and sells a lot of records at five for \$1. It always brings in new customers, and business shows a 30 per cent gain.

DUNLOPE SALES Eaton, O.

Dunlope conducts a continuous promotion, whereby customers receive one free record with every 12 purchased. The store keeps a file on each record sold and adds each new purchase, which gives them an excellent mailing list.

R. K. TEACHOUT MEL-O-DEE RECORD SHOP Minneapolis

A free-record-with-every-15-purchased punch card is one of Mel-O-Dee's most successful year-round promotions. In addition to stimulating more record sales, the cards have helped build up the shop's mailing list of "live" customers, since cardholders are asked to check the type of music they like on the back of the card, and fill in their names and addresses on the front.

SYRNA L. GOLDSTEIN AVENUE SHOP North Miami

Syrna L. Goldstein finds "word-of-mouth" is a better advertising medium than any newspaper. The store is having very good results now on a record club, which gives mem-

bers one free record after they buy 10. They attribute most of its success to word-of-mouth advertising by teen-age members.

ELECTRONIC WORKSHOP New York

The Electronic Workshop promoted its first venture into the hi-fi record sales field last month by installing record listening booths in the front of the store, clearly visible from the street. Manufacturers supplied demonstration equipment for the booths, and the resulting newspaper publicity brought in a lot of new customers.

ARCH BLANPIED BENNETT MUSIC HOUSE Wichita, Kans.

Bennett sold 75 EP's and 50 LP sets during its "Frank Sinatra Week" promotion. The store also did well recently with a "High Fidelity Week" drive, promoting Capitol's "A Study in Hi-Fi" album. They sold 35 sets the day the ad on the album appeared. Over-all they've sold 200 of the Capitol packages.

ANDREW A. SHAY THE JOSHUA TREE Boulder City, Nev.

The Joshua Tree more than doubled any previous month's record in sales during July, as the result of a radio promotion the store has been pushing since June. The shop sponsors a daily "Top Tune of the Day" program over a local radio station, with listeners asked to write in and tell why they think a certain tune should be the "top tune." The best letter is selected each day, and the winners receive a card entitling them to go into The Joshua Tree and pick out any record free. About 60 per cent of the time, they buy from two to six other records at the same time, and the store has a new customer.

SHEILA CECILL SUMMERS & SON Columbus, O.

Summers is drawing new customers with a give-away gimmick, whereby buyers of five 45 or LP albums receive one free album of their own selection, price determined by cost of those purchased.

MRS. R. E. FLEMING FLEMING MUSIC CENTER New Castle, Pa.

The store had a treasure hunt promotion last June, with cash premiums (containing \$1 to \$5) hidden around the store. The store's window was dressed with pirate-type items and pieces of gold, and the salesgirls wore sailor hats. The promotion cost Fleming about \$225, but he thinks it paid off in good will.

ANNA J. KASTNING KASTNING MUSIC COMPANY Gallup, N. M.

Sales showed a 25 per cent gain last month, when Kastning staged a special promotion on Indian records, in co-operation with the Gallup Indian Ceremonials.

THOMAS PERETTI RECORD ROUNDUP Kansas City, Kans.

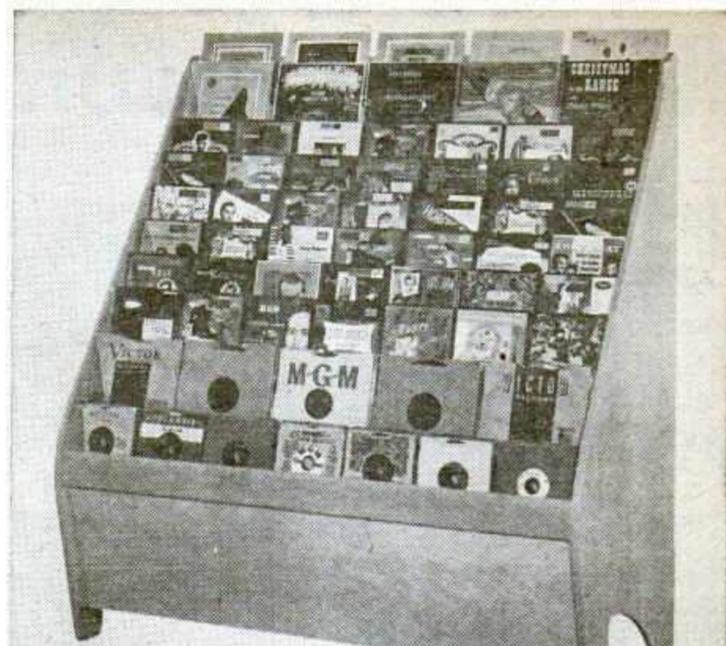
The Record Roundup moved to a new location last August and promoted the move by offering door prizes of 10 current best-selling RCA Victor records, at a cost to the dealer of \$15.40. Co-op newspaper advertising and radio time (out of his own budget) resulted in business at the new location being 5 per cent higher than it was in the old shop.

JOHN SOWERS JR. THE MUSIC SHOP Pulaski, Va.

The Music Shop increased sales 20 per cent during the first three weeks in August, as the result of an all-out promotion campaign in the newspapers and thru the direct mail on record packages and RCA Victor's phono line. The shop tied up with the Pulaski Chamber of Commerce during a three-day, city-wide sales drive, and arranged for popular records to be played over a high fidelity p.a. system set up in the center of town. This increased the store's sales on current pop hits.

EDMUND SHIVELY SHIVELY'S APPLIANCE STORE Mifflinburg, Pa.

In a move to build up store traffic for larger appliances, last June, Shively's turned 2,500 78-r.p.m. records into cash, with a



FREEDMAN ARTCRAFT'S MODEL 5311 floor rack has 11 tiers of shelves so designed to stock 10 records deep. Capacity is 847 single seven-inch records, 605 10-inch records, or 484 12-inch records.

cut-price promotion. Shively, who used newspapers and radio spots to push the sale, says he sold out an odd lot of 78 albums, many with soiled covers, and general store stock. "We used it just as advertised and restocked the store with clean, fresh stock," Shively added, "We doubled our record sales during the sale, and made several nice outside sales, as a result of drawing people to our store." During the sale Shively sent out post cards, which told about "1,000 records placed on special sale four for a \$1" and offered \$1 album free with the purchase of 20 records. A punch card, with room for a customer's name and address, was printed on the mailing piece.

MARY HUGHES HUGHES MUSIC Burney, Calif.

The Hughes shop is strong for direct mail promotion, and attributes a 20 per cent increase in records over the past two years to this medium. For years now they've been buying a daily radio spot, with copy inviting listeners to write in for information on disks or order them by mail-order. These names are added to the Hughes mailing list, and once a month they send out a three-page mailing piece, listing various record specials in stock. The gimmick, says Mary Hughes, has tripled their mailing list in the last two years.

CLARENCE SHEDLOCK SHEDLOCK HOME APPLIANCES Byessville, O.

Shedlock realized almost a 100 per cent increase in single record sales last July, when he offered buyers a customer card, good for one free record when a total of 10 records was purchased. The gimmick was promoted via newspaper ads and purchase enclosures.

MERRIMAC MUSIC COMPANY Lamberton, N. C.

Merriman built a considerable amount of repeat business this summer by giving customers their choice of any LP free with the purchase of \$20 worth of LP's. The cost to the dealer seldom was more than \$3.68 per \$20 sale.

JOHN PLIMPTON BAY MUSIC CENTER Milwaukee

When Dick Contino played a date in Milwaukee, John Plimpton arranged to have the Mercury artist lead a giant parade Saturday morning. The parade went down Silver Spring Drive and back to the Bay Music Center, where Contino autographed his records for fans. Plimpton advertised the stunt and p.a. heavily in newspapers, on the radio and via store and window displays, and says it paid off with wonderful store publicity and many record sales after the parade was over.

In the kiddie field, Plimpton sparked sales for children's records and phonos last April, when Capitol's Bozo the Clown made a personal appearance in the store to plug Capitol's \$12.95 to \$39.95 Bozo record players. Capitol put up some co-op advertising money, and the p.a. was plugged via local TV, newspaper ads, store and window displays and theater lobby displays.

Prior to the p.a., a Bozo coloring contest was held. On the day of the p.a. the kids first at-

tended a Bozo movie and all-Bozo stagershow at the Fox Bay Theater, then moved over to Plimpton's store, where Bozo handed out Bozo masks and candy, and awarded Bozo players, records and albums to the winners of the coloring contest. Plimpton reports that sales were good on Bozo records and players in the following weeks. Capitol and Fox Bay, he adds, "gave wonderful co-operation."

BARRY WARE WARE HOUSE OF MUSIC Seattle

Business was doubled to tripled during the spring and summer of 1954 with extensive promotions of special groups of records. Altho no price reductions or premiums were offered, the store used co-op advertising (newspaper, radio, purchase enclosures and special displays) to interest buyers in groups of records by one artist—Glenn Miller records, Liberace records, Mantovani records, etc. Right now owner Barry Ware is setting up a Bing Crosby package. "We made splash claims of having 'every available record by— in stock.'" Explains Ware, "People were impressed and assumed we had good coverage on everything else, too."

STANLEY C. WOZNAK LITTLE FALLS RADIO AND TV Little Falls, Minn.

During January of this year the Little Falls store built sales with a record club which offered customers one free pop record with every \$15 purchase.

JEANNE BIGGERSTAFF J. W. KNAPP COMPANY Lansing, Mich.

A sale on low cost LP's and EP's here last March was "successful in every way," according to Jeanne Biggerstaff. She reports that they sold a total of 1,700 LP's and EP's, had to re-order and had more customers in the department than ever before. The sale listed 10-inch LP's at 69 cents; 12-inch LP's, 99 cents, and EP's, 49 cents. Co-op money helped ballyhoo the sale in local newspaper ads and on the air.

DON BERTCH DON BERTCH RECORD BAR Kalamazoo, Mich.

Last July Bertch sold 78's at 39 cents a pound, with a donated scale set up on the record counter. Results, says Bertch, were "quite above any other promotion and cleaned out all our old 78's."

E. ROBERTA GREEN THE MELTONE Bethesda, Md.

"Every year," writes E. Roberta Green, "local merchants tie up with The News Shopper, which has a wider circulation than any local paper here, on a Lincoln's Birthday special sale. Each store features some expensive item for 12 cents as come-on bait. This year we got rid of a lot of our old 78 dogs, on which we had no return privilege, and LP dogs, too. It's not our practice to cut rates, but for this one day only we sold all merchandise at 30 per cent off, mainly to bring new traffic into our store. This was on a Friday, but the big pay-off came the following day, Saturday. It has always been our biggest sales day of the week, but this day we doubled our usual business, and prices were back to normal,

For the Finest Performance of Your Career!



—use the amazing new Shure
Wireless
Microphone System...

VAGABOND
"88"

NO CABLE!

No "Body Wiring"!
No Station License Needed!
No Operator's License Needed!



- VAGABOND "88" SYSTEM INCLUDES:
1. Microphone-Transmitter in Jewel-Type Case
 2. FM Receiver
 3. Stand Adapter
 4. Lavalier Cord and Clip
 5. 1 Set of Batteries
 6. Receiving Antenna Wire
 7. Complete Installation Instructions

Shure brings you a "Magic Wand" that frees you from the fixed-position microphone, the confinement and irritation of cable-dragging—frees you to concentrate on giving the finest performance of your career!

The revolutionary VAGABOND "88" is the first practical wireless microphone system ever made! And here's the proof: No broadcast license needed! No cables! No body wiring! Another wonderful feature is the fact that the Vagabond "88" Microphone can pass from person to person or rest on a floor stand... providing a flexibility not attainable with any other wireless microphone—a flexibility that is equally useful for solo or group performances.

Slim and balanced, the VAGABOND is effortlessly carried, and, in effect, becomes a bond between you and the audience.

If you are a Vocalist, Instrumentalist, Impressionist or Master of Ceremonies, and want to improve your styling dramatically, buy a Vagabond "88" and—wherever you go—you'll be distinguished by "Having the Finest!"

SHURE SHURE BROTHERS, Incorporated
Manufacturers of Microphones and Acoustic Devices
225 W. Huron St., Chicago 10, Ill. Cable Address: SHUREMICRO

Please send me detailed information about the Vagabond "88" Wireless Microphone System.

NAME _____

ADDRESS _____

CITY _____ STATE _____

I am interested in the Vagabond for the following application(s)

88V-9

Mr. Dealer...

Lion Manufacturing Co. is the first and only one to offer all three . . .

1.

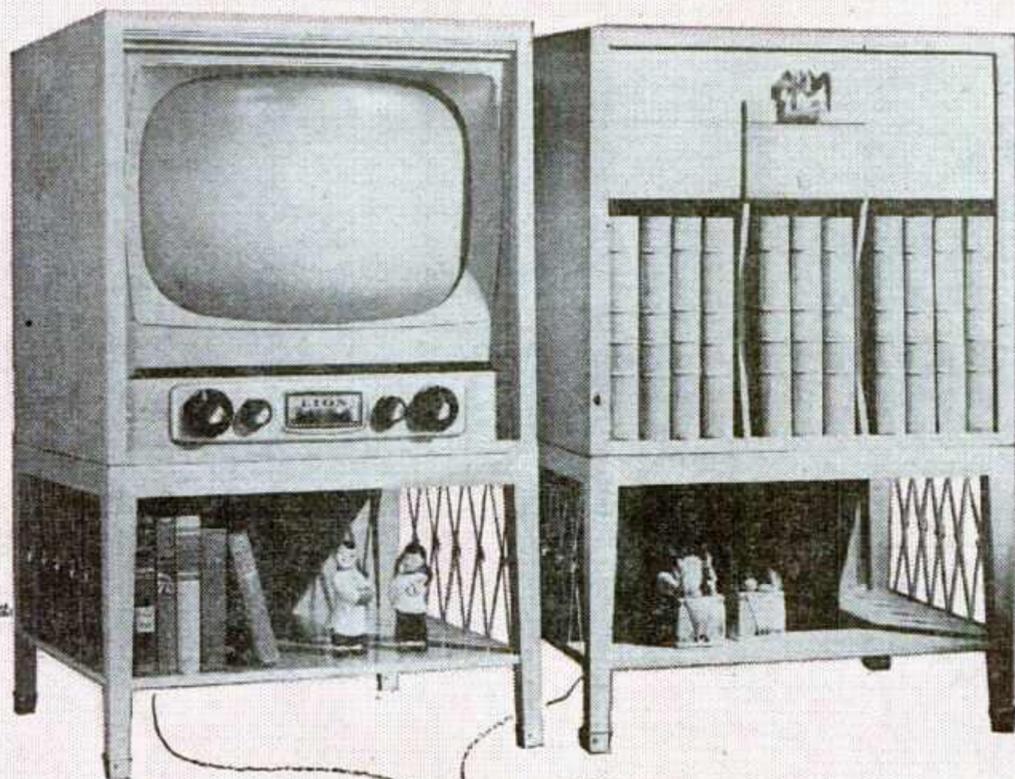
Custom-built quality high fidelity phonographs that assure you of that 'presence pleasure' with remote control.

2.

Advance designing and engineering in television sets with remote control.

3.

All at prices to meet and beat your competition with a profit for you that is out of this world.



don't Move — just Watch

With the unique Lion TV with exclusive remote control you can. Until you have seen Lion TV reception you do not know how good television can be. Just assume your favorite relaxed position in your living room, bedroom or den and have all the television controls in the palm of your hand. Change stations, regulate picture brightness and picture contrast as far as 25 ft. away from the set. Not only does the Lion picture have an exceptional stability but a very noticeable superiority in brilliance, clarity and contrast. A highly styled matching base optional in Mahogany or Blond Lined Oak transforms this table model into a handsome console as shown.

don't Move — just Listen

to this Lion custom-built high fidelity phonograph with orchestra hall tonal quality. Assume your favorite listening position, and from there with Lion's exclusive remote control, you focus your treble and bass, you control the finest of all record changers from 25 feet away and you adjust the volume without leaving your comfortable chair or sofa. "Presence pleasure" is assured by two specially designed speakers . . . a newly designed "tweeter" for higher highs and a super-woofer for lower lows. The amplifier, too, was especially engineered to give a heretofore unknown range of distortionless reproduction. More lows at the bass end far beyond the limits of human audibility at the high end. Lion phonograph cabinets are constructed of the finest woods to match Lion's remote control television set perfectly, gives you added record space too . . . with room for twelve 12" record albums.



SEE ALL ON DISPLAY
IN ROOM 802 . . .

International Sight and Sound
Exposition
Palmer House, Chicago, Illinois
Sept. 30, Oct. 1 and 2, 1954

For details write . . .



LION
MANUFACTURING CORP.

2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-6060

Mr. Dealer . . . this coupon will bring
you all the facts immediately:

Lion Mfg. Corp., 2640 Belmont Ave., Chicago 18

Dealer's Name _____

Address _____

City _____ Zone _____ State _____

Firms' Fall Phono Merchandise

Continued from page 26

Specifications: 3-speed changer, 3-tube amplifier, 6-inch speaker, slumber switch
Model: 815X
Design: Automatic phono
Price: \$59.95
Specifications: 2-watt amplifier, 5-inch speaker
Model: 915
Design: Automatic portable
Price: \$79.95
Specifications: 3-speed changer, 3-tube amplifier, volume and tone control, hi-fi speaker, dual needles

CAPEHART

3700 East Pontiac Fort Wayne 1, Ind.

Model: 23TP35BNL
Design: Portable
Price: \$74.95
Specifications: 3-tube amplifier, 2-watt output, full range control
Model: 16-PH55F
Design: Hi-fi console
Price: \$289.95
Specifications: Bass and treble controls, 2-way speaker system, Intermix changer
Model: 4-PH55M-B
Design: Hi-fi phono
Price: \$199.95-\$269.95
Specifications: Bass and treble controls, 2 12-inch woofers, 2 5-inch tweeters, Intermix changer
Model: 6TP45M
Design: Hi-fi table phono
Price: \$129.95
Specifications: 4-tube amplifier, 3 1/2-watt output, three speakers
Model: 11RP125F
Design: Hi-fi, AM-FM radio-phono
Price: \$549.95
Specifications: 12-tubes two-way speaker system
Model: RP154B
Design: Hi-fi radio-phono
Price: \$529.95
Specifications: AM-FM tuner, 12-tubes two-way speaker system, Intermix changer
Model: RP254
Design: Radio-phono
Price: \$239.95

Specifications: Intermix changer, dual stylus, 147 chassis radio, built-in FM antenna
CLINTON
 1282 Burke Ave.
 New York 69

Model: 300
Design: Portable
Price: \$19.95
Specifications: 3-speed midget, single needle, 4-inch speaker
Model: 310
Design: Portable
Price: \$24.95
Specifications: 3-speed, single needle, larger cabinet
Model: 340
Design: Portable
Price: \$29.95
Specifications: 3-speed, single needle, tone control
Model: 350
Design: Portable
Price: \$34.95
Specifications: 3-speed, dual needle, tone control, 5-inch speaker
Model: 370
Design: Portable
Price: \$39.95
Specifications: 3-speed, larger cabinet, 6-inch speaker, plays 12-inch record with cover closed
Model: 550
Design: Radio-Phono combination portable
Price: \$54.95
Specifications: Radio-phono combination manual, 5 tubes
Model: 600
Design: Portable
Price: \$86.95
Specifications: Automatic-phono, 8-inch speaker, 3 tubes, collar changer, jam proof
Model: 900
Design: Portable
Price: \$99.95
Specifications: Automatic-radio phono comb., 6-inch speaker, collar changer
Model: PR 10
Design: Portable
Price: \$39.95
Specifications: 3-way radio
Model: T 20
Design: Cabinet
Price: \$22.95
Specifications: Radio, 5 tubes, plastic cabinet

COLUMBIA

799 7th Ave. New York 19

Model: 355
Design: Columbia-Bell & Howell "360K" hi-fi table model tape recorder
Price: \$299.50
Specifications: 10 1/2 inches high, 19 inches wide, 13 1/2 deep, 4 speakers, high-powered amplifier, 8-watt output, single control speed selector
Model: 350
Design: Columbia-Bell & Howell hi-fi portable tape recorder
Price: \$249.50
Specifications: 16 1/2 inches high, 17 inches wide, 9 3/4 inches deep, 10-inch two-way speaker, 50 to 10,000 cps
Model: 322
Design: Hi-fi table model
Price: \$119.95
Specifications: 3-speed, 2 speakers, exclusive "360" amplifier, ceramic turn-over cartridge
Model: 320
Design: Hi-fi table model
Price: \$99.95
Specifications: 3-speed, 2 speakers, 2 needles
Model: 318
Design: Portable
Price: \$99.95
Specifications: 3-speed, 2 speakers
Model: 314
Design: Automatic table phono
Price: \$59.95
Specifications: 3-speed, spring mounted, alnico speaker, Columbia Ronette turn-over cartridge
Model: 312
Design: Manual portable
Price: \$29.95
Specifications: 3-speed, alnico speaker, Columbia Ronette turn-over cartridge
Model: 200
Design: Open table manual phono
Price: \$27.95
Specifications: 3-speed, Columbia tone arm, universal cartridge, reflective speaker
Model: 305
Design: Hi-fi manual player attachment
Price: \$16.95
Specifications: 3-speed, Columbia Ronette turn-over cartridge

CRESCENT

5900 Touhy Ave., Chicago, Ill.

Model:
Design: Tape recorder-playback
Price: \$99.50
Specifications: Dual track, seven-inch reel
Model:
Design: Tape recorder-playback
Price: \$119.50
Specifications: 3.2 ohm speaker output, two speed
Model: Hi-fi
Design: Tape recorder-playback
Price: \$149.50
Specifications: Magic Eye indicator, two speed, extra reel
CROSLLEY
 1329 Arlington St., Cincinnati 25, O.
Model: F-120 BN
Design: Portable clock radio-phono
Price: \$124.95
Specifications: 3-speed
Model: "Enrico Caruso"
Design: Hi-fi AM/FM radio combo
Price: \$900
Specifications: 2 matching cabinet, 3-speed phono

DECCA

50 West 57th St. New York 19

Model: DP-42
Design: Kiddie phono console
Price: \$32.95
Specifications: 3-speed, 2 tubes
Model: DP-46
Design: Cabinet, "I'm Hans Christian Andersen"
Price: \$9.95
Specifications: Acoustic chamber
Model: DP-14, DP-15
Design: Portable
Price: \$16.95
Specifications: P. M. speaker, single speed
Model: DP-21
Design: Portable "The Lone Ranger"
Price: \$26.95 with table
Specifications: 3-speed, P. M. speaker, universal cartridge
Model: DP-54, DP-55
Design: Radio-phono combination
Price: \$49.95
Specifications: 3-speed, 5-inch P. M. speaker, 5 tubes, built-in antenna, base compensation circuit, flip cartridge
Model: DP-63
Design: Portable radio-automatic phono
Price: \$74.95
Specifications: 3-speed, P. M. speaker, 5 tubes, built-in antenna, flip-over cartridge
Model: DP-79
Design: Portable phono
Price: \$22.50
Specifications: 3-speed, P. M. speaker, universal crystal
Model: DP-200, DP-201
Design: Hi-ionic cabinet
Price: \$199.95, \$209.95
Specifications: 3-speed automatic, variable-reluctance cartridge, hi-fi amplifier, one-knob operation
Model: DP-230
Design: Portable
Price: \$99.95
Specifications: 3-speed automatic, 2 6-inch P. M. speakers, four tubes, ceramic cartridge
Model: DP-438
Design: Portable
Price: \$54.95
Specifications: 3-speed automatic VM changer, automatic shut-off, ceramic cartridge, 5-inch speaker
Model: DP-476
Design: Portable
Price: \$39.95

DYNAVOX

40-05 21 St., Long Island City, N. Y.

Model: 507
Design: Portable, hi-fi
Price: \$89.95
Specifications: Three-speed changer, 4-tube amplifier, dual needles, bass-treble controls

EMERSON

111 Eighth Ave., New York, N. Y.

Model: 820
Design: Portable
Price: \$49.95
Specifications: 3-speed, 2 speaker
Model: 819
Design: Portable
Price: \$49.95
Specifications: 3-speed portable phono, 2 speakers
Model: 812
Design: Table model
Price: \$29.95-\$32.95
Specifications: 3-speed, twin speakers
Model: 811
Design: Table model
Price: \$14.95-\$17.95
Specifications: 3-speed
Model: 822
Design: Table model
Price: \$29.95
Specifications: 3-speed, twin speakers, can be equipped with ear or under pillow listening attachments for \$10 extra
Model: 803
Design: Table model
Price: \$39.95
Specifications: Same as above (822)
Model: 813
Design: Table model
Price: \$19.95-\$22.95
Specifications: 3-speed
Model: 810
Design: Table model
Price: \$24.95-\$27.95
Specifications: 3-speed
Model: 808
Design: Table model
Price: \$39.95
Specifications: 3-speed
Model: 815
Design: Portable
Price: \$39.95
Specifications: 3-speed, turnover needle
Model: 828
Design: Portable
Price: \$59.95
Specifications: 3-speed, turnover needle
Model: 814
Design: Phono-radio
Price: \$79.95
Specifications: 3-speed phono-radio
Model: 809
Design: Phono-radio console
Price: \$129.95
Specifications: 3-speed

FEDERAL

199-217 Steuben Street Brooklyn 5

Model: FME 37B
Design: Tape recorder
Price: \$139.95
Specifications: 2-speed, dual track hi-fi
Model: FME 37B
Design: Tape recorder
Price: \$139.95
Specifications: 2-speed, dual-track, hi-fi

HALLICRAFTERS

4401 West Fifth Ave. Chicago 24, Ill.

Model: 6HFP-1
Design: Phono
Price: \$199.95
Specifications: 3-speed, hi-fi
Model: 6HFP-2
Design: Phono
Price: \$209.95
Specifications: Same as above in blond
Model: 1622 (maple) or 1621 (mahogany)
Design: Radio-phono
Price: —
Specifications: Hi-fi, 3-speed, AM-FM radio
Model: 3HFP-1
Design: Phono, hi-fi
Price: \$99.95-\$109.95
Specifications: 3-speed, dual speakers

KING

1540 Brewster Ave. Cincinnati 7

Model: PLA—Howdy Doodie Kiddie Players
Design: Acoustic open top
Price: \$8.95
Model: AP
Design: Acoustic portable
Price: \$15.95
Model: KS-20
Design: Portable
Price: \$19.95
Specifications: 3-speed, automatic 45 adapter, single needle, tone control
Model: KF-25
Design: Portable
Price: \$25.95

Specifications: 3-speed, flip needle, tone control, automatic 45 adapter
Model: KD-30
Design: Portable
Price: \$29.95
Specifications: 3-speed, flip needle, tone control, automatic 45 adapter

LONDON

539 West 25th St., New York 1, N.Y.

Model: "The Piccadilly"
Design: Portable
Price: \$149.95
Specifications: 3-speed, hi-fi

MAGNECORD

225 West Ohio St. Chicago 10, Ill.

Model: M80-ACC
Design: Console cabinet
Price: \$1,345
Specifications: M80-A mechanical unit and M80-C amplifier
Model: M80-AC
Design: Portable
Price: \$1,265
Specifications: M80-A mechanical unit and M80-C amplifier
Model: M80-ACX
Design: Portable
Price: \$1,185
Specifications: Same as above less case for rack mounting
Model: 81E49
Design: Console cabinet
Price: \$200
Specifications: Console cabinet and blower assembly
Model: M80-A
Design: Portable recorder
Price: \$950
Specifications: Recorder mechanical unit in portable carrying case, 15-inch and 7 1/2-inch tape speeds selector switch, push button control, automatic tape lifter, removable head cover
Model: M80-C
Design: Amplifier
Price: \$315
Specifications: Record play-back amplifier, microphone, balanced and unbalanced bridge input selector switch, bias recording and playback metering 15-inch and 7 1/2-inch equalization selector switch

Model: M80-CX
Design: Amplifier
Price: \$295
Specifications: Amplifier less case for rack mounting
Model: 81D50
Price: \$28
Specifications: Case for amplifier
Model: M80-CR
Price: \$350
Specifications: M80-C amplifier adapted for remote control at factory
Model: M30
Design: Recorder portable
Price: \$299
Specifications: Recorder and amplifier, 30AH mechanical unit and M30G amplifier, high impedance mike and phono inputs, low and high level high impedance outputs for connection to any amplifier or home music system, speed 3 3/4 and 7 1/2-inches per second, complete with tubes

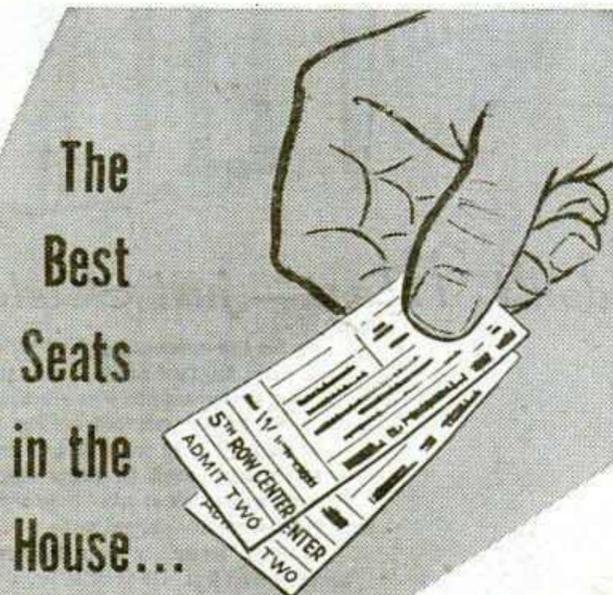
Model: 33
Design: Recorder
Price: \$329
Specifications: Recorder and playback unit contains all features of M30 and in addition has built-in power output stage and heavy duty speaker, complete with tubes, power cable, and ceramic microphone
Model: PT6-BGAH
Design: Binaural Magnecordette
Price: \$549
Specifications: PT6-BAH mechanical unit and PT6-G custom amplifiers
Model: PT6-BN
Design: Binaural amplifier
Price: \$449
Specifications: 2 low level, low impedance microphone inputs, 2 VU meters, 3 gain controls (1 master, 2 single channel) calibration circuit

Model: PT6-AH
Design: Portable recorder
Price: \$319
Specifications: Basic recorder 15-inch and 7 1/2-inch ips capstans and pressure rollers, hi-speed forward for fast cueing in, oscillator tube, no connector cables, full or half rack heads
Model: PT6D3
Design: Dubbing channel amplifier
Price: \$365
Specifications: Makes 3 copies of master tape, 1 input, 3 outputs, calibrating circuit, motor control switch, bridging volume meter, headphone jack, 7-inch Hx19-inch Wx10-inch D

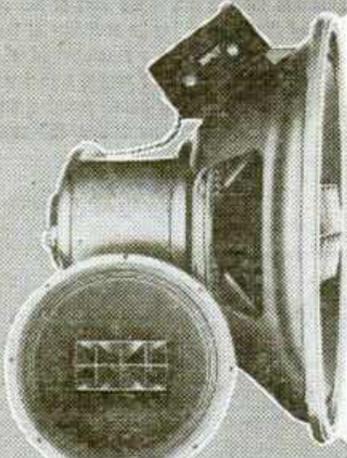
MAGNAVOX

Fort Wayne 4, Ind.

Model: CP 251 M
Design: Hi-fi phono
Price: \$198.50
Specifications: 3-speed changer
Model: 252 M
Design: Radio-phono
Price: \$279.50
Specifications: 3-speed phono, 4-speaker radio
Model: 258 M
Design: Radio-phono
Price: \$345
Specifications: 4 extended speakers, 14-tube AM-FM radio, 3-speed changer
Model: 259 M
Design: Radio-phono
Price: \$350



The Best Seats in the House...



MODEL 206AX

Stephens TRU-SONIC SPEAKER

Regarded as the international standard in high fidelity sound equipment, STEPHENS speaker systems are used throughout the world by the most discriminating listeners.

It's a SOUND PRINCIPLE when you say



MANUFACTURING CORPORATION

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HIGH FIDELITY
 HI-FI MIGHTY L. P. DRUM SERIES
 DRUMS OF SOUTH SEAS, DRUMS OVER AFGHANISTAN and TROPIC DRUMS
TEMPO RECORD CO. OF AMERICA
 8540 Sunset Boulevard, Hollywood 48, California

Specifications: 3-speed changer, 4 speakers
Model: 260-M
Design: Radio-phonograph
Price: \$179.50
Specifications: 3-speed phono, 2 speakers
Model: TP 255 M
Design: Portable phono
Price: \$99.50
Specifications: Hi-fi phono
Model: TP 254 M
Design: Phono
Price: \$119.50
Specifications: 3-speed changer

MAJESTIC

70 Washington St. Brooklyn 1, N. Y.

Model: Music Mate
Design: Battery operated portable radio-phonograph
Price: \$89.98
Specifications: 12 lbs with batteries, push button keyboard, crystal pickup, sapphire needle, built-in antenna, carrying space for 45's

M-G-M

701 Seventh Ave. New York 36, N. Y.

Model: HF 293
Design: 3-speed portable
Price: \$99.95
Specifications: 3-speed hi-fi, Collaro changer, 2 speakers
Model: HF 283
Design: 3-speed portable
Price: \$54.95
Specifications: Hi-fi 3-speed, 2 speakers, non-automatic

MITCHELL

2525 Clybourn Ave. Chicago 14, Ill.

Model: 3-DM
Design: Hi-fi
Price: \$199.95
Specifications: 3-speed, hi-fi
Model: 3-DM
Design: Hi-fi
Price: \$209.95
Specifications: 3-speed hi-fi
Model: 1298
Design: Portable
Price: \$27.95
Specifications: 3-speed, non-automatic
Model: 1300
Design: Portable
Price: \$34.95
Specifications: 3-speed, non-automatic
Model: 1301
Design: Radio-phonograph
Price: \$99.95
Specifications: 3-speed, automatic
Model: 1285
Design: Phono
Price: \$109.95
Specifications: 3-speed automatic, full fidelity, dual speakers
Model: 1286
Design: Phono
Price: \$119.95
Specifications: 3-speed automatic, full fidelity, dual speakers
Model: 3-D
Design: Console Grange
Specifications: 3-speed, 2 speakers, 10-inch woofer, 3-inch tweeter, AM-FM tuner
Model: 1301
Design: Cabinet radio phono
Specifications: 3-speed automatic changer
Model: 1300
Design: Portable phono
Price: \$74.95
Specifications: 3-speed automatic, full range tone control, PM speaker

MOTOROLA

4545 West Augusta Blvd. Chicago 51, Ill.

Model: 64HF1
Design: Console
Price: \$200
Specifications: 3-speed automatic changer, hi-fi, separate bass, treble tone controls, loudness control
Model: 54H11
Design: Hi-fi automatic
Price: \$150
Specifications: 3-speed automatic, hi-fi, 2 speakers
Model: 34F1
Design: Portable
Price: \$100
Specifications: 3-speed, 2 speakers
Model: 53F2
Design: Phono-radio
Price: \$100
Specifications: AM radio, 3-speed changer, 6 by 9" speaker, shuts off automatically

OLYMPIC

Long Island City 1, N. Y.

Model: 401
Design: Table radio-phonograph
Price: \$75.00
Specifications: 3-speed, 5 tube AC-DC radio, automatic changer, ceramic cartridge
Model: 500
Design: Table radio-phonograph
Price: \$139.95
Specifications: 3-speed, AM radio, 3-speed changer, 2 speakers, resonant chamber cabinet
Model: 503
Design: Console
Price: \$199.95
Specifications: 3-speed changer, hi-fi, 11 tube AM-FM radio, 3 speakers
Model: 505
Design: Cabinet
Price: —
Specifications: 3-speeds, AM-FM, 10 tubes including rectifier, 2-12" speakers.
Model: 567, 568, 569
Design: Cocktail table
Price: \$129.95
Specifications: 3-speed, AM radio, automatic record changer, 8" speaker, wrought iron legs
Model: 570
Design: Table radio-phonograph
Price: —
Specifications: 3-speed, automatic changer
Model: 572
Design: Cabinet radio-phonograph
Price: \$179.95

Specifications: 3-speed, AM-FM, 10 tubes including rectifier, 12 watt peak, 12" speaker
Model: 571, 573
Design: Cabinet radio-phonograph
Price: —
Specifications: 3-speed, AM radio, 12" speaker

PENTRON

221 East Cullerton, Chicago 16, Ill.
Model: CT-1
Design: Portable tape recorder
Price: \$129.50
Specifications: 2-speed, 2-hour performance, hi-fi recording and playback
Model: PB-1
Design: Tape playback
Price: \$99.50
Specifications: Duo-speed, with pre-amp
Model: PB-A2
Design: Tape playback
Price: \$119.50
Specifications: Tape player with amplifier and speaker

PHILCO

Philadelphia 34, Pa.

Model: 1340
Design: Portable
Specifications: 3-speed, 4" speaker
Model: 1341
Design: Portable
Specifications: 3-speed, automatic phono, new 1955 Philco record changer, 5" speaker
Model: 1332 "Personal"
Design: Portable
Specifications: 3-speed, exclusive self-adjusting spindle
Model: 1334
Design: Portable
Specifications: 3-speed, portable record player, 5" speaker, self adjusting spindle
Model: 1755, 1758
Design: Console-phonograph
Specifications: 3-speed, hi-fi with heavy duty 10" woofer speaker plus new electrostatic speaker, FM-AM and record performance
Model: 1347
Design: Table
Price: —
Specifications: 3-speed, electrostatic speaker, 8" woofer and Philco "Boom Gate" tone chamber, 3-speed, automatic record changer with encore switch.

PILOT

Long Island City 1, N. Y.

Model: PT-1010
Design: Hi-fi portable phono
Price: \$149.50
Specifications: Dual hi-fi speakers, 3-speed changer, automatic

RCA VICTOR

RCA Building, 30 Rockefeller Plaza New York 20, N. Y.

Model: SRT-401
Design: Portable tape recorder
Price: \$169.95
Specifications: Bi-coustic tone
Model: SRT-402
Design: Portable tape recorder
Price: \$199.95
Specifications: 2 speaker
Model: SRT-403
Design: Portable tape recorder
Price: \$229.95
Specifications: 3-speaker
Model: 3HS 61
Design: "Victrola" Phonograph
Price: \$199.95
Specifications: 3-speed changer, 12-inch Olson-design speaker
Model: 3HS 5
Design: Table model phono
Price: \$139.95
Specifications: Hi-fi Victrola
Model: 3HS6
Design: Console phono
Price: \$275
Specifications: Hi-fi Victrola
Model: SEM23
Design: Portable "Victrola"
Price: \$29.95
Specifications: 3-speed
Model: 45J 2
Design: "Victrola"
Price: —
Specifications: 45 attachment
Model: 45EY 2
Design: "Victrola"
Price: —
Specifications: 45 phono
Model: 21S1
Design: "Victrola"
Price: —
Specifications: 3-speed attachment
Model: 2 ES31
Design: "Victrola"
Price: —
Specifications: 3-speed phono
Model: 4Y511
Design: "Victrola"
Price: —
Specifications: 45 radio-phonograph
Model: 45EY3
Design: "Victrola"
Price: —
Specifications: 45 portable
Model: 3US5
Design: "Victrola"
Price: —
Specifications: 3-speed radio-phonograph
Model: 2ES38
Design: "Victrola"
Price: —
Specifications: 3-speed portable
Model: 2U 7
Design: "Victrola"
Price: —
Specifications: 3-speed radio-phonograph
Model: SPK-1
Design: Speaker
Price: —
Specifications: Hi-fi speaker

REK-O-KUT

38-01 Queens Blvd. Long Island City, N. Y.

Model: Challenger
Design: Portable disc recorder and playback
Price: \$459.95
Specifications: Dual speed, dual sapphire magnetic cartridge, 10-inch PM loud-speaker, Universal recording amplifier
Model: RT-43-VC
Design: Portable hi-fi
Price: \$309.95

Specifications: 3-speed, twin 10-inch speakers, crystal pickup with 2 sapphire styli
Model: RT-43VM
Design: Portable hi-fi
Price: \$329.95
Specifications: Same as RT-43-VC, with magnetic pickup and pre-amplifier
Model: RP-43-VC
Design: Portable hi-fi
Price: \$269.95
Specifications: 3-speed, 10-inch speaker, crystal pickup with 2 sapphire styli
Model: RP-43-VM
Design: Portable hi-fi
Price: \$289.95
Specifications: Same as RP-43-VC, with magnetic pickup and pre-amplifier

REVERE

320 East 21st St., Chicago 16, Ill.
Model: TR-1000
Design: Magnetic tape recorder
Price: \$249.50
Specifications: Built-in radio, balanced tone control, twin speakers, 7" reel
Model: T-10
Design: Magnetic tape recorder
Price: \$235
Specifications: Speed 7 1/2
Model: TR-20
Design: Magnetic tape recorder
Price: \$287.50
Specifications: Same as T-10, with built-in radio
Model: T-700
Design: Magnetic tape recorder
Price: \$225
Specifications: 7" reel, 2 hour play
Model: TR-800
Design: Magnetic tape recorder
Price: \$277.50
Specifications: Same as T-700, with built-in radio
Model: T-900
Design: Magnetic tape recorder
Price: \$199.50
Specifications: 7" reel, two-level recording indicator
Model: T-100
Design: Magnetic tape recorder
Price: \$169.50
Specifications: 7" reel
Model: T-500
Design: Magnetic tape recorder
Price: \$179.50
Specifications: 5" reel, 2 hour play
Model: T-11
Design: Magnetic tape recorder
Price: —
Specifications: Hi-fi, 10" reel, frequency response—50 to 15,000 cycles at 7 1/2"/second

ROLAND

185 Madison Ave. New York 16, N. Y.

Model: 10XF1
Design: Console radio-phonograph
Price: —
Specifications: 3-speed record changer, hi-fi cartridge, dual sapphire needles, 10 tube AM-FM radio, coaxial woofer, tweeter

SENTINEL

Evanston, Ill.

Model: 357-TM
Design: Table radio-phonograph
Price: \$149.95
Specifications: 3-speed changer, hi-fi, AM radio, three speakers
Model: 358-CM
Design: Console radio-phonograph
Price: \$199.95
Specifications: Hi-fi, 3-speed record changer, 3 speaker system
Model: 10
Design: Magnetic tape recorder
Price: \$124.50
Specifications: 2-speed, 7" reel, 3-watt amplifier

SONIC INDUSTRIES

30-30 Northern Blvd. Long Island City 1, N. Y.

Model: 300
Design: Portable
Price: \$29.95
Specifications: 3-speed, crystal pick-up
Model: 333
Design: Portable
Price: \$37.50
Specifications: 3-speed, turn-over pick-up
Model: 335
Design: Portable
Price: \$89.95
Specifications: 3-speed, ceramic cartridge with dual needles, co-axial speaker system
Model: 336
Design: Cabinet Table
Price: \$119.95
Specifications: 3-speed, ceramic cartridge with dual needles, 3 speakers, automatic shut-off

SPEAK-O-PHONE

23 West 60th St. New York 23, N. Y.

Model: TD52
Design: Combination tape-disc, recorder
Price: \$279.50
Specifications: 5" reel, 5"x7" speaker, hi-fi
Model: HR-48-3
Design: Disc recorder with phonograph and public address system
Price: \$199.50
Specifications: Dual speed, 12" disc

STEELMAN

2-30 Anderson Ave. Mount Vernon, N. Y.

Model: 3D 10
Design: Portable
Price: \$39.95
Specifications: Alnico speaker, 2-watt output, volume and tone control, reversible cartridge
Model: 3A 11
Design: Cabinet
Price: \$129.95 mahogany, \$139.95 blonde
Specifications: AC amplifier with power transformer, inverse feedback, 8-watt output, four tubes, 2 6-inch speakers, automatic VM changer, dual sapphire needles

STEWART-WARNER

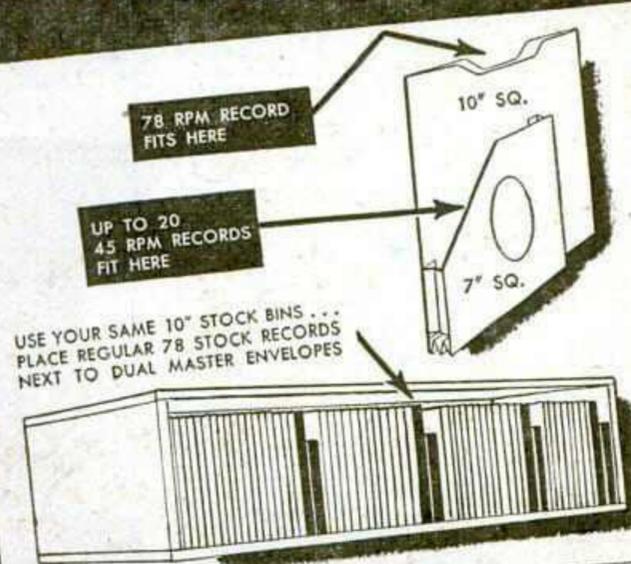
1826 Diversey Parkway Chicago 14, Ill.

Model: 9120, 9140, 9290
Design: Portable

RECORD DEALERS!

Increase Record Sales
Decrease Operating Expenses!

NEW 10" DUAL RECORD ENVELOPE HOLDS 45's and 78's IN ONE MASTER ENVELOPE!



"TOP TEN" REASONS YOU SHOULD USE 10" DUAL 78-45 STOCK RECORD ENVELOPES:

1. "Capture" lost record sales—"zoom" record profits.
2. Keeps all 78 and 45 duplicate records together.
3. Avoid lost sales because of "searching" for records.
4. Combined 78-45 envelope generates quick sale of other "speed."
5. Your "best seller" inventory (45's and 78's) revealed at one glance.
6. Helps correct unbalanced stock—decreases inventory time.
7. Saves time, lost motion, when waiting on customers.
8. Helps sales people locate stock more quickly—wait on more customers.
9. Eliminates numbering or labeling both speeds of the same record.
10. Saves space—allows more merchandise to be stocked.

AVAILABLE NOW! LP/EP ENVELOPES FOR SELF-SERVICE "BROWSING SHELVES."

Keep accurate running inventory on any record in stock—speed inventory time—solve reordering problem. Can be used again and again. Available in 7"-10"-12" sizes.

ATTENTION REPS, DISTRIBUTORS!

A FEW CHOICE SALES AREAS OPEN . . . WRITE FOR FULL INFORMATION.

Order from your distributor . . . or mail this coupon today!
SATISFACTION GUARANTEED . . . OR YOUR MONEY BACK!

DUAL PHONOGRAPH ENVELOPE COMPANY Dept. B-925

148 Broadway Melrose Park, Illinois
 Gentlemen:

Please send me the following:
 Sample order of: 100 DUAL STOCK RECORD ENVELOPES—\$15.00
 500 LP/EP SELF-SERVICE ENVELOPES (7")—\$17.50
 500 LP/EP SELF-SERVICE ENVELOPES (10")—\$25.00
 500 LP/EP SELF-SERVICE ENVELOPES (12")—\$31.50

Enclosed find payment in full
 Send now, bill later (rated firms only)

Store Name.....

Address.....

City.....Zone.....State.....

Attention.....

(Continued on page 61)

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RCA VICTOR
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EDITORIAL

Control the Dim-Wits!

The best type of control is self-imposed, and industries and individuals lacking this quality invite punitive action by legislative groups. This truism has special and current reference to the rhythm and blues field, where a number of disk manufacturers—by overstepping propriety and good taste—have already precipitated legislative intervention. In Long Beach, Calif., the sheriff's office has banned the performance of one of the spicier r.&b. disks on juke boxes. In Memphis, police have been confiscating boxes and levying \$50 fines on operators. Four West Coast radio stations last week banned one of the cruder r.&b. disks, and West Coast dailies have badgered disk jockeys, distributors, publishers and song-pluggers about the rash of double entendre recordings.

The problem, of course, is not confined to the r.&b. field. Pop publishers and a.&r. men are sometimes guilty. Ditto the country field. But these are occasional transgressions. The rash of legislative crackdowns aimed specifically at the r.&b. market, however, gives cause for alarm.

Inopportune Time

Particularly regrettable is the fact that local law enforcement and other groups have found it necessary to apply restraining measures at a time when the r.&b. field is enjoying a tremendous measure of acceptance—not only among regular r.&b. buyers but also in the pop market. This widened acceptance derives from the imaginative a.&r. work, the creative arranging and writing which has raised the general r.&b. output to a high level.

To allow a narrow band of dim-witted men to impede the progress of this burgeoning field would be inexcusable folly. Manufacturers, distributors, dealers, writers, artists—the entire music business—have a stake in this matter. Other show business categories—legit, films, radio, TV, night clubs—have already learned the lesson. Some of them acquired their knowledge thru sad and bitter experience. The r.&b. field can not afford to wear blinders. It must control itself, lest it invite censorial action damaging from both economic and creative points of view.

Victor to Push Sets Of 'Requiem,' Miller

NEW YORK, Sept. 18.—RCA Victor has scheduled a nationwide series of distributor meetings next week to launch two of its top fall packages—the Glenn Miller Limited Edition, Vol. 2, and the Verdi "Requiem," the latter in a performance by Arturo Toscanini.

The campaign timetable calls for delivery of the sets to dis-

tributors the day following the meetings, which an even dozen Victor execs will conduct as they fan out across the country. All 54 distributors will be covered in the course of the week.

There will be 75,000 Miller sets shipped to distributors on allocations based on their movements of the first package a year ago. At the meetings they can order additional copies on a one-shot basis. The extent of the latter orders will determine the size of the limited edition.

Allocations of the "Requiem" (Continued on page 38)

NEW TWIST

Brady Offers Bonus Plan to Disk Distributors

HOLLYWOOD, Sept. 18.—New twist in disk promotion was disclosed here this week by Wally Brady, president of the Glenwood-Montclair music publishing companies who have set in motion an incentive plan for record distributors.

Move, according to Brady, is predicated on the theory that little incentive or bonus is ever offered the record distributor by a music publisher. Brady, in cooperation with Columbia Records, (Continued on page 38)

Lion Firm Sets Policy For Dealers

CHICAGO, Sept. 18.—A new policy of selling direct to dealers was instituted this week by the Lion Manufacturing Company, according to Paul Eckstein, division manager.

The firm, altho primarily a coin machine manufacturer, has also been in the phonograph and television set field several years. The firm is currently producing a high-fidelity phonograph, Model 558 consolette, which features remote control. User of the unit (Continued on page 38)

Clubtime In Big Expansion In 6 Months

HOLLYWOOD, Sept. 18.—In its first six months of operation, Clubtime Productions, Inc., voice-track syndication firm, has racked up sales that include 21 radio stations in the United States, one in Hawaii, one in South America, and 10 in Canada.

Marketing voice tracks of popular recording stars, i.e., Frank Sinatra, Rosemary Clooney, etc., the firm has achieved coverage of virtually 35 per cent of the major radio listening audience, according to Larry Buskett, vice-president and national sales manager for the company.

Recent sales include Station WBAL, Baltimore; KSTP, Minneapolis; WTSP, St. Petersburg, Fla., and WIRK, West Palm Beach, Fla.

Success of the project, proves, according to Buskett, the acceptance of music programing to local radio audiences.

SYMPH'S 'RECEIPT' IS LP

Former Toscanini Unit Resuming Ork Activities

• Continued from page 1

long familiarity. On October 27 The Symphony of the Air will give a live concert at Carnegie Hall, with a conductor still to be named.

LP Is 'Receipt'

The LP will be offered to the public as a "receipt" for the donation of \$10. Already the ork has secured the co-operation of the 14-station Good Music Network, including keynoter WQXR here, to plug the disk in public appeals daily during the month of September. The Greystone Wine Company will sponsor additional programs on the network.

Taped interviews will be made with prominent music personalities and it is hoped to get these aired on major network shows. It is not known whether NBC will be approached.

Meanwhile, the ork is still negotiating with potential commercial sponsors, with some prospects described as "lively." There is also a possibility that the ork will tie in with a university located in a large city which has no major symphony.

Early this week the 86 men remaining from the complement of 92 formally organized the Symphony Foundation of America, Inc. Its non-profit character will permit tax-free contributions and will offer sponsors the opportunity to make tax-exempt contributions to the foundation rather than sign a commercial contract.

President of the foundation is Don Gillis, composer and former producer of the NBC Symphony broadcasts.

Capitol Drops Fair Trading on Cetra Label; Goody Suit Ends

NEW YORK, Sept. 18.—Capitol Records will end fair trading its subsidiary line, Cetra Records, next month. Cetra has been fair traded in four states, New York, New Jersey, Connecticut and Massachusetts, ever since the firm acquired the Italian opera line from Dario Soria over a year ago. This week Capitol notified dealers who had signed fair trade agreements that it was ending Cetra's fair trade standing.

Capitol decided to take the line off fair trade about a month ago when the firm determined that tho it was winning successive court cases upholding its right to fair trade the Cetra line it was not getting the sales results that it had anticipated. According to the firm the line was not getting the hoped-for push from dealers who looked on fair traded lines as the answer to price cutting problems, and it was getting no push at all from dealers who ordinarily cut price, since they had to sell the Cetra line at list.

Capitol got into the fair trade fight when it purchased the Cetra line back in 1952. When Soria owned the label he protected the line under the new fair trade act passed by Congress in 1952. Capitol continued this protection in four states.

Goody Suit

Soria filed suit against Sam Goody when the latter sold Cetra Records at cut price. The firm got an injunction against Goody and Goody fought the injunction. Capitol became a plaintiff in the case when it purchased the line.

Capitol was upheld in its fair trading of the line in three courts in the state of New York. Recently Goody appealed to the Supreme Court of the United States concerning the case. Now that Capitol has taken the line off fair trade this appeal will be dropped.

Capitol's dropping of the Cetra line from fair trade means that at the present time no major firm has any part of its line under protection. In fact only a few of the smaller LP labels are fair traded.

Fair trade became a real issue among dealers as a result of price cutting of LP records by discount shops and super-disk stores such as Sam Goody's. When the Congress passed the McGuire act, which closed the non-singer loophole in the original fair trade act, the dealer put the pressure on all the diskeries to protect their lines. Cetra led the fight for fair trade, but none of the large firms followed and few of the little ones.

Price-Cutting Eases

Since the first excitement about price cutting, dealers have taken less of a blood-in-the-eye attitude about fair trade, altho most are certainly still in favor of it. Discount houses have not spread across the country as anticipated, tho the large discount shops sell by mail thru advertising in national newspapers. The discount houses have stopped cutting any LP's or EP sets except those costing over \$3 and have reduced the actual discount from 30 per cent

to between 20 and 25 per cent on the \$5.95 records.

This has stabilized the price-cutting situation somewhat, and it is true that the average dealer has learned to live with it, altho many dealers still consider it a "cold war." Dealers who do not price cut—and outside of New York and a few other Eastern cities this means the majority of dealers—have pushed service and salesmanship to keep their customers at home instead of ordering from discount houses with fairly satisfactory results.

Goody Charges Capitol With 'Shameful Step'

NEW YORK, Sept. 18.—Sam Goody this week charged Capitol Records with bad faith after the manufacturer dropped its fair trade policy on Cetra LP's (see separate story). Tho the Capitol action will permit the cut-rater to sell the Cetra line at discount, Goody was after a clear decision that fair trade was unconstitutional.

There were indications, too, that Goody would try to keep the dispute alive, altho he is estimated already to have spent \$20,000 to prosecute the hassle. His attorney, Abraham Lowenthal, said "I intend to employ every right we have to keep the issue before the courts until it is finally determined."

The Goody statement, couched in strong language for a contestant who had won an apparent victory, said in part:

"I consider the action of Capitol Records in removing Cetra Records from fair trade as a shameful step. It proves that attempts to maintain fixed prices of their records were not in good faith, but were used only to stop Sam Goody from selling the records."

The statement went on to charge that Capitol pulled out of the fight "to avoid a final decision."

Chi Hi-Fi Show Will Cater to Trade & Public

CHICAGO, Sept. 18.—This year's Hi-Fi show at the Palmer House here, September 30 thru October 2, is being put on as both a trade and public show. It previously catered only to the public, and has in the past racked up huge attendance figures. This year the show is utilizing Chicago's radio stations with round-the-clock announcements heralding the free event. The radio spots are supplementing the already scheduled newspaper ads.

To date, more than 100 of the top manufacturers and suppliers of electronic equipment have (Continued on page 42)

Decca to Market Its Biggest EP Release

NEW YORK, Sept. 18.—In a continuance of the accelerated release-rate set by its initial 20th anniversary push last month, Decca Records is marketing its biggest EP release in the firm's history. The EP's, available October 4, represent 50 of the most requested albums in Decca's catalog, heretofore never available on EP.

Decca is also readying an October 11 release of 14 new LP's and 12 new children's sets. The LP's include six sets of authentic Spanish music, recorded in Spain, two of which feature Jose Greco. Also in the LP line-up is Irving Berlin's "White Christmas" movie score with Bing Crosby, Danny Kaye and Peggy Lee.

Decca is readying a big promotion push for the 50 EP sets, and dealers are being supplied with a special revolving metal display rack, which holds up to 600 EP's. Mainly comprised of old pop album favorites, the EP's include Bing Crosby's "Blues of the Night" and "Down Memory Lane" albums, two Guy Lombardo packages, two Fred Waring sets, Vols. 1 and 2 of Louis Armstrong's "Satchmo at Pasadena," Danny Kaye's "Gilbert and Sullivan" set, the original cast album of "Porgy and Bess," Judy Garland's "Wizard of Oz" package, Jimmy Dorsey's "Latin-American Favorites," ("Green Eyes," "Amalpa," etc.), Parts 1 and 2 of the Red Foley Souvenir Album and three Les Paul sets.

Also in the group are EP's by Artie Shaw, Carmen Cavallaro, Ted Lewis, Ethel Smith, Jesse Crawford, Percy Faith, Burl Ives, Victor Young, Sonny Burke, Count Basie, Bunny Berigan, Charlie Ventura, Rafael Mendez, Russ Morgan and Larry Adler.

Other Releases

Other albums in Decca's new LP release are: two Fred Waring sets "College Memories" and "For Listening Only," Johnny Pineapple's "Moonlight Magic," Vic Schoen's "Music for a Rainy Night," "The College Spirit" with the Michigan Glee Club, Roger Coleman's "Sentimental Songs" and Victor Young's "Night Music."

The new kiddie sets include seven disks in Frank Luther's "A Child's First Record" series, two "Space Patrol" platters, two "Jack Barry and Winky Dink" sets and two "Jolly Doctor Dollywell" disks by Burl Ives.

Kay-RCA Ink 5-Year Pact

NEW YORK, Sept. 18.—Contracts were signed this week under which Kay Starr will switch to RCA Victor records on January 1, as reported in The Billboard's June 26 issue. The contract calls for a guarantee of \$50,000 a year plus other guarantees which would bring the figure over \$60,000 per year. Term of agreement—five years with an option for an additional five years—would make the pact one of the industry's biggest deals in years.

The agreement calls for a minimum of eight sides and two albums a year and is understood to (Continued on page 38)

SUNNY GALE TO JOIN LABEL 'X'

NEW YORK, Sept. 18.—When Kay Starr swings over to the RCA Victor label on January 1 (see separate story), it is expected that Sunny Gale will move over to Victor's subsidiary line, Label "X". In such a switch, Miss Gale would wind up as the top talent on the "X" line. Agreement to make the switch was reportedly set this past week. Miss Gale is currently riding with one of her most successful disks on Victor, "Smile."

RCA Opens Camden Line for All Dealers

NEW YORK, Sept. 18.—RCA Victor will jump squarely into the promotional-album arena next week when it informs its distributors that Camden Records will be open for unrestricted movement to all dealers. Since the low-cost LP's and EP's were introduced almost a year ago, they have been merchandised thru about 100 hand-picked outlets across the country, shipped direct from the factory with a small override going to distributors.

Last week's announcement that the price of Camden LP's were being raised to \$1.98, from the previous \$1.89, was interpreted in a Billboard story last week as the initial step to shifting the line to unrestricted sale. It is also known that when the distribution switch was first contemplated there was a time when it appeared that the line would wind up with Victor's subsidiary, Label "X."

At this point the Camden line consists of 91 12-inch LP's and an equal number of EP's. Over-all weighting is heavy on the classical side, with the latter repertoire figuring mostly on LP, and EP's accounting for most of the pops and standard material. As time goes on, however, more popular

ANOTHER JINGLE

Antell Plug Tune Put On Disks

NEW YORK, Sept. 18.—Another commercial radio jingle will soon be transformed into a pop song in the manner of the Murial Cigar tune, "Murial," and the Gillette Razor Blade song, "Be Sharp." The tune is the Charles Antell novelty which is used to advertise the firm's hair preparations. The tune has been acquired by Kahl Music, and a pop lyric has been written for the melody. The tune is called "I Wish You'd Fall in Love With Me," with music by Antell and lyrics by Don Wolfe.

It is understood that a top artist has already been set to wax

(Continued on page 38)

Canada Gets Distribution Of U. S. Labels

TORONTO, Sept. 18.—Distribution of Label "X" and Groove will begin here October 1 thru Canadian Music Sales. St. Clair Low heads CMS which already handles sheet music as well as several independent record labels. Thus far no distributor has been set by RCA Victor, which will be pressing the disks for the Western section of the country.

Columbia is also reported to have set a couple of distributors for the Epic label in Canada, but official announcement is waiting the actual inking of contracts. Other labels will be introduced by Sparton of Canada, Ltd., who, while adding various U.S. labels, will also start their own. Sparton formerly had the Columbia franchise here.

Sparton is releasing three labels in Canada—Major, Benida and Burgundy. The first release will be October 1, "If I Give My Heart to You" with Denise Lor. For Benida, Sparton will carry "On the Waterfront" by the Bill Stegmeyer ork.

RCA Unveils Low-Cost 45 Hi-Fi Model

NEW YORK, Sept. 18.—RCA Victor this week introduced a new low-priced high fidelity 45 table phono and a hi-fi three-speed, three-speaker phono ensemble.

The former model has an eight-inch Olson-design curvilinear speaker, and retails at \$69.95. The ensemble which retails at \$159.95, has a two-speaker system in its console base and a third speaker in the phono itself.

material will be introduced to bring about a more representative balance.

Mostly Transfers

For the most part, Camden etchings are transfers of once-popular 78 r.p.m. album material to LP and EP. There has been some new recording done, tho, and this will be continued under the supervision of Ben Selvin, artist and repertoire director for Victor's custom department. The latter's sales chief, Dave Finn, will oversee sales of the line.

The disks, pressed of the same compound as Victor LP's, are said to be processed with the same care given to Victor "collector" re-issues. The company's new "Grave-Gard" development will be incorporated on all LP pressings. Liners are in color and coated with varnish.

Current plans call for increasing the Camden catalog to 150 LP's and about 175 EP's by the end of next year. Thinking at RCA holds that this catalog size would be about right, and an attempt will be made to keep it stable, deleting slower sets when new ones are introduced.

November Releases

No October release this year is planned. In November, 11 LP's and 15 EP's will be issued, but primarily of Christmas-type merchandise. In 1955, releases will be on a regular monthly basis, with the number of new titles added monthly ranging from two to seven LP's and four to nine EP's.

Dealer cost of the LP's will be \$1.23 each, including federal tax. EP's will cost retailers 43 cents each. The latter list at 69 cents, including federal tax. Discount structure thus is the same as on standard Victor albums.

Dealers will be allowed a 100 per cent exchange privilege, plus co-op advertising allowances passed on by Victor distributors. No return privilege is contemplated.

'Breakthru'

To launch what RCA has dubbed "Operation Breakthru," extensive national consumer advertising of the Camden line will begin in late November. Space has been purchased in Life, Time, National Geographic and The Saturday Review, among other magazines.

Sales aids going to dealers taking on the line will include polyethylene protective covers for albums displayed, catalogs suitable for use as package stuffers, booth hangars listing the 20 best-selling titles in both LP and EP and newspaper ad copy.

Waring to Start 1-Nighter Tours

NEW YORK, Sept. 18.—Fred Waring and his Pennsylvanians will make their longest personal appearance tour this fall, when they start a fall and winter one-nighter trek in October. The 1954-'55 tour will take the Pennsylvanians to 200 cities and will cover close to 25,000 miles.

The tour is divided into two parts, a fall and a winter trek. The fall tour will start on October 12 in Allenton, Pa., and will

(Continued on page 38)

FIVE PLUGGERS LAND POSITIONS

NEW YORK, Sept. 18.—Bob Miller, executive secretary of the Music Publisher's Contact Employee's union is feeling happy this week. Five contact men have obtained positions with publishing firms in the largest wave of hirings in a long time.

At Sheldon Music, Ralph Smithson was taken on as contact man, Dave Bernie joined Joy Music's California office, Jules La Motta was hired by Fred Fisher, Al Calder has joined Porgie Music, Mack Clark is set with Charlie Barnett Music and Solly Loft will join Goday Music. The increased emphasis on TV plugs was given by Miller as solid reason for the new hirings.

PERSEVERANCE PAYS OFF FOR PINKY HERMAN

NEW YORK, Sept. 18.—Dedication to the pop music field, determination and sentiment are sometimes primary factors in establishing a song. Illustration of this is a story making the rounds this week. Cleffer Pinky Herman, whose tune "Where Can You Be" was recently recorded on Savoy by Jerry Martin, has purchased the master and sold it to Coral for \$3,000. The new disk is expected out shortly. Meanwhile Herman, who also writes a radio-music column, has traveled 10,000 miles in the last several week-ends, appearing on some 30 disk jockey programs. Pinky's interest in the disk is more than economic. Four years ago he stated in his column that Martin deserves to be on wax. Martin, thankful, waited four years to return the favor. When he got the Savoy date he asked Pinky for material and cut "Where Can You Be." Following Pinky's promotional activity, the song was cut by Bill Darnell on Label "X" and is likely to appear on Decca.

CRDC Distributes V-M Phonos in Most Branches

NEW YORK, Sept. 18.—Capitol Records Distributing Corporation is now distributing V-M phonographs and tape recorders in 20 out of its 25 company-owned branches. It jumped the number to 20 when it added the line to six distribution branches this month. The new branches now handling V-M products are Boston, Jacksonville, Philadelphia, Pittsburgh, Scranton, Pa., and Seattle.

CRDC took on the V-M line last year in a few cities and has gradually expanded its distribution of the phonos and recorders. V-M is using Capitol Records' hi-fi dealer demonstration disk in all their machines. In addition to the V-M line, CPDC has also taken on a number of other products for the branches, including Audio Books Talking Record albums, Donal Phono Kovers, Duotone Adapter Disks, and Fidelitone Needles, in addition to Zim record brushes, and Amfile record carrying cases.

PUB-SERVICE

L. A. Music Ops Sponsor KABC Series

HOLLYWOOD, Sept. 18.—The Juke Box Operators' Club, Los Angeles, will sponsor a 13-week Saturday night music and interview institutional series on KABC radio, starting September 18, in a move to better acquaint the public with its philanthropic activities.

The program, to be titled "Juke Box Record Reviews," will feature popular recordings and interviews with recipients of the machines the club donates to worthy groups and operator members themselves.

Conducting the interviews will be William Kennedy, executive secretary of the operators' club which donates music machines to youth clubs, hospital ships, service clubs and the like.

M-G-M Negotiates For 15 Pieces by French Composer

NEW YORK, Sept. 18.—M-G-M Records is negotiating to buy a group of masters recorded by French conductor-composer, Roger Roger, in Paris. About 15 original Roger compositions are included in the batch, which M-G-M's artist and repertoire chief Harry Meyerson plans to "release as singles or albums."

The Roger tunes are published

(Continued on page 38)

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on page 70. Some of the more important stories in that section this week are:

SINGING COMMERCIALS ON JUKEBOX VIEWED BY OPERATORS AS ANSWER TO MANUFACTURER'S DOUBTS AND COMMENTS. Popular sentiment: It will cut overhead costs and build good location relations.

FALL AND WINTER OUTLOOK FOR JUKE BOXES LOOK GOOD FROM EVERY SECTION OF THE COUNTRY. Operators, distributors and manufacturers predict business up swing to follow cooler weather and the end of the baseball season.

4TH NEW JUKE BOX IN 2 MOS. AMI, Inc., calls distributors from U. S., Canada and Mexico to plant for unveiling of new model. Available in 40, 80 and 120-selections, featuring "Sonoramic Sound."

NEWS REVIEW

'Hayride' in Good Stem Try, But Lack of Names Hurts It

By PAUL ACKERMAN

Occasional forays of country talent to Gotham have not been too successful. We are not speaking of the rube type of act, which for many years has enjoyed a measure of acceptance at Village bistros and which is essentially a satire of the country field intended to appeal to provincial urbanites. We have in mind the authentic entertainment form which is truly indigenous to the United States; the entertainment form which has made such a deep impression in the record and music fields generally, and which—by a very wide margin—has proven to be the most vigorous and thriving category of the so-called live talent segment of the show business.

"Hayride," which this week came to the 48th Street Theater, is not likely to ameliorate the astigmatism of an appreciable number of New Yorkers. The show has some good talent, but in view of Gotham's lack of exposure to country music, in view of the general lack of understanding of the genre, more than merely fair

TEAM PLAY

4 Firms Join Forces on Champions

HOLLYWOOD, Sept. 18.—Howie Richmond's Cromwell Music, book publisher, Grosset & Dunlap; Columbia Records, and Producer Paul Gregory have teamed forces in a huge promotional effort, keyed to the upcoming showbiz activities of Marge and Gower Champion.

Dance team kicks off a coast to coast theater tour October 28, tagged "Three for Tonight" under the aegis of Paul Gregory, with the aforementioned firms each tying via their own product.

Cromwell will publish a new tune, "The Champion Strut," which the Gowers introduce in their new film musical "Three for the Show." Tome, by Bob Thomas, titled "Let's Dance With Marge and Gower Champion," will be published by Grosset & Dunlap, with Columbia Records issuing a similarly titled album, bearing cover art from the book. Disk package contains 10 tunes, two of which will be available as singles.

Cadence Sets Low-Cost LP Pop, Classics

NEW YORK, Sept. 18.—Cadence Records is preparing to issue a line of low-priced LP's in the pop and light classical fields. The firm has hired Tom Brusk to handle the merchandising of the low-priced platters. Brusk was formerly with the Plymouth low-priced LP line.

The LP line will be priced from 99 cents to \$1.99 and will be sold thru distributors, with main emphasis on mass merchandising in department stores. The LP's will be made under the direction of Cadence exec Archie Bleyer, and will be recorded in the United States.

Cadence next week will release the first platters by warbler Chris Dane, former Arthur Godfrey "Talent Scouts" winner, who now lives in Sweden. The disks were made in Sweden a few weeks ago.

talent is necessary. The occasion calls for the presentation of the more magnetic and dynamic of the country artists—preferably those who, thru their records and almost fabulous success in the personal appearance field, have demonstrated their ability to charm a general audience rather than a limited number with broader understanding.

A theater would seem a favorable

(Continued on page 38)

'BING'

NBC Builds 2-Hour Seg From Album

NEW YORK, Sept. 18.—NBC-Radio will carry a two-hour show next week starring one of CBS' most valuable radio properties and a host of other big names. It's NBC's one-shot tribute to Bing Crosby's new Decca album "Bing," which will be aired from 6 to 8 p.m. Sunday (26).

Altho technically Crosby can't participate in a rival network venture, NBC is packaging edited excerpts from the three-hour album, with taped comments by celebrities mentioned on the LP, so the effect is the same. Producer Parker Gibbs has lined up Gary Crosby to handle opening and closing intros, while the other stars will be on hand to comment whenever Crosby makes a reference to them in his autobiographical album chatter.

Already lined up are Paul Whiteman, Irving Berlin, Johnny Mercer, Les Paul, Connie Boswell, Bob Burns, Patti Andrews, and Barry Fitzgerald. If other stars can crowd taping sessions into their schedules next week, the show will also carry comments by Judy Garland, Bob Hope, Kate Smith, Ethel Merman and Donald O'Connor.

Music Merchants Suit Moves Up

NEW YORK, Sept. 18.—The anti-trust action filed by Music Merchants, Inc., against Capitol and Decca Records moves into a preliminary stage next month. Music Merchants' attorney Charles Seton has served notice of examination of executives of the record firms. Decca execs are scheduled to be examined on October 18 and Capitol execs on October 25.

Meanwhile, several extensions have already been granted which enable the labels to delay answering the original charges.

Hedco Bows Dual Phono

CHICAGO, Sept. 18.—The Hedco Electronics Corporation of Chicago announced recently a new phonograph designed for the dual purpose of entertaining as well as becoming a functional piece of furniture.

The unit is a Hassock phonograph which features three speeds and two speakers, all mounted in a hassock. The hassock is covered with washable fashion print plastic and stands on short wrought-iron legs. With the lid down, the phonograph can operate on automatic and simultaneously be used as a hassock. The new unit will retail at \$79.95.

Mr. Dealer: Tear and—

POST THIS PROMINENTLY on your STORE WINDOW

Listen! Listen! Listen!

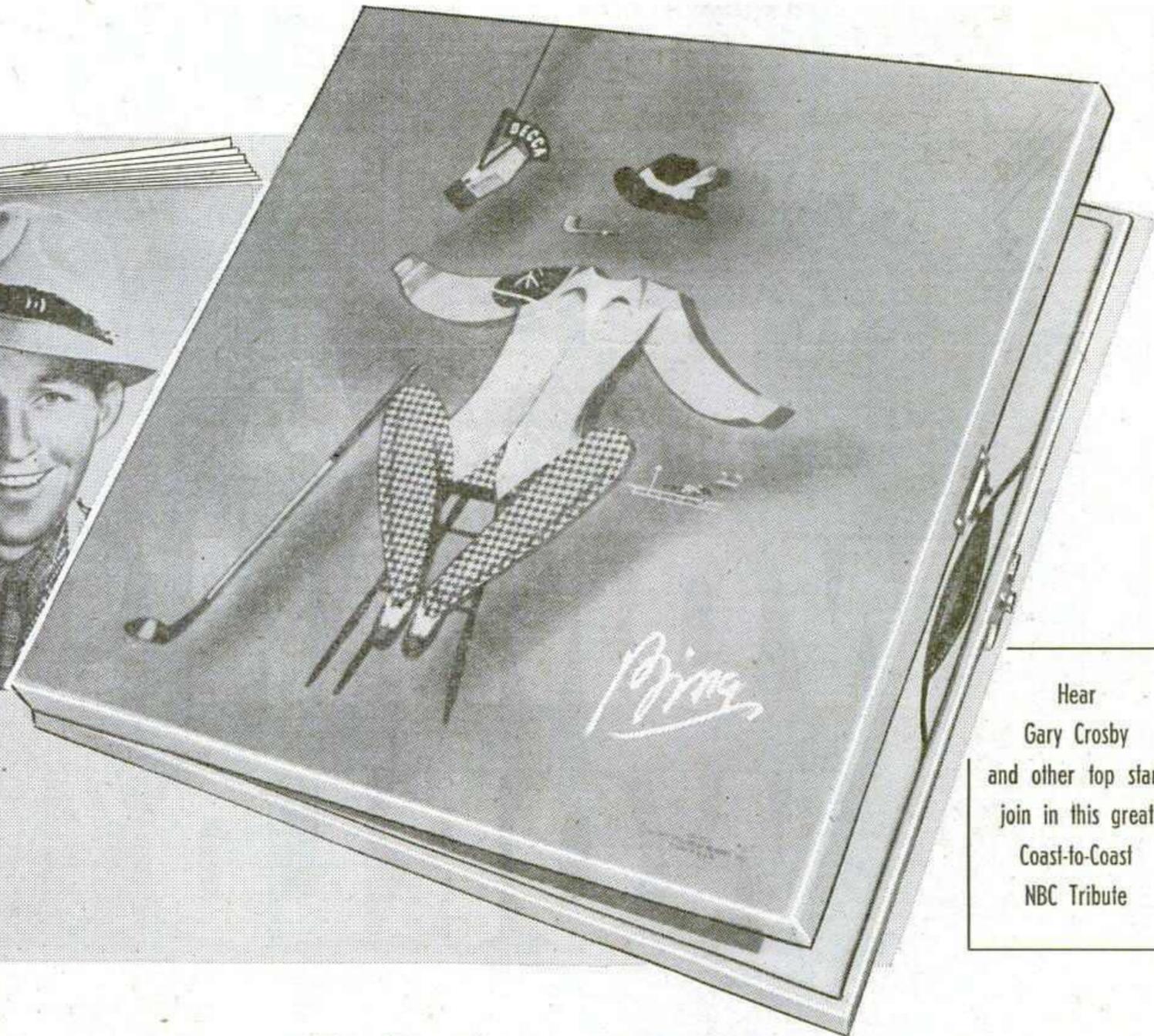
NBC RADIO NETWORK

presents

A TWO-HOUR TRIBUTE TO BING CROSBY AND TO THE MOST TALKED-ABOUT . . . THE FASTEST-SELLING . . . RECORD ALBUM IN HISTORY: "BING" . . . A MUSICAL AUTOBIOGRAPHY OF BING CROSBY!



* 24-page illustrated booklet with each album, containing profile of Bing by Louis Untermeyer, complete discography, of Bing's records.



Hear Gary Crosby and other top stars join in this great Coast-to-Coast NBC Tribute

Bing's story as only he himself tells it and sings it!

the date **SUNDAY, SEPT. 26, 1954**
the time **6 to 8 P.M.** (EASTERN STANDARD TIME)
Consult your local newspaper for time in your area.



*Twenty years young
... the best is yet to come*

On Sale Here!

the
FOUR ACES

NEWEST SMASH!

*from the 20th Century-Fox Production
"WOMAN'S WORLD"*

**"IT'S A
WOMAN'S
WORLD"**

DECCA 29269—9-29269

backed with
THE CUCKOO BIRD
IN THE PICKLE TREE



A FABULOUS HIT!



Don Cornell

SINGING



HOLD MY HAND

As Sung by Don in "Susan Slept Here"

CORAL 61206 (78 RPM) and 9-61206 (45 RPM)

GOING STRONG

Teresa Brewer SINGS

AU REVOIR

CORAL 61225 (78 RPM)
and 9-61225 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company



Dealer Doings

By JUNE BUNDY

PROMOTION SNAFU

Elsewhere in this issue The Billboard runs an article on successful dealer promotions. However, many a retailer runs into a record-block on promotions, and a few of them are honest enough to tell us about it. For instance, L. C. Wine, The Record Shop, Richmond, Ind., writes: "No promotion has ever worked for me. On the nation-wide LP sale last winter we sold about \$3 more than the same period the previous year. We sold practically everything at a loss, and practically nothing that wouldn't have sold normally anyway."

"I am not in favor of sales myself, unless it is to try and get rid of obsolete stock. I never was successful with 78's that way either. Finally, rather than sell them for practically nothing, I gave them to institutions where they might do some good—the local college library, Easthaven Mental Hospital, a Negro Youth Center, and about 1,500 albums to the Veterans Hospital. My Columbia distributor at one time had a promotion on an LP attachment and records. I didn't sell enough to pay for my share of the ad! And still I am known as a "key" dealer. Perhaps it doesn't make sense, but there it is. Plans I'm told work wonders for other dealers don't do a thing for me. I need something to do something for me at this stage of the game too!"

"Of course, we sold RCA 45's when they were being given away, but who made any money on them? At first they had to bring a coupon in each month for a free record (to get them into the stores) but nine out of 10 went out with the free record only and not because we didn't try to sell them. Promotions, as far as I'm concerned are strictly "blah!"

BING BUSINESS

Another promotion gripe is registered by H. R. Hurst, Hurst Tune Town, Fairview Park, O., who had poor results last month on a co-op campaign for Decca's new Bing Crosby album. Hurst attributes it to a wrong choice of medium. "Our store is located in a suburb of Cleveland, but we ran the Crosby album ad in a major Cleveland newspaper. Results were nil—no response—no merchandise sold. Money wasted on city-wide coverage should have been used on a local community sheet."

CON GAME

Back in 1950, some roving promoters did the town of Little Rock, Ark., wrong, and dealer G. W. Kepcke, Prospect Radio & TV, writes this month to warn fellow retailers that the same gang may still be operating around the country. It was set up as a community project, says Kepcke, with the promoters selling local retailers rolls of coupons "at a big price." For three weeks, Kepcke and other merchants gave a free numbered coupon with each 50-cent purchase. Each week, a drawing was held at the local movie house, with the winner receiving a 40-piece set of "cheap silver-plated tableware."

"In return the promoter promised to make up a special film, (featuring photos of local merchants' products), and run it as

JUMP GUN ON WOMAN'S WORLD

HOLLYWOOD, Sept. 18.—Too eager an effort for a television plug via the Ed Sullivan salute of 20th Century Fox producer, Daryl Zanuck, last week (12) was attributed as the reason for the jumping of the release date on the tune, "A Woman's World," published by the Big Three's Robbins Music.

The Four Aces soundtrack etching of the tune on Decca Records had a two-week exclusive tag on it, and was scheduled to bow September 17. The Capitol recording, by the Ray Anthony ork, had an October 1 release date.

part of the theater's show. However, the film trailer was a disappointment—"Just printing for 60 seconds, with a very monotonous musical sound track." Kepcke shelled out "\$20 a week for eight weeks," but "business only increased about 2 per cent and there was no interest in the promotion." As for the weekly prizes, "One young fellow worked it for himself, and got about seven of the eight sets of silver—one for each relative." Then, says Kepcke, "They blew out of town, having made about a \$50,000 killing." Just to add financial insult to the civic injury, they mailed the last roll of coupons to all of us from New Orleans with \$50 C.O.D. charges!"

KLAC's Annual Charity Show Grosses \$32,000

HOLLYWOOD, Sept. 18.—Station KLAC's Third Annual Disk Jockey Charity Show at the Hollywood Bowl last week (10) drew approximately 15,000 payees, with gross receipts amounting to \$32,000. Proceeds from the event were presented to St. Anne's Foundation here.

Emceed by KLAC's "Big Five" disk jockeys, Dick Haynes, Peter Potter, Jim Amechie, Alex Cooper and Gene Norman, roster of disk stars who participated included Jo Stafford, the Rooins, Tennessee Ernie Ford, Peggy Lee, Tony Martin, the Modernaires, Beryl Davis, Tony Bennett, Billy Eckstine and Paul Weston's orchestra.

Kay-RCA Pact

give to Miss Starr and her manager, Hal Stanley, the same type of autonomy status they had at Capitol Records. Rest of the Victor contract is standard. It is also believed that Miss Starr will continue to use conductor-arranger Harold Mooney on her Victor records. Mooney has been backing her on most of her recent disks.

Meanwhile, Stanley has been meeting with NBC-TV's Max Liebman. If the right material can be found, Miss Starr will possibly headline one of the network's upcoming "spectacular" shows.

MGM Negotiates

here by Weiss and Barry, who have commissioned American song writers to write special English lyrics for them. Roger composed the now-famous three-note theme for NBC's chimes theme-signal. He also penned these melodies for U.S. radio-TV shows.

'Hayride' in Good Stem Try

able means for introducing a country show to urban audiences. Two years ago the Astor Roof brought in a number of "Grand Ole Opry" artists, and, altho the spot's gross improved, it was not enough to defray the cost of the show. The night club atmosphere, coupled with the normal seasonal business slump (June), were some of the factors militating against a successful date.

Lacks Names

Given a theater, a fall date and outstanding names, things could be more propitious. The "Hayride" entourage has the advantage of a theater and an opening theater season, but lacks names and talent of sufficient impact to give such a show its widest appeal. The cast sang the late Hank Williams' songs, but none of the performers even remotely approached his artistry.

Headed and emceed by Sunshine Sue, "Hayride" is essentially the "Old Dominion Barn Dance" broadcast over WRVA, W. Va. Sue is an amiable mistress of ceremonies and occasionally essays a ballad. Possessing more style and individuality were Lester Flatt and Earl Scruggs with their Foggy Mountain Boys; Cousin Joe Maphis and Rose, and Zag, the Ozark Moun-

TAKE A CARD

King Joins 45's to DJ Stand, But

NEW YORK, Sept. 18.—King Records this week climbed on the "45's for deejays" bandwagon—almost. In a notice sent out to radio stations, the firm stated that it would supply all stations with 45 r.p.m. deejay samples starting November 1. But the firm enclosed a card and asked those stations who wish to continue receiving 78 r.p.m. disks to return it pronto. Those who do not return the card will get the donut disks.

In leaving it up to the station as to whether they want 45's or 78's, King and its subsidiary labels, Federal and DeLuxe, have eased their paths with the stations. The major firms are sending out only 45 r.p.m. disks to jockeys, and the most have accepted them, some continue to express violent disapproval of the idea.

Dunn Hits Road to Plug Cap's Hi-Fi

HOLLYWOOD, Sept. 18.—Lloyd Dunn, vice-president in charge of merchandising at Capitol Records, Inc., leaves here September 30 to attend the International Sight & Sound Exposition at Chicago's Palmer House, September 30-October 2, in further emphasis of Capitol's hi-fi merchandising.

Dunn is scheduled to also attend the hi-fi meet in New York early in October. Capitol Records has set up ambitious displays at both events as part of their ever expanding stress of hi-fi packages.

At year's end, Capitol will have exhibited at high-fidelity shows in New York, Los Angeles, Chicago, San Francisco, Atlanta and Dallas, in addition to representation in other major cities thru its distributors.

Brady Bonus

will offer Columbia distributes 10 per cent of the publisher's share of mechanical royalties, with said bonus going to the distributor achieving the highest percentage of sales above quota.

In this fashion, says Brady, all distributors can compete for the purse on an equal footing, regardless of market potential. Tie-up with Columbia has been made in connection with the September 27 release of Jill Corey's "Number One Boy," a Glenwood song. Hill & Range Music, who have the other side of the Corey disk, will also participate in the promotion, matching Brady's contribution.

Brady will offer the same plan to other recording company distributors on future releases.

Victor Pushes 'Requiem,' Miller

Continued from page 33

will total about 12,500 sets, with Victor aiming at a potential sale of 25,000 by the end of the year. This edition will not be limited.

Vol. 1. Success

The company is basing its Miller sales expectations on its experience with Vol. 1 last year. One of the top pop package sellers of all time, it racked up total sales in excess of \$2,000,000 at the retail level.

Again the Miller will be packaged in a special cellophane seal which encloses a plush book-type container holding five 12-inch LP's and extensive notes. The set will list at \$24.95, as will the 15-disk EP duplicate.

Included are 60 Miller band readings taken off air checks and never before made available on records. They were performed between 1938 and 1952 at the Glen Island Casino, Meadowbrook, Paradise Restaurant, Cafe Rouge and over the Chesterfield radio shows. Vocalists include Ray Eberle, Marion Hutton, Tex Beneke and others.

Extensive national advertising will back up both the pop and classical entries. The Miller will be distributed to more than 2,000 disk jockeys. Dealer aids, including displays, stuffers, streamers, co-op ad mats and photos will be made available in generous measure.

Excerpt Demos

To help dealers demonstrate the Miller in their stores without destroying the package seal, a 45 r.p.m. disk containing excerpts from the set will be supplied on the basis of one for each 10 albums ordered.

A 45 disk holding comments by Victor exec George Marek on the "Requiem," and including excerpts will be sent to top classical dealers by the company. Radio promotion will include a special broadcast over the NBC network early in October. An appropriate

Waring Tours

Continued from page 34

cover, Pennsylvania, New York, New Jersey, Ohio, Indiana, Illinois, Wisconsin, Kansas, South Dakota, Nebraska, Missouri, Iowa and Michigan. The unit will be back in New York over Christmas to do a TV show for CBS-TV.

The winter tour will start in the South on January 5 and will cover Texas and other Southwestern States to the Pacific Coast and the Pacific Northwest. The Pennsylvanians will return to New York on May 15.

The Waring tour is being handled by Paramount Attractions in Chicago. During the extended tour Waring will originate three of his General Electric TV shows on the road. The itinerary includes 20 college dates. The package will play arenas, auditoriums, concert halls, theaters and field houses.

Another Jingle

Continued from page 34

the tune. After the record has been cut both Antell and the music firm will hand it an unusual promotion. The Antell advertising budget is a hefty one, covering close to 500 stations throughout the country at any one time.

This month, for example, the firm is advertising on 300 indie stations and also has spots on Martin Block's ABC network programs. Antell and Kahl music will send out about 1,000 records of the tune to the stations that are broadcasting the commercials, and hope to get a lot of exposure from them.

If all the stations that handle the commercial spin the record before or after the commercials the disk can get from between 1,000 and 2,000 plays per day.

Lion Firm

Continued from page 33

may sit in another part of the room, and without getting up, change the bass or treble by means of a control unit which fits in the hand.

The unit retails for \$350 and has a built-in cabinet which will accommodate 12 12-inch record 1-bums. The new set-up is hoped to garner one or two key dealers in each major city across the country. According to a company executive, the key dealers and such accounts may be offered discounts equivalent to normal distributor discounts.

script and special LP introduction to the "Requiem" will be sent to stations serviced by Victor's classical department. A dealer contest will be held, with stores turning in the best relative sales jobs on the sets receiving large, framed and autographed photos of Toscanini.

The "Requiem," a two-disk set with illustrated booklet, lists at \$11.90.

Webb Pierce Splits With Hubert Long, Takes on Moehler

NASHVILLE, Sept. 18.—Webb Pierce this week named Lucky Moehler as his new personal manager following an amicable split with Hubert Long who had been guiding Pierce's career. Long will step in to manage Faron Young, and is also reported set to handle the Wilburn Brothers who have recently been recording with Pierce on Decca.

The agreement to part comes with both Pierce and Long decided that Long's best efforts should be in directing Young, who gets discharged from the United States Army in November. The relationship among Pierce, Young, Long and the Wilburn Brothers has been a close one for some time.

W. H. Gove EMC V-P, Sales Chief

ST. PAUL, Sept. 18.—EMC Recordings Corporation announced last week the appointment of William H. Gove as vice-president and director of sales.

EMC's activities include the production and distribution of a wide variety of educational recordings for school, church and home use, a custom recording service for the industry, and an audio advertising department. The firm markets all of its recordings exclusively on magnetic tape, and will soon offer its own accompanying line of low-cost tape playback equipment.

Gove will direct the firm's production of specialized recorded programs for use by the company's salesmen and personnel training department in the industrial and distributing trades. Gove was formerly with Minnesota Mining Manufacturing as sales development manager.

RCA Victor's New Chicago Location

CHICAGO, Sept. 18.—RCA Victor Distributing Corporation here recently purchased Jewel Tea Company's huge warehouse on the South Side and will take possession in November.

RCA Victor, it is understood, will make extensive remodeling and space changes before moving its administrative offices and showrooms to the new location. The one-story building contains 180,000 square feet of floor space. The entire record department, with the exception of the recording studios, will move to the new location. The studios will remain in present quarters.

Telectrosonic Taper Light in Weight

LONG ISLAND CITY, N. Y., Sept. 18.—The Telectrosonic Corporation announced the release of a new model portable tape recorder, Telectro-Tape, weighing only 14 pounds.

The unit contains only one control knob, plays at the slow 3.75 inches per second speed, and has a recording level indicator. The entire unit is housed in a luggage type case and will retail at \$79.95.

DISK CONTRACTS FOR GRADUATES

TORONTO, Sept. 18.—When the boys graduate from St. Michael's College here, they receive two things.

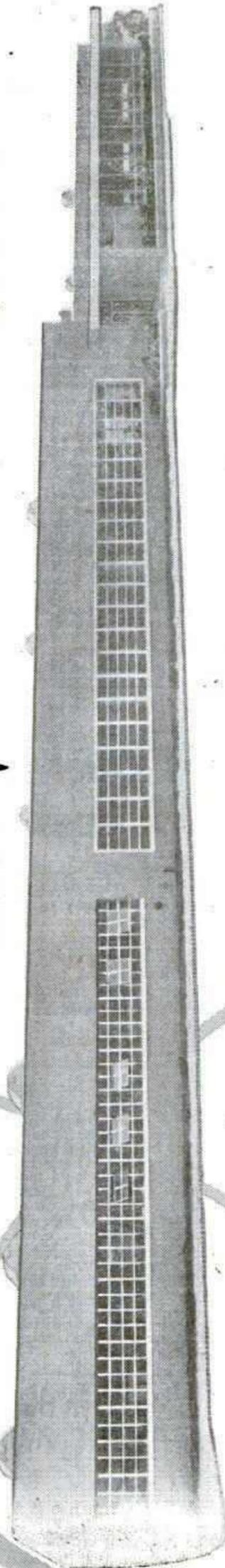
There is the usual diploma and a contract from a U.S. recording company.

Three top recording groups have graduated from the school and are appearing on U.S. labels. They are The Four Lads on Columbia, The Crewcuts on Mercury and The Rover Boys on Coral.

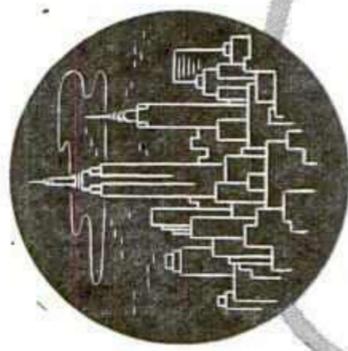
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Independent record companies
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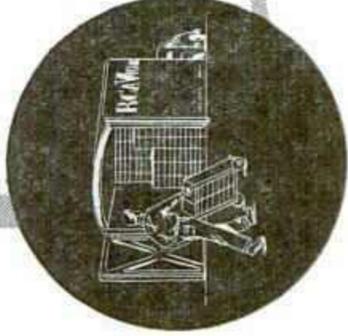
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ready access to the big,
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markets



All the advantages of
RCA Victor's modern
manufacturing know-how



Faster Bulk
Shipment and
drop shipment

Now—over 62,000 square feet of completely new record pressing facilities are ready to give even faster, more competitively priced service than ever before possible! To the hundreds of large and small commercial record companies who must have ready access to the big eastern markets this is tremendous news indeed.

Whatever commercial type phonograph records you need...whatever

quantity you desire, this new RCA Victor plant at Rockaway, New Jersey is worth your immediate investigation. Pick up your phone now and call your nearest RCA Victor office to learn how you can combine the faster delivery cycle these great new facilities afford with all the other advantages of RCA Victor custom record service.



RCA VICTOR

custom record sales

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CHICAGO: W. Hitchell 4-3215
448 No. Lake Street Dr., Chicago 11, Ill.
HOLLYWOOD: HOLLYWOOD 4-5171
1015 No. Starline Avenue,
Hollywood 38, Cal.

MUSIC AS WRITTEN

RAPHAEL ACQUIRES 'MRS. HAZARD' TITLE . . .

Fred Raphael, president of the music publishing company bearing his name, has acquired use of the title, "Mrs. Hazard's House," from the Prudential Insurance Company for a projected children's record album. The film, "Mrs. Hazard's House," produced last spring as a public service by Prudential, has won wide acclaim and was selected to be shown at the Cleveland Film Festival. Raphael plans to use original title art for his album cover and is leaving for New York to negotiate for the release of the album with one of the major platteries.

HERMAN PULLS 2,596 AT PALLADIUM OPENING. . .

Woody Herman ork notched top attendance honors for any opening at the Hollywood Palladium this year, drawing 2,596 payees in his initial stanza last Tuesday (14). Ranks of dancers was swelled by the added lure of the live telecast of the show, "Palladium Dance Time," aired locally via Station KTLA.

SPIKE JONES SET FOR 60 DATES IN 15 STATES . . .

Fall tour of the Spike Jones' Musical Insanities Revue has been set for Arena Stars, Inc., with the troupe slated to play a schedule of 60 dates in 15 States.

Tour kicks off in Phoenix, Ariz., September 20, and will run thru November 18, closing at the Shrine Mosque, Pittsburgh. Series thus far booked consists wholly of one-nighters, with only 11 open dates to be filled.

PATTI PAGE SET FOR K. C. BALL . . .

Patti Page, one of the nation's top singers, will be featured at the American Royal Coronation Ball October 15, which precedes the Kansas City, Mo., American Royal Livestock and Horse Show. More than two hours of entertainment opens the week-long show, one of the largest in the country. Richard H. Berger, production director of the Starlight Theater here, will produce the Royal ball.

NEW INDIE LABEL BOWS ON COAST . . .

Stage Records, Inc., new indie label with headquarters in Hollywood, bowed last week via a pair of comedy sides by James Deacon Ware, titled "I Cried for You" and "Oow-Ow." Ware had previously recorded for Prestige Records in New York and is slated to leave soon on an extensive theater tour. Firm is currently aligning nationwide distribution.

"WHITHER THOU GOEST"

recorded by:

Les Paul-Mary Ford.....Capitol
Laurie Loman.....Century
Marian Marlowe.....Columbia
O. B. Massingill
& His Orchestra.....Epic
Rita Robbins.....RCA Victor
George Morgan &
Anita Kerr Singers.....Columbia
Buffy Johnson.....Bell

KAVELIN MUSIC CORP.

Sole Selling and Licensing Agent:

HILL AND RANGE SONGS, INC.

NORM GOODWIN COPS COL. SALES CONTEST . . .

Norm Goodwin, sales manager at Ray Thomas Company, Los Angeles distributor for Columbia Records, took top honors in the record company's recently concluded national sales contest. Goodwin earned an all-expense paid vacation trip to New York, and filled in one day for Forrest Price, Columbia's national sales manager. Three-month contest was conducted among Columbia's 40 distributors, with the Los Angeles branch, headed by Goodwin, notching top sales records for the 90 days.

JAMES LYONS JOINS WESTMINSTER . . .

James Lyons has joined Westminster Records as director of public relations and promotion. A long-time newspaper man, Lyons has recently held editorial posts with Musical America and the American Record Guide.

HERB ABRAMSON BACK IN U. S. . . .

Captain Herb Abramson, Atlantic Records' top exec who's been in Army uniform for the past 19 months, returns to the United States next week after 18 months of foreign service. He'll be stationed at Maguire Air Base in New Jersey until the end of this year, when he'll be discharged from the Army and return to Atlantic Records.

3,000 SEE BIG STARS IN MILWAUKEE . . .

Despite threatening weather, a nice crowd of 3,000 turned up at the Milwaukee Auditorium at Bob (Coffeehead) Larsen's record party September 12 to celebrate the deejay's fifth anniversary as

a platter spinner on WEMP, Milwaukee. The contest, offering valuable prizes to listeners for submitting best letters detailing reasons for listening to Coffeehead's program drew big mail response. The list of artists and music personalities making personal appearances at the affair included Pearl Eddy, Al Morgan, Percy Faith, Ray Anthony, Louis Bashell, Bill Carey, David Carroll, Nick Noble, Johnny Desmond, Jack Richards and the Marksmen, the Mello-Larks, Pat Scott and Tommy Gumina.

MERCURY SIGNS PACT WITH ELLA JOHNSON . . .

Mercury Records has signed Ella Johnson to a new recording contract as a solo performer. The rhythm and blues thrush has for the past 10 years sung with brother Buddy Johnson's band on personal appearances and records. She will continue to record and work with the band but also make single disks for the label's rhythm and blues chief, Bob Shad. Shad, meanwhile, leaves on a 10-city promotional tour next Monday (20).

VICTOR-'X' WINS 9TH SOFTBALL GAME . . .

The RCA Victor-"X" softball team won its ninth successive softball game when they defeated the American Society of Composers, Authors and Publishers' team by a score of six to three on Tuesday (14). This was ASCAP's second defeat. The Victors are now so far in front of the five other teams in the music softball league that it appears they have a 99 per cent chance of capturing the first annual Billboard trophy, which will be an appropriate award to the top softball team of the year.

AUDIVOX SIGNS UP THE HURRICANE . . .

Audivox Records this week signed a new male quartet, the Hurricanes, marking the first time the indie firm has pacted outside talent. Heretofore, Audivox has concentrated on Dorothy Collins and Raymond Scott exclusively. The deal, negotiated by Audivox exec Leonard Wolf, includes the acquisition by the label of four Hurricanes' masters, one of which, "I Keep Crying," backed by "Teardrops," will be released shortly. The Hurricanes, who acquired the name long before "Edna" entered the picture, are fronted by lead singer Bob Gaye, formerly with Four Jacks and a Jill.

M-G-M READIES FIVE 'TOM-JERRY' EP'S . . .

M-G-M Records is readying a special children's release of five "Tom and Jerry" EP singles. The disks will be available during the first week of October. Based on M-G-M's Academy Award winning cartoon series, the records feature music composed and conducted by Leroy Holmes, with narration by Bret Morrison. The disks are all re-issues of 78 sets.

CONNIE RUSSELL DOES FILM TUNE . . .

Connie Russell is the latest recording artist to engage in a joint record-movie song promotion. The canary's vocal on the title tune from Linda Darnell's new RKO picture "This Is My Love" is a highlight of the film's musical soundtrack. Meanwhile, she has recorded the song for Capitol, and the disk will be released in October, when the picture opens in the movie houses. "This Is My Love," is published by Criterion Music.

DEPARTMENT STORE MUSIC SALES UP . . .

Department store sales of records, sheet music and instruments in July showed a jump of 4 per cent above July a year ago, while the first six-month sales this year ran 13 per cent ahead of last year, according to the latest Federal Reserve System figures. Ratio of stocks to sales in July was 5.3 compared with 5.61 a year ago.

New York

Theatrical agency head Jack Linder, who produced Mae West's "Diamond Lil" among other Broadway shows, has opened branch offices in Hollywood on Sunset Boulevard to represent artists for movies, TV, radio and the nitery circuit. . . . The Park Chambers Hotel here will open a new room, The Composer, September 23, featuring George Wallington's modern string quartet and Eddie Heywood. . . . Claude Brennan, Decca's assistant sales manager, leaves next week on a tour of branch offices in Hartford, Conn.; Albany, N. Y.; Boston and Buffalo.

Bill Glaseman, Decca's North Central division manager, has returned from a fishing vacation in Jones Falls, Canada. . . . Coral's entire exec personnel turned out for Joe E. Lewis' Copacabana

Cap Brass Meets In L. A. Sept 20

HOLLYWOOD, Sept. 18.—Capitol Records brass throuth the nation will convene in Los Angeles September 20 for a series of high-level executive meetings, helmed by Capitol president, Glenn Walllich, who returned from a two-month tour of Europe this week. Firm Eastern execs, Bill Fowler and Hal Cook, will attend the meet, as well as vice-presidents Lloyd Dunn, Alan Livingston, Jim Bayless, Floyd Bittaker, Walter Heebner and Dan Bonbright.

David Rose Drive Planned by M-G-M

NEW YORK, Sept. 18.—M-G-M Records will stage a David Rose Festival throuth the month of October. Backed by extensive promotion, the push will concentrate on 12 Rose albums, three of which are new. The new sets, available on both 45 and LP, are tagged "Nostalgia," "Love Walked In" and "Fiddlin' for Fun." M-G-M is supplying dealers with hangers and specially prepared order blanks, with 200,000 package inserts made available thru distributors.

ONE-STOP DISTRIBUTORS

Trend Toward Dual Operation Continues

NEW YORK, Sept. 18. — The distribution picture in the record industry continues to become more complex, and the channels of distribution from the manufacturer to the operator and dealer more complicated. All this becomes evident in a study of changes involving major dealers, distributors and one-stops.

One of the more recent moves which serve to complicate the picture is the growth of regular distributor operations owned by one-stops. In such cities as New York, Buffalo and St. Louis, the dual one-stop and distributor set-up is an open one. In other cities the business relationship between one-stop and distributor is less open but well known to traders. The move of large dealers into distribution, distributors into manufacturing, and one-stops into all phases of the business is still growing.

Most recent example of a one-stop operation moving into regular distribution is the new Melody distributing firm in Buffalo which, while set up completely separately is owned and operated by Ed Lyons, the big one-stop owned in that city. Lyons distributes "X," Groove and Coral. In St. Louis, Ed Ockel, the key one-stopper is also the Mercury distributor. In New York, Hartford and Boston, Lou Boorstein, who owns the Leslie one-stop operation also handles, separately, regular distribution on the "X," Groove, Benida and other labels.

Other Cities Too

In many another city the key one-stop is also part-owner of one of the regular distributing operations. Most often the partnership is hidden at first, but soon becomes common knowledge. In Philadelphia, for example, it is generally believed that Joe Williams, the one-stop operator, is closely associated by Ed Barsky the disk distributor.

On another level are the dealers who've been operating in the one-stop and distributor ends of the business. Here the picture is even more widespread. In many cities the one-stop operation is right in a retail store. As for dealer-distributors there are such as Leo Mintz in Cleveland and the Hartstone operation in Boston. Most recently Sam Shapiro, who operates the 11-store chain in Pittsburgh, is reported to have

moved into the distributing business with a firm called Portal.

There are also, of course many examples of dealers and distributors who own, operate or invest in labels. These include such as Randy Wood's Dot label, Jerry Blaine's Jubilee label, Ivin Ballin's Gotham label and many others.

Poses Problems

The complicated pattern offers many problems and is seen as cooking up additional headaches in time to come. Unanswered questions being posed by many trade execs are: Can or will a one-stop be fair with other labels when interested in specific lines? Can a distributor who is also a one-stop give his dealers adequate service? Does a record manufacturer get a fair shake in either instance?

Just how far this trend will go is not known. Neither is it clear whether anyone really wants to or can stop the move. What is certain, however, is that if the trend continues distribution thinking may call for some major adjustments.

J. C. Warren Shows New Tape Portable

FREEMONT, N. Y., Sept. 18.—Another new twist in product design was initiated this week with the announcement of the new Warren portable tape recorder, Model 777, being produced by the J. C. Warren Corporation here.

The unit is designed to be carried much the same as a small portable radio, and operates on batteries as well as AC current. The unit will play or record on battery as well as electric current.

Some of the features of the unit are, a self contained speaker, a slow speed of 3.75 inches per second, and a frequency response of 200-6500 cycles per second. A unique advantage of the set is that the battery can be recharged by simply plugging into a regular AC wall outlet. The batteries are said to last as long as the average car battery. The five-inch reels deliver up to one hour of playing time. No price, as yet, has been released.

opening here Thursday (16), since the new show also features Coral artists Eileen Barton and the Billy Williams Quartet. Miss Barton has been signed for six appearances on Max Liebman's NBC-TV spectaculars.

Charlie Hasin, distribution chief for M-G-M Records, is a grandfather. His son, Jordan Hasin, and frau parented a baby girl, Jody, this month. The father works for Len Smith, M-G-M's distributor in Albany, N. Y., and by coincidence Smith and his wife were in New York this week to confer with M-G-M execs.

Frank Petty has opened his own club, the Frank Petty Celebrity Room, in Revere, Mass. . . . Bob Stewart is scheduled to entertain at a special teen-age party sponsored by Gertz department store in Jamaica, N. Y., Saturday (19) at the RKO Alden Theater there. . . . George Shearing opens at the White Pup, Milwaukee, September 27.

Ted Steele is using Joe Lipman's M-G-M recording, "Manhattan Serenade" as the theme for his WOR-TV show. . . . Alan Dean booked into the Skyway Lounge, Cleveland, October 6 to October 9.

Joni James plays the Boulevard Club, Long Island, the weekends of September 24, 25, 26 and October 1, 2 and 3. . . . Negotiations are underway for Fran Warren to play the Janice Page lead in the road company of "Pajama Game." . . . Harpist Robert Maxwell starts a four-day engagement at the Erie Social Club, Philadelphia, October 6. . . . Betty Madigan returned from Washington this week to make the deejay rounds here.

Howard Jaffe, son of clemmer Moe Jaffe, had a Bar Mitzvah today (18) at his father's home in Teaneck, N. J. . . . Fred Amzell, manager of Karen Chandler, has signed a new vocal group, the Rover Boys, for personal management. The group is set with Coral Records. Miss Chandler will be at the White Elephant Circus in Syracuse on September 24, 25 and 26.

Epic Records has signed Lucy Fabry and Russell Arms. . . . Columbia Records' Don Law has signed Bonnie Sloan for the coun- (Continued on page 56)

WATCH
SANTA BABY
HIT 4 WAYS
THIS YEAR!!!

SONG FROM
THE CAINE
MUTINY

I Can't Believe
That You're In Love With Me

by JIMMY McHUGH and CLARENCE GASKILL
MILLS MUSIC, INC.
Recorded On All Major Labels

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GREATEST RECORD

BY TOMMY
EDWARDS
"I HAVE THAT
KIND OF HEART"
MGM #11821
RELEASE DATE SEPT. 26

"THE LORD IS MY SHEPHERD"
MODERN MELODIOUS VERSION
of the 23rd Psalm.
S. C. #1063
vocal—Jeanne Determan
and the LANCERS
"HE ANSWERETH PRAYER"
Jeanne Determan and
the LANCERS
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The Billboard Music Popularity Charts

Classical Best Sellers (All Categories)

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

1. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
2. STRAVINSKY: LE SACRE DU PRINTEMPS—Minneapolis Symphony (Dorati) Mercury 50030
3. RESPIGI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) RCA Victor LM 1768
4. BERLIOZ: THE DAMNATION OF FAUST—Boston Symphony (Munch) RCA Victor LM 6114
5. ALBENIZ-ARBOS: IBERIA; TURINA: DANZAS—Paris Conservatoire Orchestra (Argenta) London LL 921
6. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6009
7. SCHUBERT: SYMPHONY NO. 9 IN C MAJOR—NBC Symphony Orchestra (Toscanini) RCA Victor LM 1835
8. TCHAIKOVSKY: SWAN LAKE—St. Louis Symphony (Golschmann) RCA Victor LM 1003
9. TCHAIKOVSKY: VIOLIN CONCERTO—Milstein, Boston Symphony (Munch) RCA Victor LM 1760
10. ECHOES OF SPAIN—Hollywood Bowl Orchestra (Dragon) Capitol P 8275

Reviews and Ratings of New Classical Releases

MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE AND EROS (1-12)—Arturo Toscanini and the NBC Symphony Orchestra. RCA Victor LM 1838

The hi-fi era has probably seen as many "Pictures" sold as any piece of orchestral repertoire. And here is another one. When the final count is in this may be the biggest of all. To the dramatic sound there is added an interpretation that builds in excitement as no other. If that were not enough, there is the magic of the Toscanini name. The cover art alone should tip many sales its way. A big dealer item for the fall. The excerpt from Franck's tone poem "Psyche" is an added bonus.

VERDI: FALSTAFF (3-12)—Soloists, Chorus and NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 6111

This is the recording made from tapes of the memorable 1950 Toscanini broadcast. And it has survived its transfer well, with the voices brilliant and only some of the orchestral passages falling sound-wise. The latter comment, tho, is purely informative, with no criticism intended on sales prospects. For they are high indeed. The two octogenarians (Verdi was also in his eighties when he penned this work) had the freshness of vigorous, fun-loving youth with which they exploit the involved romantic fumbings of this take-off on Shakespeare's "Merry Wives of Windsor" with infectious appeal. All soloists are top drawer and catch the spark thrown by the Maestro. Sales on the order of Toscanini's "Otello" can be expected.

RICHARD STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS (1-12)—Chicago Symphony Orchestra, Fritz Reiner, Cond. RCA Victor LM 1806

Another entry in the big Victor push into the unabashed hi-fi arena, this is a remarkable example of top-quality recording. The copious notes are designed to flatter those who favor sound over content; they'll love it. But dealers should therefore not neglect to offer it enthusiastically to musical collectors. The interpretation is no less impressive than the tonal glory. Display-wise, the fine Renoir reproduction on the cover adds much to the commercial appeal. Big sales for this one.

TCHAIKOVSKY: ROMEO AND JULIET; 1812 OVERTURE; MARCH SLAVE (1-12)—London Symphony Orchestra; Hermann Scherchen, Cond. Westminster WL 5282

This all-Tchaikovsky release by the label contains three of the composer's most familiar selections, capably performed by the London Symphony Orchestra under the direction of Hermann Scherchen. The orchestra performs the "1812 Overture" and the "March Slave" with the needed excitement. Although these selections have been combined on records before, this new set should be of interest to new collectors. The sound is brilliant.

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12)—Remington MP 100-4

Record dealers seeking to widen the market for classical music can take advantage of the Remington "Music Plus" series which offer standard symphonic works, smartly performed in well-engineered sound, well-packaged and with commentary and explanatory notes by Dr. Sigmund Spaeth. The latter uses excerpts from the works to tell his story in a simple way. In all, this is strong merchandise. Other sets include "Don Juan," "Rosenkavalier Waltzes," and Mozart's "Haffner Symphony" and "Eine Kleine Nachtmusik." At the \$5.95 price dealers should go for this merchandise to entice new customers.

GREEK FOLK SONGS AND DANCES (1-12)—Royal Greek Festival Company; Dora Stratou, Director. Esoteric ES 527

One of the most intriguing performances caught on disks, this should delight any inquiring customer looking for the

unusual. The exotic rhythms and modal melodies are projected in what seems absolute authenticity. The recording, itself, is a model of clarity. Dealers should not fail to pitch this at their educational and library accounts.

BOISMORTIER: CONCERTO IN E MINOR, OP. 37; NAUDOT: CONCERTO IN C MAJOR, OP. 17, NO. 3; LECLAIR: CONCERTO IN A MAJOR, OP. 10, NO. 2; TRIO SONATA IN D MINOR (1-12)—Leclair Instrumental Ensemble; Jean-Francois Paillard, Cond. Haydn Society HSL 103

All works on this LP are catalog "firsts"—no mean achievement these days. In addition, these selections by Boismortier and Naudot are the first by the baroque French writers to be listed on vinyl. All have a quickly appealing charm and are well played by the French ensemble. A fine set for those anxious to enlarge their experience with 18th Century music.

BACH: WORKS FOR ORGAN (1-12)—Marie-Claire Alain on the organ at the Church of St. Merry, Paris. Haydn Society HSL 104

Nine works by Bach are grouped intelligently here for consecutive listening or just sampling. Taken from different periods of his creative life they include the Concerto in A Minor (after Vivaldi), several preludes and fugues and a rare "Canzona" among the offerings. The organist is thoroughly capable and the sound of the baroque organ suited to the material. Professional listeners will appreciate the registration indications. Not a mass item, but fine for the intended audience.

Chi Hi-Fi Show

Continued from page 33

signed on as exhibitors, and pre-show attendance estimates range upward of 30,000.

Among items on exhibit will be sets, tuners, amplifiers, speakers, recorders, radios, TV, phonographs, changers, turntables, needles, projectors, records, cabinets, tapes, disks, transcription equipment, converters, microphones, remote controls, catalogs, radio stations, and many other items related to the sound industry.

Exhibitors Signed

Among the record companies signed to exhibit are Angel Records, Columbia, Mercury, Capitol, RCA Victor, London and Westminster. A host of tape recorder manufacturers are already signed, as well as tape manufacturers, and several pre-recorded tape firms. Almost all the major manufacturers of phonographs and high-fidelity sets, such as Admiral, Zenith, Webcor, V-M, Pentron, Motorola, Revere, Magnecord, Mitchell, Magnavox, Columbia, RCA, etc., have already signed.

Last year 90 exhibit rooms were used by 72 manufacturers. This year already 140 rooms have been reserved by well over 100 manufacturers. Last year's attendance figure showed 21,000 filing thru the turnstiles. No distributors were invited to last year's show. However, this year distributors from more than 41 States have accepted bids to attend.

The 1954 high-fidelity show, which is sponsored by the International Sight & Sound Exposition, Inc., will hold a special preview for the trade only on Thursday, September 30, from 1 to 6 p.m.

LINER NOTES

By IS HOROWITZ

BOOK CLUB...

With good reason, it is not Billboard policy to review records or albums not generally available for sale thru dealers. Yet this department is in receipt of the first "music-appreciation" LP from the Book-of-the-Month Club. If the club throws its tremendous resources behind the project, which it gives all indication of doing, some remarks on the potential industry impact of the plan seem in order.

The first disk mailed to its prospect list by BOMC couples a performance of the Beethoven Fifth Symphony by the London Symphony Orchestra under Norman Del Mar, with an analysis of the work on the flip side by BOMC musical director Thomas Scherman. The latter contains special recorded excerpts of the "Fifth" to illustrate Scherman's remarks.

The recording itself is of high quality, the performance and sound vibrant, the pressing clean and with quiet surfaces. At the \$3.60 price to subscribers, it represents solid value for a 12-inch LP. And it's accompanied with a set of notes that adds substance to the educational emphasis.

Scherman, in his comments, shows himself tentative and not too convincing in his delivery. But the material he reads and demonstrates with his orchestra has interest.

POPULAR REPERTOIRE...

As reported last week, BOMC plans to concentrate on highly popular repertoire. Upcoming are the Mendelssohn Violin Concerto, Schumann Piano Concerto and the Tannhauser and Meistersinger Overtures. There are close to 35 ways record buyers can and have acquired these works on LP. It would seem, therefore, that the project should have little effect on the buying habits of persons used to collecting records.

Also, at this point, it seems that BOMC has little call on talent of solid name value. Norman Del Mar is unknown here; Thomas Scherman has only a slight following outside of New York. Alexander Smallens, also to be used as a conductor, is known to a wider audience, but certainly can't be rated a potent record draw. It is no disrespect to the first soloists chosen, violinist Fredell Lack and pianist Edith Flisser, to claim for them something less than top rank.

All things considered, it then appears that the properties of "music appreciation" or sugarcoated education give the project whatever chance of commercial success it might have.

MARKET LIMITED...

The BOMC records will probably exert no draw at all on the serious store patron, and only a mild pull on the younger collector with a small LP library. The latter will already have most of the BOMC items; he also will be interested in name talent identified with established labels.

The main potential thus seems to be with the mass of non-record buyers, or at least those who have previously found all their recorded entertainment in the pop repertoire. It is not unlikely that these subscribers will eventually turn to their neighborhood record dealer to satisfy their growing desire for good music on records.

FUTURES...

Wilhelm Backhaus will complete his recorded survey of the 32 Beethoven Piano Sonatas with six LPs due from London soon. There are 14 sonatas grouped on the disks... Vox is preparing a deluxe bound edition of the Bach Brandenburg Concertos as conducted by Jascha Horenstein... Urania will re-issue its version of the Bach B Minor Mass, formerly put on the label's low-cost "request" series. In November, it will appear in a sealed album at regular list. The two-disk reading was conducted by Fritz Lehmann.

Westminster will add to its "Cante Flamenco" series next month with Vol. 3... Oceanic is rushing out "Melody Cruise to Israel," most recent entry in its Irving Fields series.

POPULAR RECORDS

Reviews and Ratings of New Popular Albums

LIBERACE AT THE PIANO (1-12)—Columbia CL 575

All a dealer has to do with this album is put it out. Liberace's LPs have all chalked up impressive sales records to date, and there's no reason to believe this one will be an exception. Our boy doesn't chatter or sing on this disk—just plays his usual flashy pianistic, backed by brother George's ork. The 12 selections range from "Moonlight Sonata" and "The Rosary" to the "Maiden's Wish Samba" and "As Time Goes By." As usual, it's a shrewd hodgepodge of classics and standards, designed to please all his fans, whatever their musical tastes.

HEY THERE (1-EP)—Rosemary Clooney (1-EP) Columbia B 1932

Rosie is the hottest she has been on wax these days in over a year, and this new release contains the two tunes that brought her back to the top, "Hey There" and "This Ole House." In addition, this EP includes the thrush's version of "The Little Shoemaker" and a pretty tune from the flick "Twist of Fate," titled "Love Is a Beautiful Stranger." Dealers should move a lot of these EPs.

THE GAYLORDS (1-EP)—Mercury 1-3235

There are few pop buyers who have not by now heard of The Gaylords, who have racked up hit after hit for the past two years. On this record the boys sing two of these, "From the Vine Came the Grape" and "The Isle of Capri." In addition, they sing two songs that they use on night club floors, which show off their comic flair. "Mama-Papa Polka" and "Patio to Pizzaz." Fans of the group should want this LP.

ECHOES OF CHILDHOOD (1-EP)—George Feyer, Piano (1-10") Vox VX 710

The latest in the popular "Echoes" series, this consists of Feyer readings on piano and harpsichord of 42 tunes ranging from nursery ditties and folk songs to perennials like Mozart's "Turkish March." They are all done in the light, fresh and captivating Feyer manner, here assisted by a small rhythm combo. Disk will appeal as much to oldsters as children and faces a wide sale to the growing Feyer record audience.

BERBER SHOP WINNERS (1-10")—1954 Medalist Officials S.P.E.B.S.Q.A. Decca DL 5545

Once again Decca brings out its annual album recorded by the winners of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America's contest. This year Decca recorded the Barber Shop Chorus winners too. The choruses sing in barber shop harmony, but include as many as 50 or 60 singers. These annual contests, receive extensive promotion, which dealers should be able to cash in on. The theme also lends itself nicely to gay-nineties type window displays, and can be tied in with other nostalgic packages. The first five winners are featured on both LPs. The LPs can be sold separately or as a package.

BARBER SHOP CHORUS WINNERS 1954 (1-10")—Decca DL 5543

Once again Decca brings out its annual album recorded by the winners of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America's contest. This year Decca recorded the Barber Shop Chorus winners too. The choruses sing in barber shop harmony, but include as many as 50 or 60 singers. These annual contests, receive extensive promotion, which dealers should be able to cash in on. The theme also lends itself nicely to gay-nineties type window displays, and can be tied in with other nostalgic packages. The first five winners are featured on both LPs. The LPs can be sold separately or as a package.

TIP TOE THRU THE TULIPS (1-10")—Nick Lucas (1-10") Cavalier CAV 5003

Nick Lucas has been a favorite performer for over 25 years. On this, his first record for the label, he does a first-rate job with a collection of songs that have long been part of his act. And he sells them with the same contagious feeling that has always marked his work. Lucas also accompanies himself brightly on guitar. Songs include "Tip-Toe Thru the Tulips," "My Blue Heaven," "Lady Be Good" and other standards. The older set will be interested in this release.

BAL MUSETTE (1-10")—Robert Trabucco and His Bal Musette Ork (1-10") Vox VX 680

From France comes this collection of recordings by the Bal Musette ork, a snappy aggregation lead by Robert Trabucco. The band, a favorite in France, does a good job here with a collection of lively folk songs, including polkas, waltzes and other peppy dances. Those who enjoy lively music with a continental flavor will enjoy this collection.

THE MERRY YODELER, VOL. 2 (1-10")—Austrian Folk Musicians; Karl Zaruba, Director (1-10") Vanguard VRS 7010

Here's a quaint package, which should fare well in its limited market. The instrumentalists, singers and director Karl Zaruba are authentic folk musicians and well-known in the Austrian Tyrol. The singers include a solo baritone, plus two sopranos and a tenor who perform together and as soloists. Dealers may be able to interest European folk music collectors in the LP, as well as those who like something different.

ALEC TEMPLETON AND HIS MUSIC BOXES (1-12")—Ficker Recording C 108

Disk consists of a spoken introduction by Templeton and lifelike etchings of a sampling of his music box collection. The variety of sound is impressive as these obsolete mechanical devices play several dozen old and familiar tunes. A special-order item for all but the encyclopedic dealer.

Jazz

OSCAR PETERSON PLAYS PRETTY, NO. 2 (1-10")—Clef MGC 155

The large Peterson following will undoubtedly seek this one out as "must" material. In addition, exposing the set to those who may possibly be unfamiliar with the man's work at this stage of his career will garner additional sales for the second album in what looks like a series of "heavy on the melody" performances. Accompanied only by a bass fiddle, Peterson delivers sick reading of such material as "Deep Purple," "The Nearness of You," "Two Sleepy People," "Laura" and "I'll Remember April."

BILLIE HOLIDAY (1-10")—Clef HGC 161

This is a "must" for Billie Holiday fans. The canary sings eight wonderful standards in her most compelling style, with such fine musicians as Oscar Peterson, Flip Phillips, Charlie Shavers, Barney Kessel, Ray Brown and Alvin Stoller providing backing. Miss Holiday's sensitive phrasing and dramatic flair are particularly effective on "Love for Sale," "Autumn in New York" and "How Deep Is the Ocean."

THE STROLLING MR. ELDRIDGE (1-10")—Roy Eldridge, Oscar Peterson Trio (1-10") Clef MGC 162

Roy Eldridge, one of the giants of jazz for many years, has one of his best sets here since he joined the label. Supported skillfully by the fine Oscar Peterson Trio, the trumpeter comes thru with some lovely work on a fine group of standards. Selections include "Willow Weep for Me," "When Your Lover Has Gone," "Echoes of Harlem," "Somebody Loves Me," "I Can't Get Started" and "Don't Blame Me." Sweet, mellow and meaningful is Eldridge's work here and all jazz fans should give this new release a listen.

EARL "FATHA" HINES (1-10")—Nocturn: NLP 5

Hines, a great old name in the jazz world, presents in this set a new and wonderful band. Sidemen are from the old to the new. Arrangements by two new West Coast scorers are fine. The Hines piano is particularly effective and the engineering skill in turning out the package is well evident. However, until the real fans rediscover this band, the package will take some selling. Once sold, it'll bring in other customers. Selections range from originals to standards like "Humoresque," "If I Had You," "Crazy Rhythm" and "I Can't Believe That You're in Love With Me."

CHARLIE BARNET DANCE SESSION (1-10")—Clef MGC 165

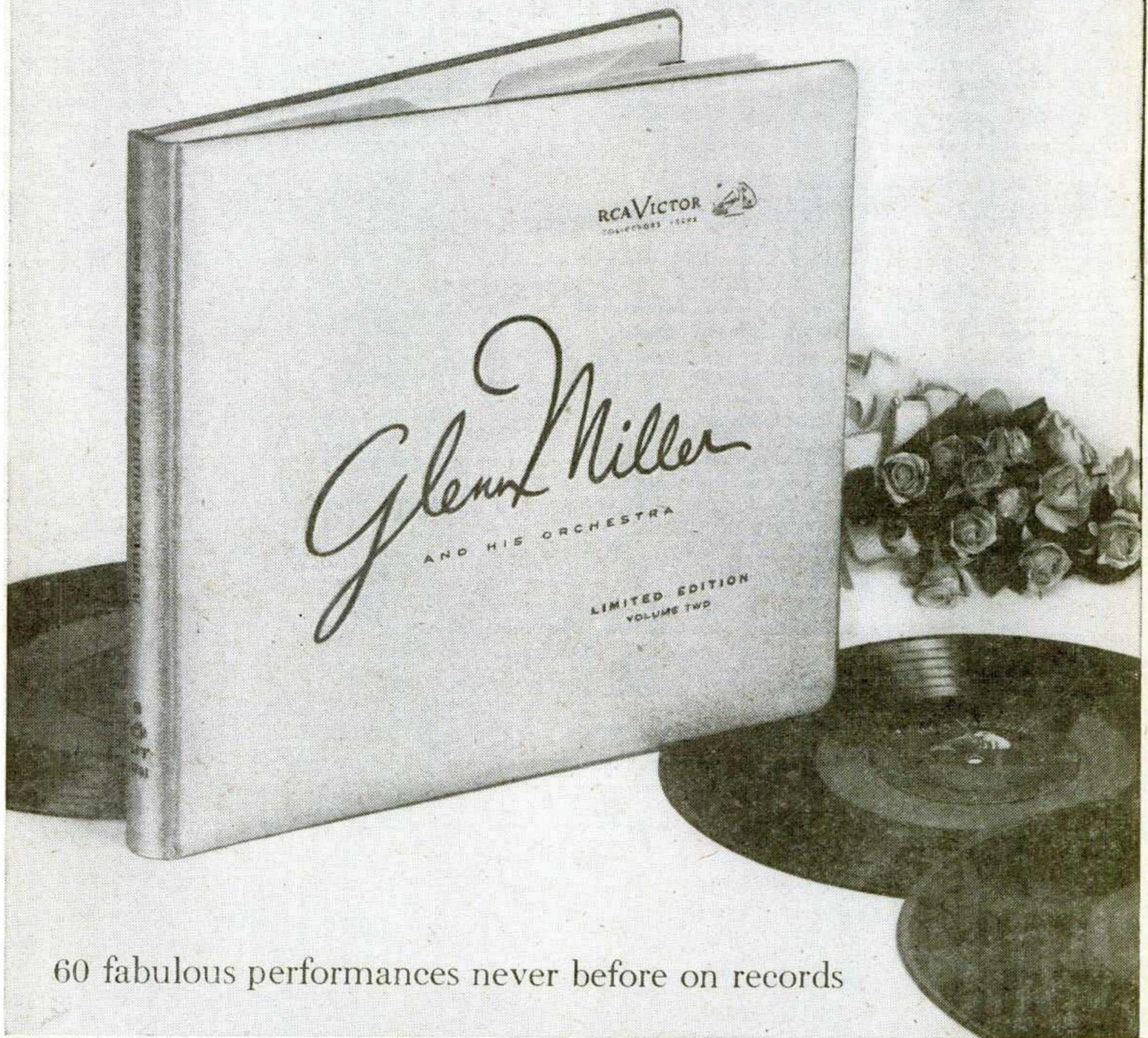
About 15 years ago this would have been a smash hit packaged-record release. These days, the market is much more limited. Yet there are certainly many dance band and jazz fans who are still looking for those frantically swinging arrangements that the Barnett band has always put down for the customers. Very evident, of course, is the Barnett soprano saxophone and the sharp brass choir passages. The collectors will be interested in such items as "Pompton Turnpike," "Power Steering," "Rockin' in Rhythm" and a raft of originals.

Children's

DISNEY'S: 20,000 LEAGUES UNDER THE SEA (2-78)—RCA Victor Y 4004

Slickly produced is this two-record set concerned with Disney's movie version of the Jules Verne story. The package includes 22 pages of text and color drawings keyed to the disk's story narration. A strong cover adds to the appeal. If the flick is a big one, this will be a powerhouse set. If not, the disks still could make strong catalog fare for a long time to come.

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

The Billboard Music Popularity Charts

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

Talent Corner

Highlighted this week are Ernest Tubb, one of the most consistent disk sellers in the country and western business, and Ray Anthony, a band leader who manages to come up with strong disks despite the decided lull in the band business. Tubb



ERNEST TUBB

has come thru again with a record which is headed for the charts. Listed as a "Best Buy" is his Decca disk, "Two Glasses, Joe." If there were more such consistent artists making money the record business would be a cinch.

As for Anthony, he's back on the charts again. This time with his Capitol reading of "Skokiaan." This now makes the fourth version of the African tune to make



RAY ANTHONY

best-seller lists. The top version, incidentally, is by another band leader and his crew—Ralph Marterie. Marterie also manages to hit the charts fairly regularly.

In any event, the same names continue to crop up on best-seller lists. It's good for the business to be sure. Yet, there's little which creates more excitement and a foundation for the future than seeing a new talent click. Where are they?

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Hey, There	2	10
2. High and the Mighty	1	8
3. In the Chapel in the Moonlight	4	9
4. If I Give My Heart to You	9	3
5. This Ole House	8	5
6. Little Shoemaker	3	10
7. Skokiaan	10	3
8. Sh-Boom	6	10
9. Goodnight, Sweetheart, Goodnight	11	9
10. I Need You Now	15	2
11. Hernando's Hideaway	7	16
12. They Were Doing the Mambo	12	4
13. Little Things Mean a Lot	5	21
14. Hold My Hand	—	1
15. Three Coins in the Fountain	13	18

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending September 15

This Week	Last Week	Weeks on Chart
1. Sh-Boom		1 12
<small>By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: L. McAuliffe, Col; B. Williams, Coral 61212; B. Williamson, V 20-5799.</small>		
2. Hey, There		2 10
<small>By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Davis Jr., Dec 29199. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; J. Raitt, Col 1098; J. Ray, Col 40224.</small>		
3. Skokiaan		5 5
<small>By August Msarugwa-Tom Glazer—Published by Shapiro-Bernstein BEST SELLING RECORDS: R. Marterie, Mercury 70432, Four Lads, Col 40306; Bulawayo Sweet Rhythm Boys, London 1491. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2896; L. Armstrong, Dec 29256; T. Heath, London 1500; J. Hodges, Norgan 124; B. Isaacs, V 20-5844; Johnston Bros, London 1500; J. Loco, Tico 229; P. Prado, V 20-5839.</small>		
4. High and the Mighty		3 9
<small>By Ned Washington and Dimitri Tiomkin—Published by Witmark (ASCAP) BEST SELLING RECORDS: V. Young, Dec 29203; L. Baxter, Cap 2845; L. Holmes, M-G-M 11671. OTHER RECORDS AVAILABLE: G. Auld, Coral 61205; J. Desmond, Coral 1204; L. Diamond, V 20-58384, R. Hayman, Mercury 70426; J. Loco, Tico 229, P. Prado, V 20-5839; D. Tiomkin, Coral 61211.</small>		
5. Little Shoemaker		3 13
<small>By Rudi Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) BEST SELLING RECORDS: Gaylords, Mercury 70403; H. Winterhalter V 20-5769. OTHER RECORDS AVAILABLE: P. Clark, King 1371; Textor Singers, Cap 2862; F. Weir, London 1482.</small>		
6. This Ole House		7 7
<small>By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: Rex Allen-T. Williams, Dec 29254; S. Hamblen, V 20-5739; Herb and Kay, King 1376; Jordanares, Cap 2915; Sister Rosetta Tharpe, Dec 29255.</small>		
7. If I Give My Heart to You		9 3
<small>By Jimmy Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: D. Lor, Majar 27; Doris Day, Col 40300. OTHER RECORDS AVAILABLE: C. Boswell, Dec 29148; B. Greco, Coral 61236; M. Lewis, Cap 2868; J. Rogers, Mercury 70451; D. Shore, V 20-5838; Wright Brothers, M-G-M 11776.</small>		
8. In the Chapel in the Moonlight		6 10
<small>By Billy Hill—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29130. OTHER RECORDS AVAILABLE: R. Allen, Dec 29168; Belmonte Ork, Col 40283; R. Flanagan, V 20-5803; D. Glenn, V 20-5798; K. Griffin, Col 40303; Four Knights, Cap 2894; Mariners, Col 40271; Orioles, Jubilee 5154; N. Riddle, Cap 2846; F. Young, Cap 2859.</small>		
9. I Need You Now		12 3
<small>By Jimmie Crane and Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5830.</small>		
10. Goodnight, Sweetheart, Goodnight		10 11
<small>By J. Hudson-J. Bracken—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61187; Spaniels, Vee Jay 107. OTHER RECORDS AVAILABLE: S. Gale, V 20-5746; Johnnie & Jack, V 20-5775; G. Mana and C. Raye, Jubilee 5142; E. Morse, Cap 2800.</small>		

Second Ten

11. THEY WERE DOING THE MAMBO	13	6
<small>Published by Mayfair (ASCAP)</small>		
12. LITTLE THINGS MEAN A LOT	8	22
<small>Published by Feist (ASCAP)</small>		
12. I'M A FOOL TO CARE	10	10
<small>Published by Peer (BMI)</small>		
14. HOLD MY HAND	16	2
<small>Published by Raphael (ASCAP)</small>		
15. SMILE	20	2
<small>Published by Bourne (ASCAP)</small>		
16. WHAT A DREAM	17	3
<small>Published by Berkshire (ASCAP)</small>		
17. SHAKE, RATTLE AND ROLL	18	2
<small>Published by Progressive (BMI)</small>		
18. HERNANDO'S HIDEAWAY	14	18
<small>Published by Frank (ASCAP)</small>		
19. CARA MIA	—	1
<small>Published by Feist (ASCAP)</small>		
20. I CRIED	19	5
<small>Published by Meadowbrook (ASCAP)</small>		

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

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Tunes with Greatest Radio-TV Audiences

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

Radio	Weeks on Chart
Cara Mia (R)—Feist—ASCAP	
Cinnamon Sinner (R)—Raleigh—BMI	
Count Your Blessings (R) (F)—Berlin—ASCAP	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Green Years (R)—Harms—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Heaven Was Never Like This (R)—Famous—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
I Could Have Told You (R)—United—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
If You Love Me (Really Love Me)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lonesome Polecat (R)—Robbins—ASCAP	
Love You Didn't Do Right by Me (R) (F)—Berlin—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Smile (R) (F)—Bourne—ASCAP	
Sway (R)—Peer—BMI	
That's What I Like (R)—Chappell—ASCAP	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
This Ole House (R)—Hamblen—BMI	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP	
When You're in Love (R)—Robbins—ASCAP	

Television

Baubles, Bangles and Beads (R)—Frank—ASCAP	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Green Years (R)—Harms—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Horse Play (R)—Zephyr—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
It's a Woman's World (R)—Robbins—ASCAP	
Kiss Me Once (R)—Witmark—ASCAP	
Let's Try Again (R)—Feist—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Muskrat Ramble (R)—Geo. Simon—ASCAP	
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	
River of No Return (R)—Simon House—BMI	
Secret Love (R)—Remick—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Some Day (R)—Famous—ASCAP	
Stranger in Paradise (R) (M)—Frank—ASCAP	
Sway (R)—Peer—BMI	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
This Ole House (R)—Hamblen—BMI	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Whither Thou Goest (R)—Hill & Range—BMI	

England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)	
Three Coins in the Fountain—Feist (Robbins)	
Cara Mia—Robbins (Feist)	
Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)	
Happy Wanderer—Bosworth (Fox)	
Story of Tina—MacMelodies (Maurice)	
Little Shoemaker—Bourne (Bourne)	
Smile—Bourne (Bourne)	
My Friend—Chappell (Paxton)	
Never, Never Land—Keith Prowse Co., Ltd. (Pickwick)	
Wanted—Harms, Connelly (Witmark)	
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)	
Secret Love—Harms, Connelly (Remick)	
West of Zanzibar—Jumbo (Bluebird)	
Young at Heart—Victoria (Sunbeam)	
Idle Gossip—Bron (Redd Evans)	
Heart of My Heart—Francis Day (Robbins)	
Friends and Neighbors—Michael Reine (Ross Jungnickel)	
Oh! Baby Mine—Edwin H. Morris (Melrose)	
Sway—Southern (Peer)	



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

HELP		
WALKIN' ALONG	P. Hunt	2912
THE HIGH AND THE MIGHTY		
MORE LOVE THAN YOUR LOVE	L. Baxter	2845
I NEED YOUR LOVIN'		
ARIVEDERCI	The Cheers	2921
I'M A FOOL TO CARE		
AUCTIONEER	L. Paul & M. Ford	2839
RIVER OF NO RETURN		
GIVE ME YOUR WORD	T. Ernie	2810
SKOKIAAN		
SAY HEY	R. Anthony	2896
SMILE		
IT'S CRAZY	N. Cole	2897
SWAY		
MONEY BURNS A HOLE IN MY POCKET	D. Martin	2818
TOY OR TREASURE		
FORTUNE IN DREAMS	K. Starr	2887
TRY AGAIN		
ONE MORE TIME	D. Martin	2911

COMING UP FAST Listed Alphabetically

ALL I WANT IS ALL THERE IS AND THEN SOME		
CAN THIS BE LOVE	M. Whiting	2913
HONEY LOVE		
RIOT IN CELL BLOCK NUMBER NINE	V. Young	2865
I CRIED		
NOW	T. Leonetti	2861
IT WORRIES ME		
WHEN I STOP LOVING YOU	F. Sinatra	2922
I'M A FOOL FOR YOU		
THE OTHER SIDE OF THE STORY	B. Manning	2909
THE MAN UPSTAIRS		
IF YOU LOVE ME	K. Starr	2769
WE'LL BE TOGETHER AGAIN		
MY HEART STOOD STILL	The Four Freshmen	2898

LATEST RELEASES

Numbers
438 & 439

THIS IS THE THANKS I GET		
LOVE'S A GAMBLE	Vonnie Taylor	2917
WHEN YOU'RE IN LOVE		
ROMANTIC RIO	Les Baxter	2918
SATINS AND SPURS		
BACK HOME	Betty Hutton	2919
THE NEW GREEN LIGHT		
A LONELY HEART KNOWS	Hank Thompson	2920
I NEED YOUR LOVIN'		
ARIVEDERCI	The Cheers	2921
IT WORRIES ME		
WHEN I STOP LOVING YOU	Frank Sinatra	2922
HOPING		
CLOSER, CLOSER, CLOSER	Connie Russell	2923
DOGGIE HOUSE BOOGIE		
TEN, TEN A.M.	Merrill Moore	2924
HOW COME Y'ALL COME		
WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson	2925
PRECIOUS LAMBS OF GOD		
HE WORKS MIRACLES	Bill Lowery	2926
CARA MIA		
COUNT YOUR BLESSINGS INSTEAD OF SHEEP	Gordon MacRae	2927
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

BARRELHOUSE, BOOGIE, AND THE BLUES—		
Ella Mae Morse		
45 rpm "EP" No. EAP-1-513 & EAP-2-513		
33 1/2 rpm No. H-513		
ELLINGTON '55—Duke Ellington		
45 rpm "EP" No. EAP-1-2-3-4-521		
33 1/2 rpm No. W-521		
FIREMAN'S BALL—Joe "Fingers" Carr		
45 rpm "EP" No. EAP-1-527 & EAP-2-527		
33 1/2 rpm No. H-527		
MUSIC FOR LOVERS ONLY—Jackie Gleason		
45 rpm "EP" No. EBF-352		
33 1/2 rpm No. H-352		
MUSIC, MARTINIS, AND MEMORIES—		
Jackie Gleason		
45 rpm "EP" No. EAP-1-2-3-4-509		
33 1/2 rpm No. W-509		
NAT "KING" COLE 10th ANNIVERSARY ALBUM—		
Nat "King" Cole		
45 rpm "EP" No. EAP-1-2-3-4-514		
33 1/2 rpm No. W-514		
SOMETHING COOL—June Christy		
45 rpm "EP" EBF-516		
33 1/2 rpm No. H-516		
SONGS FOR YOUNG LOVERS—Frank Sinatra		
45 rpm "EP" No. EBF-488		
33 1/2 rpm No. H-488		
SWING EASY—Frank Sinatra		
45 rpm "EP" No. EAP-1-528 & EAP-2-528		
33 1/2 rpm No. H-528		
SWINGIN' AROUND—Pee Wee Hunt		
45 rpm "EP" No. EAP-1-492 & EAP-2-492		
33 1/2 rpm No. H-492		
TAWNY—Jackie Gleason		
45 rpm "EP" No. EBF-471		
33 1/2 rpm No. H-471		
TOP HITS OF '54 VOLUME I—Starr, Sinatra, etc.		
45 rpm "EP" No. EAP-1-9117 & EAP-2-9117		
33 1/2 rpm No. H-9117		
VOICES IN MODERN—The Four Freshmen		
45 rpm "EP" No. EAP-1-522 & EAP-2-522		
33 1/2 rpm No. H-522		

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

BUSTIN' THRU		
OUR PARADISE	S. West & J. Bryant	2892
CAUGHT AT LAST		
IT JUST DON'T SEEM LIKE HOME	F. Harl	2873
DIXIE CANNON BALL		
INDIAN POLKA	J. Carman	2886
DON'T FALL IN LOVE WITH A MARRIED MAN		
YOU'LL COME CRAWLIN'	J. Shepard	2905
KING OF A LONELY CASTLE		
VERY SELDOM, FREQUENTLY EVER	F. Huskey	2914
NEVER		
FRIENDLY LOVE	W. & M. Tuttle	2850
THE NEW GREEN LIGHT		
A LONELY HEART KNOWS	H. Thompson	2920
A PLACE FOR GIRLS LIKE YOU		
IN THE CHAPEL IN THE MOONLIGHT	F. Young	2859
SHE DONE GIVE HER HEART TO ME		
OCEANS OF TEARS	S. James	2906
STREAMLINE HEARTBREAKER		
I'M PLANTING A ROSE	R. Acuff	2901
WHATCHA GONNA DO NOW		
YOU'RE FOR ME	T. Collins	2891
YOUR LOVE IS LIKE A FAUCET		
BUT I DO	S. McDonald	2885

BEST SELLING— "EP" ALBUMS Listed Alphabetically

BOB MANNING 45 rpm "EP" No. EAP-1-279	MORE MAY!—Billy May 45 rpm "EP" No. EAP-1-536
DANCE CRAZE—Anthony, Kenton, Hunt 45 rpm "EP" No. EAP-1-518	ROMANTIC BALLADS—Gordon MacRae 45 rpm "EP" No. EAP-1-537
DIXIE PARADE—Ray Anthony 45 rpm "EP" No. EAP-1-539	SITTING ON TOP OF THE WORLD—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-540
HEY! BELLBOY!—Gloria Wood 45 rpm "EP" No. EAP-1-538	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO 45 rpm "EP" No. EAP-1-508
I GET SO LONELY—The Four Knights 45 rpm "EP" No. EAP-1-506	THREE COINS IN THE FOUNTAIN—Frank Sinatra 45 rpm "EP" No. EAP-1-542

"Specialized" HIGH-FIDELITY ALBUMS

FULL DIMENSIONAL SOUND—	
Study In High Fidelity	33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL	
SOUND—Top Artists	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN	
FULL DIMENSIONAL SOUND—Top Artists	33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL	
SOUND—Top Artists	33 1/2 rpm No. LAL-9023

BEST SELLING—"1600" SERIES Listed Alphabetically

THE BREEZE		
SIDE BY SIDE—K. Starr		1688
COW COW BOOGIE		
THE BLACKSMITH BLUES—E. M. Morse		1693
THE ELKS' PARADE		
SHERWOOD'S FOREST—B. Sherwood		1694
I BELIEVE		
WITH A SONG IN MY HEART—J. Froman		1692
LOVER		
BRAZIL—L. Paul		1600
MULE TRAIN		
THE CRY OF THE WILD GOOSE—T. Ernie		1695
MY BABY'S COMIN' HOME		
MEET MISTER CALLAGHAN		
L. Paul & M. Ford		1690
NATURE BOY		
FOR ALL WE KNOW—N. Cole		1663
OH!		
THE DARKTOWN STRUTTERS' BALL		
P. Hunt		1691
ONCE IN A WHILE		
BRAZIL—Dinning Sisters		1653
PRETEND		
UNFORGETTABLE—N. Cole		1689
TWELFTH STREET RAG		
THE CHARLESTON—P. Hunt		1638
WHEEL OF FORTUNE		
ANGRY—K. Starr		1677

Frank Sinatra

"IT WORRIES ME"

"WHEN I STOP
LOVING YOU"

CAPITOL RECORD NUMBER 2922



Two Great New Records by
Connie Russell

"HOPING"

"CLOSER, CLOSER, CLOSER"

CAPITOL RECORD NUMBER 2923

"LOVE ME"

"PAPA'S PUTTIN'
THE PRESSURE ON"

CAPITOL RECORD NUMBER 2933



RAY ANTHONY

plays



"WOMAN'S WORLD"

from the 20th Century-Fox motion picture of the same name

and

"JAMBO"

(WEST OF ZANZIBAR)

Capitol Record #2936



Two sentimental songs... by
BOB MANNING

**"I'M A FOOL
FOR YOU"**

**"THE OTHER SIDE
OF THE STORY"**



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending September 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1	2	11	HEY, THERE—R. Clooney	Col 40266—ASCAP
2	1	12	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3	4	5	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
4	5	8	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
5	3	13	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
6	9	4	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
7	7	8	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
8	8	4	SKOKIAAN—Four Lads	Col 40306—ASCAP
9	6	11	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
10	13	3	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
11	14	6	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI
12	19	8	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
13	11	9	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
14	12	24	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
15	15	3	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
16	10	9	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
17	20	6	CARA MIA—D. Whitfield	London 1486—ASCAP
18	22	4	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
19	18	11	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
20	17	5	SKOKIAAN—Bulawayo Sweet Rhythm Boys	London 1491—ASCAP
21	23	7	WHAT A DREAM—P. Page	Mercury 70416—BMI
22	28	11	LITTLE SHOEMAKER—H. Winterhalter	V 20-5769—ASCAP
22	—	1	SMILE—Nat (King) Cole	Cap 2897—ASCAP
24	16	6	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
25	21	13	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
26	29	3	I CRIED—P. Page	Mercury 70416—ASCAP
26	—	9	SWAY—D. Martin	Cap 2818—BMI
28	25	2	MOOD INDIGO—N. Petty Trio	X 0040—ASCAP
29	—	1	SKOKIAAN—R. Anthony	Cap 2896—ASCAP
29	—	1	OOP SHOOP—Crew Cuts	Mercury 70443—BMI

This Week's Best Buys

PAPA LOVES MAMBO (Shapiro-Bernstein, ASCAP)—Perry Como—RCA Victor 20-5857

While most dealers have had this disk in stock less than two weeks, it has begun rolling up impressive sales figures in almost all parts of the country. New York, Boston, Philadelphia, Milwaukee and St. Louis were among the cities that reported the record strong. "Mambo" was also rated good in Los Angeles, Dallas, Atlanta, Durham, Detroit, Chicago, Cleveland and Providence. Flip is "The Things I Didn't Do" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

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

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title or position

company

nature of business

address

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Most Played in Juke Boxes

For survey week ending September 15

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	10	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2	2	8	HEY, THERE—R. Clooney	Col 40266—ASCAP
3	4	7	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
4	3	11	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
5	9	4	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
6	5	9	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
7	11	4	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
8	8	9	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
9	7	9	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
10	6	20	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
11	10	11	SH-BOOM—Chords	Cat 104—BMI
12	13	5	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
12	12	6	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
14	—	1	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
15	—	1	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
16	—	1	SKOKIAAN—Four Lads	Col 40306—ASCAP
17	—	2	WHAT A DREAM—P. Page	Mercury 70416—BMI
18	16	2	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
19	19	6	I CRIED—P. Page	Mercury 70416—ASCAP
19	—	1	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI

Most Played by Jockeys

For survey week ending September 15

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	12	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2	2	10	HEY, THERE R. Clooney	Col 40266—ASCAP
3	5	5	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
4	4	11	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
5	8	8	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
6	3	13	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
7	6	8	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
8	13	3	SKOKIAAN—Four Lads	Col 40306—ASCAP
9	7	11	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
10	14	3	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
11	11	6	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
12	14	2	SMILE—Nat (King) Cole	Cap 2897—ASCAP
13	9	24	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
13	11	5	WHAT A DREAM—P. Page	Mercury 70416—BMI
15	17	2	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
16	—	3	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
17	—	2	IF I GIVE MY HEART TO YOU—C. Boswell	Dec 29148—ASCAP
18	20	2	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
18	10	6	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
20	—	1	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP

TAKING OFF LIKE A ROCKET!

the
**FOUR
GUYS**

"TONIGHT'S THE NIGHT"

coupled with

"Not As A Stranger"

MERCURY 70452 • 70452X45

The Billboard Music Popularity Charts

• **Review Spotlight on...**

TALENT

THE FOUR GUYS

In these days of groups Mercury Records has come up with another one with a good chance for attention. On their debut disk the jumping foursome turn in strong readings on two new tunes: "Tonight's the Night" and "Not As a Stranger," on Mercury 70452.

The Cash Box Best Bets

★ "Tonight's The Night"... Four Guys...

The Band That's Making Big News In The Music World!



RICHARD HAYMAN

AND HIS ORCHESTRA

Latest Mercury Release

"THE TOUCH"

coupled with

'MR. POGO'

MERCURY 70445 • 70445X45

ACTION! SALES! REPEAT ORDERS!



RUSTY DRAPER

**"Muskrat
Ramble"**

AND

"The Magic Circle"

MERCURY 70446 • 70446X45



DAVID CARROLL

**"In An Old
Spanish Town"**

AND

"Bumpty Bump"

MERCURY 70444 • 70444X45



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"IT'S A MUST"

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- Tantalizing

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TEAR DROPS"

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HOT DOTS

IF I DIDN'T CARE
The Hilltoppers
15220

**HAPPY DAYS AND
LONELY NIGHTS**
Fontaine Sisters
15171

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Gallatin, Tenn.

Selling tops in Pittsburgh, Detroit,
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Fast Pressings Free
Small or Large Quantity.
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For all territories by large national company. Salary and expenses. Our men know of this ad. Write to
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The Billboard, 1564 Broadway
New York City 36, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending September 15

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

Atlanta

1. Hey, There, R. Clooney, Col.
2. Hold My Hand, D. Cornell, Cor.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Sh-Boom, Crew Cuts, Mer.
6. Little Shoemaker, Gaylords, Mer.
7. Crazy 'Bout You Baby, Crew Cuts, Mer.
8. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
9. Cinnamon Sinner, T. Bennett, Col.

Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Sh-Boom, Crew Cuts, Mer.
4. Skokiaan, R. Marterie, Mer.
5. High and the Mighty, V. Young, Dec.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. This Ole House, R. Clooney, Col.
8. Little Things Mean a Lot K. Kallen, Dec.
9. I'm a Fool to Care L. Paul & M. Ford, Cap.
10. Skokiaan Bulawayo Sweet Rhythm Boys, Lon.

Boston

1. Skokiaan, Four Lads, Col.
2. If I Give My Heart to You Doris Day, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. Hey, There, R. Clooney, Col.
5. Hold My Hand, D. Cornell, Cor.
6. This Ole House, R. Clooney, Col.
7. I Need You Now, E. Fisher, V.
8. Smile, Nat (King) Cole, Cap.
9. I'm a Fool to Care L. Paul & M. Ford, Cap.
10. Rain, Rain, Rain, F. Laine, Cap.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Hold My Hand, D. Cornell, Cor.
3. Hey, There, S. Davis Jr., Dec.
4. Little Shoemaker, Gaylords, Mer.
5. Hey, There, R. Clooney, Col.
6. Skokiaan Bulawayo Sweet Rhythm Boys, Lon.
7. Skokiaan, Four Lads, Col.
8. Smile, Nat (King) Cole, Cap.
9. They Were Doing the Mambo V. Monroe, V.

Chicago

1. Skokiaan, R. Marterie, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. Hey, There, R. Clooney, Col.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. If I Give My Heart to You, D. Lor, Mjr.
6. Cara Mia, D. Whitfield, Lon.
7. High and the Mighty, V. Young, Dec.
8. This Ole House, R. Clooney, Col.
9. What a Dream, P. Page, Mer.
10. St. Louis Blues Mambo, R. Maltby, LBX

Cincinnati

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, R. Clooney, Col.
3. High and the Mighty, V. Young, Dec.
4. I Need You Now, E. Fisher, V.
5. Skokiaan, R. Marterie, Mer.
6. Skokiaan, Four Lads, Col.
7. Little Shoemaker, Gaylords, Mer.
8. In the Chapel in the Moonlight K. Kallen, Dec.
9. Shake, Rattle and Roll, B. Haley, Dec.
10. I'm a Fool to Care L. Paul & M. Ford, Cap.

Cleveland

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Skokiaan, Four Lads, Col.
5. Little Shoemaker, Gaylords, Mer.
6. Skokiaan, R. Marterie, Mer.
7. This Ole House, R. Clooney, Col.
8. Smile, Nat (King) Cole, Cap.
9. Cara Mia, D. Whitfield, Lon.
10. If I Give My Heart to You Doris Day, Col.

Dallas-Fort Worth

1. High and the Mighty, V. Young, Dec.
2. Skokiaan, R. Anthony, Cap.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. Fortune in Dreams, K. Starr, Cap.

Denver

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. High and the Mighty, L. Baxter, Cap.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Skokiaan, R. Marterie, Mer.
7. In the Chapel in the Moonlight K. Kallen, Dec.
8. This Ole House, R. Clooney, Col.
9. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
10. What a Dream, P. Page, Mer.

Detroit

1. Skokiaan, R. Marterie, Mer.
2. Hey, There, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. I Need You Now, E. Fisher, V.
5. This Ole House, R. Clooney, Col.
6. If I Give My Heart to You, D. Lor, Mjr.
7. If I Give My Heart to You Doris Day, Col.
8. Cara Mia, D. Whitfield, Lon.
9. Oop-Shoop, Crew Cuts, Mer.
10. Skokiaan, Four Lads, Col.

Kansas City

1. Sh-Boom, Crew Cuts, Mer.
2. This Ole House, R. Clooney, Col.
3. Skokiaan, R. Marterie, Mer.
4. Hey, There, R. Clooney, Col.
5. Hold My Hand, D. Cornell, Cor.
6. High and the Mighty, V. Young, Dec.
7. Little Shoemaker, Gaylords, Mer.
8. I Cried, P. Page, Mer.
9. I Need You Now, E. Fisher, V.
10. Shake, Rattle and Roll, B. Haley, Dec.

Los Angeles

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, V. Young, Dec.
3. Sh-Boom, Chords, Cat
4. Hold My Hand, D. Cornell, Cor.
5. Little Things Mean a Lot K. Kallen, Dec.
6. Little Shoemaker, Gaylords, Mer.
7. Skokiaan, Four Lads, Col.
8. Hey, There, S. Davis Jr., Dec.
9. I Need You Now, E. Fisher, V.
10. Sway, D. Martin, Cap.

Milwaukee

1. Skokiaan, Four Lads, Col.
2. Hey, There, R. Clooney, Col.
3. Fortune in Dreams, K. Starr, Cap.
4. Sh-Boom, Crew Cuts, Mer.
5. If I Give My Heart to You C. Boswell, Dec.
6. Cara Mia, D. Whitfield, Lon.
7. Oop-Shoop, Crew Cuts, Mer.
8. Little Shoemaker, Gaylords, Mer.
9. I Need You Now, E. Fisher, V.

Minn.-St. Paul

1. Skokiaan, R. Marterie, Mer.
2. Mood Indigo, N. Petty Trio, X
3. Sh-Boom, Crew Cuts, Mer.
4. This Ole House, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Little Shoemaker, Gaylords, Mer.
7. Skokiaan, Four Lads, Col.
8. Skokiaan Bulawayo Sweet Rhythm Boys, Lon.
9. In the Chapel in the Moonlight K. Kallen, Dec.
10. High and the Mighty, V. Young, Dec.

New Orleans

1. If I Give My Heart to You Doris Day, Col.
2. Hey, There, R. Clooney, Col.
3. Little Shoemaker, Gaylords, Mer.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, Four Lads, Col.
6. Cinnamon Sinner, T. Bennett, Col.
7. They Were Doing the Mambo V. Monroe, V.
8. High and the Mighty, L. Baxter, Cap.
9. Skokiaan, P. Prado, V.
10. I Need You Now, E. Fisher, V.

New York

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. They Were Doing the Mambo V. Monroe, V.
4. Little Shoemaker, Gaylords, Mer.
5. Skokiaan, R. Marterie, Mer.
6. Sway, D. Martin, Cap.
7. High and the Mighty, L. Holmes, M-G-M
8. High and the Mighty, V. Young, Dec.
9. If I Give My Heart to You Doris Day, Col.
10. Cara Mia, D. Whitfield, Lon.

Philadelphia

1. If I Give My Heart to You, D. Lor, Mjr.
2. Hey, There, R. Clooney, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. Skokiaan, R. Marterie, Mer.
5. I Need You Now, E. Fisher, V.
6. High and the Mighty, L. Holmes, M-G-M
7. Hey, There, S. Davis Jr., Dec.
8. Little Shoemaker, Gaylords, Mer.
9. I Cried, P. Page, Mer.
10. Shake, Rattle and Roll, B. Haley, Dec.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Skokiaan, Four Lads, Col.
3. Oop-Shoop, S. Gunter, Fla.
4. I Need You Now, E. Fisher, V.
5. If I Give My Heart to You Wright Brothers, M-G-M
6. Sh-Boom, Crew Cuts, Mer.
7. Why Should I Love You Harptones, Bru.
8. High and the Mighty, V. Young, Dec.
9. Skokiaan, R. Marterie, Mer.
10. Veni Vidi Vici, Gaylords, Mer.

St. Louis

1. Skokiaan, R. Marterie, Mer.
2. Hey, There, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.
4. Cara Mia, D. Whitfield, Lon.
5. Sh-Boom, Crew Cuts, Mer.
6. This Ole House, R. Clooney, Col.
7. I Give My Heart to You Doris Day, Col.
8. What a Dream, P. Page, Mer.
9. They Were Doing the Mambo V. Monroe, V.
10. Magic Tango, H. Winterhalter, V.

San Francisco

1. Hey, There, R. Clooney, Col.
2. Hold My Hand, D. Cornell, Cor.
3. Little Shoemaker, Gaylords, Mer.
4. Skokiaan, R. Marterie, Mer.
5. Sh-Boom, Crew Cuts, Mer.
6. High and the Mighty L. Holmes, M-G-M
7. Sway, D. Martin, Cap.
8. They Were Doing the Mambo V. Monroe, V.
9. Hernando's Hideaway, A. Bleyer, Cdc.

Seattle

1. Skokiaan, R. Marterie, Mer.
2. This Ole House, R. Clooney, Col.
3. Oop-Shoop, Crew Cuts, Mer.
4. Hey, There, R. Clooney, Col.
5. Teach Me Tonight DeCastro Sisters, Abb.
6. Sh-Boom, Crew Cuts, Mer.
7. Little Shoemaker, Gaylords, Mer.
8. High and the Mighty, V. Young, Dec.
9. Honey Love, V. Young, Cap.
10. They Were Doing the Mambo V. Monroe, V.

COUNTRY AND WESTERN HITS!



JUST RELEASED BETTY AMOS

"I Will For You"
AND
"The Girl That
Went Wrong"

MERCURY 70456 • 70456X45

"Honey Love" AND "Female Hercules" THE CARLISLES

MERCURY 70435 • 70435X45

"Blue Moon Of Kentucky"

AND
"I Just Got Wise"

MERCURY 70453 • 70453X45

"Poison Lies" AND "Dickson County" "Breakdown" (INSTRUMENTAL)

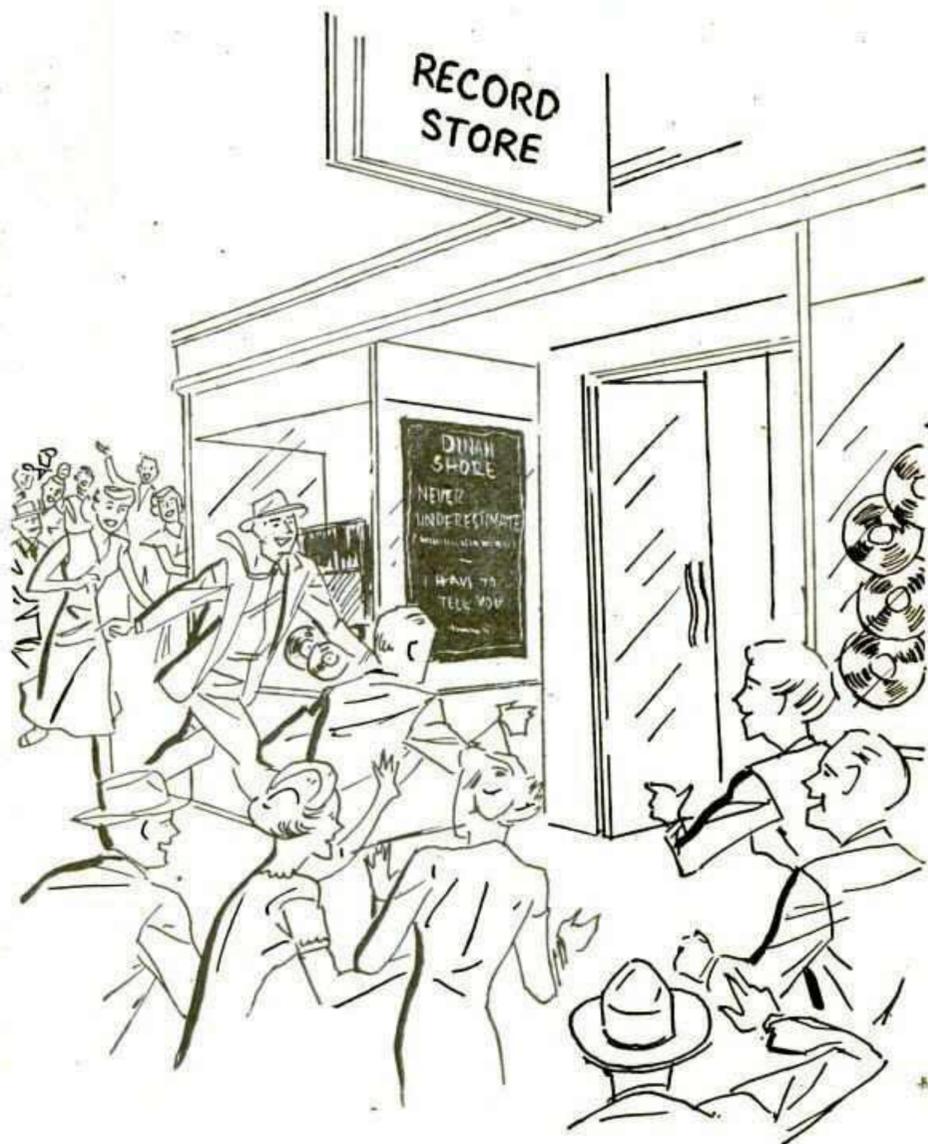
MERCURY 70437 • 70437X45

The STANLEY BROTHERS

WATCH FOR LLOYD'S LATEST AND GREATEST!



NEVER UNDERESTIMATE THE POWER OF THIS LADY...



DINAH SHORE NEVER UNDERESTIMATE

(The Power of a Lady in Love)

SHORE I HAVE TO TELL YOU

From the Fabulous Broadway Musical "Fanny"
Words and Music by Harold Rome

20/47-5863

A "New Orthophonic" High Fidelity Recording



Jox Trix

In step with the increasing popularity of the mambo, Dick Sugar, WEVD, New York, is now emceeing a new daily show, "Tico Tico Time." The show will feature recordings of the latest mambo and cha-cha recordings, and live interviews with artists in the field. . . . Another mambo man, Norman (Big Chief) Wain, WDOK, Cleveland, writes that Joe Loc, New York is writing a new song, "The Big Chief Mambo." Wain's new show, "Mambo Matinee," features mambo music, news, and interviews.

Mike Heuer, KMA, Shenandoah, Ia., is devoting the last half-hour of his nightly show to jazz, as played by such artists as Chet Baker, Oscar Peterson and Dave Pell. Listener reaction is enthusiastic, and several fans have vis-

ited the program, bringing their own records, which Heuer spins on the air.

A salute to Decca's 20th anniversary was a recent feature of Bob Martin's "Record Shop" over KYMR, Denver. Martin played several of Decca's 1,000,000-sellers from The Billboard's list, and devoted a half-hour of the show to selections from the new "Bing" album.

Everybody gets in on the act when John Cardier, KFSA, Ft. Smith, Ark., airs his daily "Round the Town" show. The program features telephone calls

VOX JOX

to people in the news, visiting celebrities, the mayor, police chief, fire chief and other civic officials for items of general interest. A touch of human interest is added by calls to the local hospitals for emergency room news and reports on the recent additions to the community's population. Each Wednesday, the local wrestling promoter is called for information on the current wrestling card, and contestants are interviewed. Both sides of all conversations are aired by "beep tone." Music played between calls consists of pops and old favorites.

Art Nelson, WFAA, Dallas, conducted a poll of his "TQN Night Watch" listeners to determine favorite recording artists. Replies were received from 22 States, and top honors went to Nat (King) Cole, male vocalist; Doris Day, female vocalist; the Four Freshmen, vocal group, and Stan Kenton, band. . . . Coming up on the Joe Ryan show, heard on WALL, Middletown, N. Y., is "Campus Corner." Ryan will visit the more than 25 high schools in WALL's area, and tape interviews with students, glee club selections, teacher comments, etc.

Portales, N. M., teen-agers dance every Friday night at the local Country Club to the music of Jay Smith's "1450 Club" on KENM. Thru the week, teeners send in their record requests for the Friday night shindig, and then are asked to attend the dance attired in a costume representing the song they requested.

Art Ford, WNEW, New York, has titled a half-hour segment of his "Ford at Four" show, "Music From the Movies." Besides playing recordings of songs and themes from motion pictures, Ford will feature interviews with celebrities in New York, Hollywood and Europe.

First Soundings

Marty Monroe, WWGS, Tifton, Ga., writes that he's getting along well in his first radio job. Monroe has three shows daily: "Shopper's Special," from 8:20 to 9 a.m.; a women's music show from 10 to 11 a.m., and "Rhythm Parade," from 3 to 4:30 p.m. He also hosts "Saturday Night Date," heard from 8:30 to 10:30 on Saturday nights.

A special feature of the "Rhythm Parade" show is a daily lesson from "Monroe's Bop Dictionary," a bop word or phrase translated into "square" English. The main theme of the Saturday night show is the "Top 20 Tunes of America," heard from 8:30 to

10:00. This segment also features a "Mystery Music Contest." Monroe plays an old record and asks listeners to identify the band and/or vocalist. The first correct answer wins a recording of a current hit and an appearance as a guest on the following week's show.

The closing segment of "Saturday Night Date" is an uninterrupted half-hour, "Let's Bring Back Swing." The disks aired on this portion of the show are LP recordings from the late 1930's and early 1940's, cut by Benny Goodman, Artie Shaw, Glenn Miller, etc. Monroe is an avid fan of this type of music and commented in his letter, "I certainly believe it to be much greater than most of the so-called music of today, which leads me to ask—how did a miserable piece of junk like "Sh-Boom" ever reach the No. 1 spot?"

Bob Badgley, night owl at WHO, Jes Moines, can boast of a very widespread audience. During the two years that Badgley has hosted "Swingshift Matinee," he has received letters and phone calls from many distant spots. Recently, a man fishing in an Arkansas lake talked to Badgley via ship-to-shore telephone, and two fans called from Sebana Seca, Puerto Rico. He's also received mail from Alaska, South America, the Cook Island area, Greenland, Midway Island, Canada, the Aleutian Islands and servicemen on board ships in the Atlantic and Pacific.

Change of Theme

Jack Lazare, formerly of WNEW, New York, has been appointed a staff announcer at WAAT-WAAT-TV, Newark, N. J. . . . Claude Fraul is a new addition to the staff of WKYW, Louisville. . . . Stan Vestal, WNGS, Hanford, Calif., has been promoted to chief engineer of the station. . . . Del Clark has returned to his turntable chores at WJMR, New Orleans, after a vacation in Chicago. While there, Clark was a guest on Linn Burton's "Operation Midnight." . . . The new deejay at WHOK, Lancaster, O., is Steve Joos, who is also attending Ohio State University. . . . Don Stewart is moving from KWJB, Globe, Ariz., to KTYL, Mesa, Ariz. . . . Harry Waterhouse is replacing Dick Florea at WMRI, Marion, Ind. Florea is now attending Purdue University.

It's vacation time at WAUD, Auburn, Ala. Jim Scott is spending a week at Daytona Beach,

Fla. Upon his return, Marion Hyatt will take a "busman's holiday" and spend a part of his vacation announcing for the Opelika Centennial. Last to go will be Chuck Stowe, who'll spend his time resting in the country. . . . New announcer at WMCT-TV, Memphis, is Sid Arthur, formerly of KSO, Des Moines. . . . Donn Tibbetts, president of the American Society of Disk Jockeys, is switching to television. He'll be seen on WMUR-TV, Manchester, N. H. . . . Jean Shepherd has resigned from WLW-R, Cincinnati.

Guestings

Jon Farmer, WAGA, Atlanta, recently interviewed Vaughn Monroe at the Steak Ranch opening. . . . In town for a stage appearance, Esther Williams, accompanied by husband Ben Gage, was interviewed by Cal Kolby, WDRC, Hartford, Conn. . . . Recent guests of Dave Maynard, WHIL, Medford, Mass., include Verna Leeds, the Crewcuts, the Four Lads, Paul Whiteman and Alec Templeton.

Red Blanchard, deejay from KCBS, San Francisco, was a guest of Rolfe Peterson, KSL, Salt Lake City. . . . Bernie Ruusi and Chuck Speaks, WTNS, Co-shocton, O., recently taped an interview with Kitty Kallen, when she appeared at the Crystal Ballroom at Buckeye Lake, O. . . .

This 'n' That

Rudy Nelson, WBEL, Rockford, Ill., wants to swap a weekly tape of the top three records with a deejay from the East or West Coast—strictly pop records, and the maximum length of the tape is 12 minutes. . . . Jerry Sanders. (Continued on page 62)

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- SEPTEMBER 23, 1944
1. Swinging on a Star
 2. You Always Hurt the One You Love
 3. I'll Walk Alone
 4. Is You Is or Is You Ain't?
 5. Time Waits for No One
 6. I'll Be Seeing You
 7. His Rocking Horse Ran Away
 8. It Had to Be You
 9. G.I. Jive
 10. Amor
- SEPTEMBER 24, 1949
1. You're Breaking My Heart
 2. Room Full of Roses
 3. Someday (You'll Want Me to Want You)
 4. That Lucky Old Sun
 5. Some Enchanted Evening
 6. Maybe It's Because
 7. Jealous Heart
 8. Let's Take an Old-Fashioned Walk
 9. Hucklebuck
 10. Twenty-Four Hours of Sunshine

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THE TALK OF THE ENTIRE COUNTRY . . . since Nov., 1953



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Norman Petty Trio
MOOD INDIGO

"78" X-0040 "45" X-0040

Terry Fell
DON'T DROP IT

"78" X-0010 "45" X-0010

Coming Up

Helen Grayco
OOP-SHOOP
TEACH ME TONIGHT
"78" X-0051 "45" X-0051

Russ Carlyle
IN A LITTLE SPANISH TOWN
IT WAS NICE KNOWING YOU
"78" X-0055 "45" X-0055

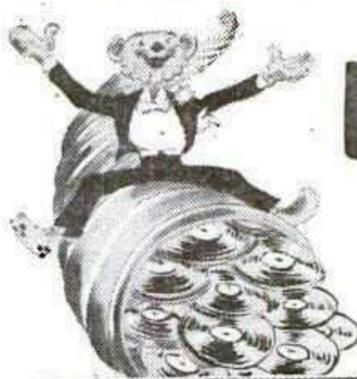
Chicago Special

Pearl Eddy
THAT'S WHAT A HEART IS FOR
DEVIL LIPS
"78" X-0043 "45" X-0043



RECORDS MARK THE HITS!

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MGM's HARVEST OF HITS!

JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
 and
PA PA PA MGM 11802 78 rpm
K 11802 45 rpm

BILLY ECKSTINE sings
YOU LEAVE ME BREATHLESS
 and
OLAY, OLAY (the Bullfighter's Song)
M-G-M 11803 78 rpm K 11803 45 rpm

LEROY HOLMES and his Orchestra
Infectious Theme From The Warner Bros. Film
THE HIGH and the MIGHTY (Whistling by Fred Lowery)
 and
"Rear Window" Theme
LISA
MGM 11761 78 rpm K 11761 45 rpm

The "Joey" girl with another smash hit!
BETTY MADIGAN sings
THAT WAS MY HEART YOU HEARD
 and
ALWAYS YOU
 with the Ray Charles Singers MGM 11812 78 rpm
K 11812 45 rpm

DICK HYMAN TRIO
CECILIA **EAST OF THE SUN**
MGM 11811 78 rpm • K 11811 45 rpm

Recorded from sound track of MGM film "BETRAYED"

DIANA COUPLAND
JOHNNY COMES HOME **JOHNNY COMES HOME**
Holland Street Organ
MGM 30859 78 rpm • K 30859 45 rpm

GINNY GIBSON
THE SONG THAT BROKE MY HEART **THERE'S A SMALL HOTEL**
MGM 11814 78 rpm • K 11814 45 rpm

BILLY FIELDS
THRILLED **DON'T LAUGH AT ME**
MGM 11819 78 rpm • K 11814 45 rpm

RENE TOUZET and his Orchestra
CRAZY RHYTHM **NICOLASA (Cha Cha)**
(Mambo)
MGM 11816 78 rpm • K 11816 45 rpm

ALAN DEAN
I'M LOOKING FOR SOMEBODY **LOVER'S QUARREL**
MGM 11801 78 rpm • K 11801 45 rpm

AL VINO
I HEARD YOU CRIED LAST NIGHT and **ONDINE**
MGM 11805 78 rpm • K 11805 45 rpm

FRAN WARREN
THE MAN THAT GOT AWAY and **LOVE ME, LOVE**
MGM 11769 78 rpm • K 11769 45 rpm

ARTHUR SMITH
LONESOME **HALF-MOON**
MGM 11817 78 rpm • K 11817 45 rpm

COY McDANIEL
SWEET GUITAR WALTZ and **HOEDOWN**
MGM 11808 78 rpm • K 11808 45 rpm

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E 244 33 1/3 rpm long playing
X 244 45 rpm extended play

Recorded Directly From the Sound Track of the MGM Color Glory Musical

ROSE MARIE



Starring **ANN BLYTH • HOWARD KEEL**
FERNANDO LAMAS
MGM 229 78 rpm
E 229 33 1/3 rpm long playing
X 229 45 rpm extended play

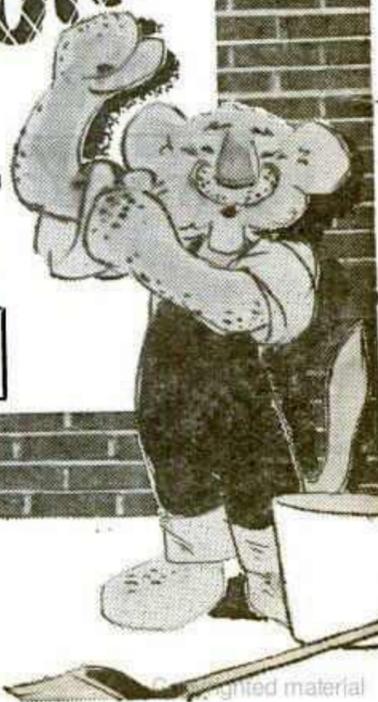
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MGM 263 78 rpm
X 263 45 rpm extended play

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PUBLICITY isn't cheap. Neither is talent. Nor imagination; nor know-how. Twenty years' experience, contacts, respect and confidence are not items that come cheap either. Nor the upkeep! Present clients include fast-rising Johnny Holiday, Pony Sherrill (songs for two current pictures—ask her who turned the tide), Chuck Cabot's Orchestra with Pat Casey, Cardinal Records; Lorry Raine, sizzlin' hot on Dot with "What Would I Do?" (Look Magazine five-paged ad).

PUBLICITY is for the believing. If you believe in yourself, your talent, your record, your product and realize it takes money even to try, but that someone else can sell what you have to sell better than yourself, remember.

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PUBLICITY men have expenses. The overhead is there regardless of the outcome. You can't fly a plane, drive a car without gasoline. My job is to give what you have a chance. I've represented such names as Fred Waring, Mark Warnow, Harry Ruby, J. Fred Coots, Chili Williams, Boyd Raeburn, Russ Morgan. I know my business. My ads don't run regularly because the majority of my clients and my work are on recommendation and reputation. But I am now in process of expanding my facilities. What have you that you want me to help to prove?

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on . . . RECORDS

STAN FREBERG

Sh-Boom (St. Louis, BMI)—Capitol 2929—Here is an uproariously funny take-off on the current r.&b. and pop hit by the zany Freberg and his crew. It is wild, wacky and full of belly laughs and it could become the novelty smash of the fall season. Flip is "Wide Screen Mama Blues" (Maytime, BMI).

FOUR ACES

It's a Woman's World (Robbins, ASCAP)—Decca 29269—The Aces come thru with a smooth and rhythmic reading of a melodic new tune from the upcoming flick "Woman's World." It's sung in the manner of their "Three Coins in the Fountain." Could be a solid juke platter. Flip is "The Cuckoo Bird in the Pickle Tree" (Halsey, ASCAP). Ray Anthony's ork has another good record of the movie tune on Capitol 2936.

McGUIRE SISTERS

Muskrat Ramble (Geo. Simon, ASCAP)—Coral 61258—Here is a brash and exciting rendition by the gals of the two-beat favorite, and with snappy Dixie backing. A strong disk for the boxes. Flip is "Not As a Stranger" (Northern, ASCAP).

EDDIE FISHER

Count Your Blessings (Berlin, ASCAP)—RCA Victor 5871—The bobby soxer's idol lifts his voice to tell about his blessings on this new Irving Berlin ditty from "White Christmas." He's got the name power to make it. Flip is from a new Broadway musical, "Fanny" (Chappell, ASCAP).

SAMMY DAVIS JR.

Because of You—Parts 1 and 2 (Broadcast, BMI)—Decca 29200—Sammy Davis Jr., the irresponsible comic who scored as a singer with "Hey, There" could do it again with this listenable platter of imitations of top singers and actors. And all to the tune that made Tony Bennett a star a few years ago. Good wax here.

Reviews of New Pop Records

LES PAUL-MARY FORD
Whither Thou Goest86
CAPITOL 2928—A Billboard "Spotlight" 9-25-'54.
Mandolino86
A Billboard "Spotlight" 9-25-'54.

RAY ANTHONY ORK
It's a Woman's World80
CAPITOL 2936—Shuffle beat tune is the title song of an upcoming flick. Ork, fem chorus and male group hand the ditty a smooth and most listenable reading. Could make plenty of noise. Watch it. (Robbins, ASCAP)

West of Zanzibar76
The English ditty with a Latin-American beat and a tentative melody and lyric is handed a bright reading by the Anthony ork which might kick off the ditty in this country. It's one of Anthony's best in some time. Vocal is by a group. (Leeds, ASCAP)

DAVID CARROLL ORK
In a Little Spanish Town79
MERCURY 7044—Here's a mighty listenable and relaxed instrumental arrangement of the standard, played by the Carroll ork. The ork's style here is delightfully old-fashioned, with a high pitched sax featured. It's a neat disk and could get oodles of spins. (Feist, ASCAP)
Bumpy-Bump77
The Carroll ork shows off its sweet sound on this bit of program music. It's a light, airy instrumental epic played by the band in toe-tapping fashion. Jocks will wear out this side too. (Johnstone-Montel, ASCAP)

MANTOVANI ORK
Adios Muchachos78
LONDON 1332—The well-known and standard tango tune is delivered in strict dance tempo by the Mantovani fiddle-full ork. Should get plenty of spins and will undoubtedly please the many, many Mantovani fans.
Speakeasy76
More lush Mantovani music — this time in bolero tempo. The ork reading figures to attract and please plenty of customers.

TONY ALAMO
Love, You Didn't Do Right by Me76
MAJAR 131—New Irving Berlin tune from the forthcoming movie, "White Christmas," receives a full-voiced rendition from the chanter supported strongly by the ork. The push the tune will receive from the movie should help the platter. (Berlin, ASCAP)
Just Like a Fairy Tale75
A pretty new tune receives a very capable reading from Alamo on his first recording for the new label. He is backed in lovely style by the Joe Leahy ork. Attractive side should pull spins. (Billy Jr. Music, BMI)

TED HEATH ORK
Stomp and Whistle76
LONDON 1495—A novelty tune, with orchestra chanting one of those act-out-what-you-sing ditties. Interesting for jukes, and well handled by the ork.
Bernie's Tune74
Heath fans will like this tasteful instrumental of a catchy theme. Good for spins.

EILEEN BARTON
And Then76
CORAL 61247—The canary is on a new vocal-style-kick, somewhat similar to Joni James. She contributes an effective vocal here on a lovely ballad. Disk should get plenty of deejay plays. Jack Pleis' backing is excellent. (Harman, ASCAP)
I Have to Tell You72
The thrush wraps up a wistful ballad with a tender, warm vocal treatment. Tune is one of the first out from forthcoming legit musical "Fanny." (Chappell, ASCAP)

VICTOR YOUNG ORK
Smile76
DECCA 29266—The beautiful melody from Chaplin's film oldie "Modern Times" is awarded an expressive strong reading by the Victor Young ork, with the piano solo by Ray Turner worthy of special note. Here's a side that should get strong air play and good sales. (Bourne, ASCAP)

(Continued on page 56)

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 54

The "Rear Window" Theme... 70
The ork plays the theme, a somewhat diffuse melody, with professional aplomb. Mostly for background spinning. (Paramount, ASCAP)

GARY MANN
Here's What I'm Here For... 73
MERCURY 70447—The baritone does a nice job on this lovely ballad "A Star Is Born." Effective choral backing. (E. H. Morris, ASCAP)

A Thousand and One Nights... 68
Mann warbles a ballad from Guy Lombardo's Jones Beach musical, "Arabian Nights." Summer is over, the show is closing and this disk is too late to pick up many plays. (Shapiro-Bernstein, ASCAP)

JERRY JEROME ORK
In a Little Spanish Town... 72
M-G-M 11835—A charming old-fashioned instrumental treatment of the standard, with a pleasant tempo and excellent sax solo work by leader Jerome. Could get juke play.

LINDA LOPEZ ORK
Nursery Mambo... 72
FEDERAL 12194—They'll have the kids in kindergarten bumping with this one. Rendition is by piano and rhythm, and the latter is outstanding. Can move with exposure. (Armo, BMI)
Limehouse Blues Mambo... 70
Clever rework of the standard. Again the rhythm section comes thru with flying colors. (Harms, ASCAP)

JOE MARINE
Fandango... 72
DECCA 29257—A dramatic vocal and orchestra arrangement of the sprightly tune. Marine is featured with the Fred Waring glee club and ork. (Mills, ASCAP)
Cara, Cara, Bella, Bella... 70
A quietly reverent treatment of a song with a strong Italian folk flavor. Should also benefit from strong Waring backing. (Samson, ASCAP)

RAY SEALS-THE COMMODORES
So Close Yet So Far Away... 70
IMPERIAL 633—New group bows on the label with a reading of a new ballad in the tradition of many of the groups around today. The boys are fair, but they need material. (Commodore, BMI)
Cameo... 70
The boys sing a ballad here. They don't sing it too well, but the demand for groups is such that they could get spins. (Commodore, BMI)

CONNIE RUSSELL
Papa's Putting the Pressure On... 70
CAPITOL 2933—The thrush warbles a catchy novelty in a bright, personable fashion. Jocks should spin.
Please Love Me... 70
The canary goes along in the "cat" trend with an r.&b. ditty. Should get spins from the teen-age set. The gal's bluesy vocal style fits right in with the beat.

GORDON MacRAE
Count Your Blessings... 70
CAPITOL 2927—The chanter does quite well, in his usual style, singing the new ballad from the Berlin film "White Christmas." Should get some of any action the tune may stir up via the many diskings.
Cara Mia... 69
Somewhat late to catch the Disk Whitfield disk, but this version may pick up some of the loot on the English tune.

CARMEN McRAE
Tip Toe Gently... 70
VENUS 101—A cute new tune receives a snappy reading from the thrush as she debuts on the new label. The tune has a clever lyric, and the disk could grab many rides, from the jazz jocks especially. Good wax here.

Old Devil Moon... 67
The thrush bows on the label with a mighty smooth reading of the oldie over a bright arrangement. The thrush, who sings much like Jerri Southern, should get plenty of spins on this.

CYRIL STAPLETON ORK
Ava... 69
LONDON 1492—A haunting instrumental, which should get some extra deejay play on strength of title tie-up with Metro's Miss Gardner.
The Waltz of Love... 67
Another lovely instrumental of a waltz theme. Good romantic late-night disk jockey programming.

DAVID STREET
Many a Time... 68
BLUE MILL 102—Street warbles a pretty ballad with pleasant assurance. Nice vocal backing by the Jud Conlan Rhythmaires. (Blue River, BMI)
Jewelry Store in Jersey... 65
A bouncy little ditty with okay performance by Street. (Blue River, BMI)

RICO TURCHETTI ORK
There's a Small Hotel... 68
V 5846—A classy and clever treatment of the evergreen by Turchetti's guitar to dead-pan wind support. Can be danced to in a relaxed way. Jazz fanciers may show interest. (Chappell, ASCAP)
That Da Da Strain... 65
Here things pick up in tempo, but not in commercial interest, except for guitarists, possibly. (Pickwick, ASCAP)

CHRIS CONNOR
Try a Little Tenderness... 68
BETHLEHEM 1302—Miss Connor shows fine vocal talent in this knowing reading of the beautiful oldie. Backing by the Ellis Larkin Trio is appropriately spare. This will bring pleasure to many, if given the exposure it deserves. (Robbins, ASCAP)
Lullaby of Birdland... 65
Warm rendition of the cool classic may interest hipsters. Good wax for late-hour listening. (Patricia, BMI)

DOROTHY SQUIRES
Little Coquette... 65
LONDON 1490—Miss Squires rackets a waltz import with only so-so results, tho the tune is attractive enough.
Precious Love... 65
The English thrush sounds better here, but the commercial result is about the same. Again the tune is good.

LAWRENCE DUCHOW ORK
Swedish Polka... 60
POTTER 4265—Polka version of familiar Swedish melodies is gracefully executed by the ork. Mighty easy listening.
Just Another Polka... 59
A male vocalist handles the lyrics of the ex-pop-polka pleasantly in another listenable and danceable waxing.

THE FOUR STARS
Win or Lose... 55
KING 1382—Vocal quartet does a routine job on a ballad. (Sound, BMI)
Honey, I Could Fall in Love... 55
Same comment. (American, BMI)

LARRY STEVENS
In the Evening on a Blue Lagoon... 45
BONITA 505—Larry Stevens does his best on this extremely involved story ballad over slim backing.
Those Old Magic Blues... 45
Same comment.

MUSIC AS WRITTEN

Continued from page 40

try field, and Gene Becker has signed jazz harmonicist **Toots Thielmans**. . . A new firm, **Dexter Music**, has started in San Francisco. The first tune, "Water Witch Waltz," has been recorded by **Patsy Montana** for Cavalier Records. . . **Dave Oppenheimer**, classical a.&r. chief for Columbia Records, and Masterworks' sales head, **Pete Munvies**, will visit distributors in the East over the next few weeks to push the firm's new classical releases.

Ray Bloch returns to his radio and TV conducting chores after a short vacation. In his absence, **Elliot Lawrence**, late of Majorca, handled the batoning on the following shows: the **Robert O. Lewis** radio and TV segs over CBS and "Stop the Music" over CBS radio.

Jack Mills was being congratulated this week on becoming a grandfather. The seven-pound boy, **Peter Mills Alpert**, was born to Mills' daughter, **Mrs. Helen Alpert**, Thursday (16). . . **Paul Kapp**, publisher and talent manager, is now handling Canadian folk singer **Alan Mills** in the U. S. . . **Bert Mann**, of Adrienne Music, has acquired the score to the upcoming flick "Pinup Girls of 1955."

Chicago

Lorene Younglove, record librarian at Station WIND, leaves this week on a two-week vacation. . . **Betty Mattson**, artist on Academy Records, whose latest is "I'm in Love," is back on her feet following an appendectomy. . . The **Goofers** open at the Palmer House September 23. . . **George Shearing** is current at the Blue Note, and will be followed next week by **Duke Ellington** and his orchestra.

"The Hour of Charm," starring **Phil Spitalny** and His All-Girl Orchestra, with **Evelyn** and **Her Magic Violin**, open at the Edgewater Beach Hotel October 22 for a limited engagement. . . **June Christy** became the mother of a girl last week. . . **Dinah Kaye**, Label X singer, follows **Billy Daniels** into the Town & Country, Brooklyn, thus marking her first New York appearance.

Milwaukee

Parade of bands for the fall at the Schroeder Hotel Empire Room teed off this week (14) with **Gay Claridge**, September 28 to October 12 is still open, according to band booker, **Herb Huwateck**. **Benny Strong** ork comes in October 12 and is followed for a three-weeker commencing October 27 by the **Lecuona Boys**. . . **Jack Richards**, currently at **Jerry Grossman's** Towne Room, is pleased over the way his cleffing job on "Hopelessly" is catching on via the **Ames Brothers'** Victor waxing. . . **Accordionist Tommy Gumina**, making a home town appearance at the Tic-Toc Club,

is making the rounds of the deejays along with his p.m., **Nick Stuart**, on behalf of his Century label recording. . . The **Mellow-Larks**, Epic label foursome, working the Tic-Toc and getting heavy plugs from the area's jockeys. . . Third Street bistros still featuring **Dixie units**, with **Sharkey Bonana** pulling them at the White Pub and **Svata Ciza** and His International Dixieland Five at the Three Dolls. . . Package unit, **The Gaylords**, **Don Cornell** and **Jerry Fielding**, lured lots of customers last week to **George Devine's** Million-Dollar Ballroom.

Hollywood

Rosemary Clooney scheduled for a profile in The Saturday Evening Post by Virginia Bird Martin. . . **Patti Andrews** signed for her second guest appearance on the "Dennis Day Show." . . **Sammy Laine** handling the promotion for **James Deacon Ware's** new stage etching. . . **Janet Leigh** and **Bob Fosse** have recorded "There's Nothing Like Love" for Columbia Pictures' "My Sister Eileen." . . **Margaret Whiting** has been signed for a two-week engagement at the Italian Village, San Francisco, starting September 28. Singer currently follows **Keefe Brasselle**, who is currently headlining there. . . **Eddie Truman** takes over the music chores on "Take a Chance," **Harry Koplans** thrice weekly KHJ-TV show. . . It's a boy, **Howard Dana**, for songwriter **Sam Martin**. . . **Rex Koury** ork has been extended in its stand at the Coconut Grove. . . "Teach Me Tonight," by **Helen Grayco** on "X" Records, and the **Decastros**, on **Abbott**, being covered by a host of the majors. . . **Oscar Hammerstein** guest lectures at **Hal Levy's** UCLA songwriting sessions. . . The **Medallions** and the **Penguins** inked for a rhythm and blues bash at the Shrine October 2. . . **Sammy Cahn** and **Arthur Schwartz** toasted at **Lucey's** here in honor of their score for the **Martin and Lewis** flicker, "You're Never Too Young." . . **Dorothy and Dawn** into **Phil Ahn's** Moon-gate, **Panorama City**. . . **Theresa Music Company** has the tune, "Paid," by **Don Darcel**, host of the **Chevy Chase**, **Beverly Hills**. . . **Bobby Blue** and **Fred Worth** have taken over **Holiday Inn**, **Las Vegas**. . . **Lea Mathews** is the new chirp with the **Woody Herman** band at the **Hollywood Palladium**. . . **Walt Disney** purchased four tunes by **Jeff Chandler** for use in his next production, "The Little Outlaw." . . **Johnny and George**, sepiat song and piano team, have been held over at **Charley Foy's**. . . Singer **Helen Troy** holding forth at **Larry Potter's** for a two-week run. . . **Frances Faye** held over for two weeks at the **Flamingo**, **Las Vegas**.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending September 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1	I DON'T HURT ANY MORE—H. Snow. My Arabian Baby—V 20-5698—BMI	1	18
2	ONE BY ONE—K. Wells-R. Foley. I'm a Stranger in My Home—Dec 29065—BMI	2	19
3	EVEN THO—W. Pierce. Sparkling Brown Eyes—Dec 29107—BMI	3	17
4	THIS IS THE THANKS I GET—E. Arnold. Hep Cat Baby—V 20-5805—BMI	14	4
5	SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers. Even Tho—Dec 29107—BMI	8	16
6	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack. Honey I Need You—V 20-5775—BMI	5	10
7	THIS OLE HOUSE—S. Hamblen. When My Lord Picks Up the Phone—V 20-5739—BMI	9	6
8	LOOKING BACK TO SEE—J. Tubb-G. Hill. I Miss You So—Dec 29145—BMI	6	13
9	RIVER OF NO RETURN—Tennessee Ernie Ford. Give Me Your Word—Cap 2810—BMI	12	5
10	SLOWLY—W. Pierce. You Just Can't Be True—Dec 28991—BMI	7	34
10	HEP CAT BABY—E. Arnold. This is the Thanks I Get—V 20-5805—BMI	11	6
10	WHATCHA GONNA DO NOW?—T. Collins. You're for Me—Cap 2891—BMI	—	1
13	GO, BOY, GO—C. Smith. If You Saw Her Through My Eyes—Col 21266—BMI	4	8
14	ROSE MARIE—S. Whitman. We Stood at the Altar—Imperial 8236—ASCAP	13	22
15	I REALLY DON'T WANT TO KNOW—E. Arnold. I'll Never Get Over You—V 20-5525—BMI	—	37
15	IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny. I'm Beginning to Remember—Chess 4859—BMI	—	1

Most Played in Juke Boxes

For survey week ending September 15

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Record	Last Week	Weeks on Chart
1	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	17
2	ONE BY ONE—K. Wells-R. Foley. Dec 29065—BMI	2	16
3	EVEN THO—W. Pierce. Dec 29107—BMI	3	16
4	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack. V 20-5775—BMI	4	7
5	LOOKING BACK TO SEE—J. Tubb-G. Hill. Dec 29145—BMI	6	10
6	COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	4	4
7	ROSE MARIE—S. Whitman. Imperial 8236—ASCAP	7	20
7	SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers. Dec 29107—BMI	—	12
9	CRY, CRY DARLING—J. Newman. Dot 1195—BMI	8	6
10	DON'T DROP IT—T. Fell. LBX 0010—BMI	10	6

Most Played by Jockeys

For survey week ending September 15

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	Record	Last Week	Weeks on Chart
1	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	1	16
2	EVEN THO—W. Pierce. Dec 29107—BMI	2	17
3	ONE BY ONE—K. Wells-R. Foley. Dec 29065—BMI	4	16
4	GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack. V 20-5775—BMI	6	11
5	COURTIN' IN THE RAIN—T. T. Tyler. Four Star 1660—BMI	3	11
6	THIS IS THE THANKS I GET—E. Arnold. V 20-5805—BMI	10	5
7	WHATCHA GONNA DO NOW?—T. Collins. Cap 2891—BMI	7	4
8	THIS OLE HOUSE—S. Hamblen. V 20-5739—BMI	5	4
9	YOU CAN'T HAVE MY LOVE—W. Jackson & B. Gray. Dec 29410—BMI	8	3
9	GO, BOY, GO—C. Smith. Col 21266—BMI	9	6
11	PLACE FOR GIRLS LIKE YOU—F. Young. Cap 2839—BMI	14	3
12	LOOKING BACK TO SEE—Maxine & J. E. Brown. Faber 107—BMI	13	12
13	OUT BEHIND THE BARN—J. Dickens. Col 21247—BMI	—	5
14	HEP CAT BABY—E. Arnold. V 20-5805—ASCAP	—	1
15	SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers. Dec 29107—BMI	11	14
15	THANK YOU FOR CALLING—B. Walker. Col 21256—BMI	—	13

Folk Talent and Tunes

By BILL SACHS

2160 Patterson, Cincinnati 22

AL TURNER JOINS KGGM, ALBUQUERQUE . . .

Al Turner, for nine years deejay with KRLD, Dallas, and who originated and produced the "Big D Jamboree" on that station, has joined Station KGGM, Albuquerque, N. M., where he is doing four radio and one TV show daily. Turner, who also emceed the "Big D Jamboree" over CBS on Saturday nights, left the Dallas post about a month ago. He has plans for originating a new jamboree from the Albuquerque station around October 15. Webb Pierce is due in Albuquerque September 24.

ANOTHER SCIBILIA UNIT WITH USO . . .

Anton Scibilia, veteran producer, associated with the Karl Taylor Agency, Dayton, O., last week set another country & western unit on an extended tour for USO Camps Shows, Inc. Latest to go are Red Selover and His Southerners, who planed out of Travis Air Base, Oakland, Calif., last week for Tokyo. They will make a 20-week trek of the Far East and mid-Pacific area. In the unit, besides Selover, are Red Perkins, the Brooks Sisters, Greta Fay, Chubby Howard, Bob Beane and Lucky Moore. Scibilia has Roy Acuff and His Smoky Mountain Boys set for a USO tour of Alaska, beginning November 28. Another c.&w. unit, featuring the Downhomers, formerly of WLW, Cincinnati, and the Sheperd Sisters, is on its 15th week of a 20-week USO tour of Europe. Downhomers comprise Guy Campbell, Shorty Cook, Georgia Brown, and others.

Around the Horn

F. J. Del Grosso, who operates Bland Park, Tipton, Pa., reports that Sunset (Kit) Carson and Cody and Cody played the funspot recently to the biggest business ever attracted by a country and western turn on a two-day stand at the spot. Carson and the Codys hopped from Woodstock, Va., to make the date. . . . Tex Roe and His Ramblers (Dick Ely, Don Elster, Bob Howden and Rick Morrison) made a personal with Bud Messner and the Skyliners at Waverly, N. Y., September 5. . . . Dee Ray Williams, formerly on KIND, Independence, Kan., with his Oklahoma Trail Riders, is slated to be discharged from the Army in December. Williams currently has two of his songs on the Mercury label, "Just a Little White" and "Don't Enter," both waxed by another Oklahoma lad, Joe Carson. . . . Hawkshaw Hawkins, member of the "Ozark Jubilee" and RCA Victor artist, along with Lonzo and Oscar and nine circus-type acts did 10 performances in five days to huge crowds at the recent Allegheny County Fair at South Park, Pa., near Pittsburgh. The booking was made by the Jolly Joyce office thru Top Talent, Inc., of Springfield, Mo. . . . Freddy Langdon, of WLW and WLW-TV, was in Louisville September 15 to defend his fiddling honors at the Kentucky State Fair. . . . Jean Shepard has been released from a Springfield, Mo., hospital after recovering from injuries sustained in a fall at her home. . . . A recent visitor at KWTO and RadiOzark, Springfield, Mo., was Bill King, formerly associated with Judy Canova and now personal manager of Pee Wee King and his band. . . . Bill Dudley is reported on the mend after being messed up recently in an auto crash. . . . The Carlises played to more than 12,000 people at the opening of the Garvin Bros. Auto Mart, Fayette, N. C., recently. . . . WLW-TV's "Midwestern Hayride" is featured in the October issue of the new Recordland magazine. . . . Betty Lee and Walter Riddle, husband-and-wife team formerly with WLAP, Lexington, Ky., head up the new "Hoosier Barn Dance" on WMRI, Marion, Ind., which continues to bolster its c.&w. talent staff. Betty and Walt are also guesting on TV via WLBC-TV, Muncie, Ind. Webb Pierce, supported by the Wondering Boys, the Wilburn Brothers, and the Maddox Brothers and Rose, are set for a one-day stand, October 4, at the Tulsa State Fair, Tulsa. . . . RCA Victor's Porter Wagoner appeared as Red Foley's guest on the ABC network portion of the "Ozark

This Week's Best Buys

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

TWO GLASSES, JOE (Tubb, BMI)—Ernest Tubb—Decca 29220
Tubb has one of his strongest releases in some time here. Juke box reports are particularly favorable, altho there is no lack of excellent retail action as well. Good and strong reports were returned this past week from Richmond, Durham, Atlanta, Nashville, St. Louis, Cincinnati, Pennsylvania and Upstate New York. Flip is "Journey's End" (Tubb, BMI). A previous Billboard "Spotlight" pick:

SINGING HILLS (Joy, ASCAP)
I HATE TO SEE YOU CRY (Sharron, BMI)—Slim Whitman—Imperial 8267

Whitman is proving once more that he is one of the real power-houses in the country field. Favorable sales reports in his latest release were received from New England, the South, the Middle and Far West, tho it has been generally available only two weeks. Among the territories reporting the disk off to high early sales were Dallas, Nashville, Atlanta, St. Louis, Chicago, Cleveland, Cincinnati, Buffalo, Boston and Los Angeles. The preferred side was definitely "Singing Hills," tho there were some territories favoring the flip side. A previous Billboard "Spotlight" pick.

C & W Territorial Best Sellers

For survey week ending September 15

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. Hep Cat Baby, E. Arnold, V.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. Courtin' in the Rain, T. T. Tyler, FS.
5. River of No Return, Tennessee Ernie, Cap.

Charlotte

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Never, W & M Tuttle, Cap.
4. Even Tho, W. Pierce, Dec.
5. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
6. This is the Thanks I Get, E. Arnold, V.
7. Whatcha Gonna Do Now? T. Collins, C.
8. This Ole House, S. Hamblen, V.

Cincinnati

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Go, Boy, Go, C. Smith, Col.
4. Even Tho, W. Pierce, Dec.
5. Whatcha Gonna Do Now? T. Collins, Cap.

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
4. This Ole House, S. Hamblen, V.
5. Oceans of Tears, S. James, Cap.
6. I'm a Fool to Care, B. Walker, Col.

Houston

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. If You Don't Someone Else Will, Jimmy and Johnny, Chs.
4. Whatcha Gonna Do Now? T. Collins, Cap.

Jubilee" via KWTO, Springfield, Mo., September 11. Last Saturday's (18) visitors on the Foley seg were Capitol's Hank Thompson and the Brazos Valley Boys, and come Saturday (25), when the Redhead is away on personals, the show's host will be Tommy Sosebee, Coral artist, who will have as his guest for the evening Smilin' Eddie Hill, of the "Grand Ole Opry." . . . Patsy Montana, who has made several guest appearances at the WLS "National Barn Dance" in Chicago recently, will appear at the "Big D Jamboree" in Dallas September 25, and the following day will be a feature at the Oklahoma State Fair, Oklahoma City. Patsy's latest recording on the Cavalier label is "Yodeling Ghost." . . . "Fickle Heart" and "Please, Mr. Bartender," recently cut by Boots Gilbert and Bob Sykes, with Chuck Hatfield's Treble-Aires handling the instrumental backing, on the Fortune label, are due for release this week. Boots, Bob and Chuck are features with the "Michigan Barn Dance," appearing each Saturday night on WWJ-TV, Detroit. . . . "Garden State Jamboree," featuring Slim Whitman, Smokey and Shorty Warren, Rosalie Allen and Eddie Zack and His Dude Ranchers, held forth Saturday (18) at Paterson, N. J. . . . Jesse Rogers and Zeb Turner, with Little Orphan Annie on bass, are at the Copa Club, Secaucus, N. J. . . . Mew Shiner and Shirley Winters are in their 17th week at the Scandia, Garwood, N. J. . . . Shorty Warren and His Western Rangers, featuring the Toothless Twins, put in Sunday (19) at the Circle A Ranch, Deer Park, N. J. . . . Carl Stuart, singing disk-jockey feature of WCOP's "Original New England Hayloft Jamboree," Boston, left Saturday (18) for the Hank Williams Memorial

Day at Montgomery, Ala., accompanied by his personal manager, Herbert L. Shucher, and Joseph Dragun, WCOP music research director. To make the trip, Stuart canceled his personals for the week.

Ked Killen and His Mountain All-Stars, of the "920 Show" over WTCW, Whitesburg, Ky., were features at the recent Clintwood, Va., fair. Other talent on the "920 Show" includes the Kelly Brothers and the Kentucky Ramblers, Estill Stewart and the Flat Mountain Boys, Johnnie and Margaret Hall and the McNight Brothers. The show is now aired from an enlarged downtown studio. . . . Jackie Butler and His Playmates, WRRZ, Clinton, N. C., played the Pender County Fair, Burgaw, N. C., September 15. Jackie and his steel guitarist, Wade Hargrove, made a hop into Nashville recently for a visit with Little Jimmie Dickens and to take in the "Grand Ole Opry." . . . The Hired Hands, WIS-TV, Columbia, S. C., are recording four numbers for Mel Butler, Clinton, N. C., songwriter and BMI publisher. . . . Joe (Cannonball) Lewis jumped into Nashville recently to cut four sides for M-G-M, with the first release set for October 8. Three of the ditties were from the pen of Joe's manager, El Rader. Backing Lewis on the Nashville session were Chet Atkins, electric guitar; Joe Talbot, steel guitar; Gordon Terry, fiddle, and Ernie Newton, bass fiddle. . . . Shorty Thompson and His Western Wranglers, currently at the Evergreen-by-the-Lake suppers in suburban Denver, are slated to return to TV soon for their second year for a Denver used car dealer. . . . Biggest attraction for the country and western trade in the Denver area these days is reported (Continued on page 58)

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Review Spotlight on...

RECORDS

RED FOLEY-ANDREWS SISTERS

She'll Never Know (Rio Grande, BMI)—Decca 29222—The country chanter and the femme trio blend their voices on a mighty pretty country tune that could build into a big one in the country market. Flip side is a folkish tune "Bury Me Beneath the Willow" (Music City Songs, BMI).

Reviews of New C & W Records

PEE WEE KING ORK

Keep Your Eye on My Darling79
V 5847—The tuneful waltz ballad asks for tender, but not too personal, care of his girl friend, and Redd Stewart sings the opus with engaging warmth. Ditty is whistleable and quickly pleasing. This waxing could step out strongly. Bears watching. (Ridgeway, BMI)

Here Lies My Heart....76
Another fine etching, with a tender performance from chanter and ork. (Ridgeway, BMI)

GEORGE JONES

Let Him Know78
STARDAY 162 — A very attractive new weeper is sung emotionally by the country chanter as he advises his girl how to get him back. The melodic ditty and the chanter's performance could help this one get lost. Good wax.

You All Goodnight....76
Bright, sunny tune is sung in the same fashion by Jones on this new release. The chanter sings of a whirlwind love affair here.

WANDA JACKSON

If You Don't Somebody Else Will...77
A cute bouncy ditty sung with considerable charm by Wanda Jackson, who is joined effectively by Billy Gray. Should get spins. (Acuff-Rose, BMI)

You'd Be the First One to Know76
DECCA 29267—Wanda Jackson puts her 1-rt in this simple but effective reading of a romantic-promise ballad. Tune is very appealing. (Brazos, BMI)

TOM TALL

I Want to Walk With You76
FABOR 115—Brisk hand-clap beat adds charm to this bright and happy bouncer of love in the hereafter. This should get lots of jockey attention. (Dandelion, BMI)

You Loved Another One Better Than I....68
Weeper runs a well-worn path, but Tall chants it appealingly. (Dandelion, BMI)

JEANIE PIERSON

Hiding Out75
DECCA 29210 — The Webb Pierce weeper ballad about furtive love is handed an appealing performance by the country thrush. Good wax for the market. (Cedarwood, ASCAP)

Doubtful Heart....73
It's just before the wedding, but she

still has reservations of his constancy. Again Miss Pierson handles her vocal duties with great ability. (Forrest, BMI)

CHUCK MAYFIELD

Helpless Hands75
STARDAY 161 — A mighty strong weeper ballad is sung with true feeling by Mayfield. Should get many, many spins and okay sales. (Starrite, BMI)

Lucky Me....67
Bouncy little ditty is chanted amiably. Pleasant listening. (Starrite, BMI)

BOB ATCHER

Two Can Play Your Game75
TIFFANY 1309—Bob Atcher bows on the label with a persuasive reading of a new country ditty. The singer sells it in a soft-voiced, intimate style feeling. Atcher has possibilities, and the disk could move if pushed. (Doney, BMI)

High and Dry....68
Atcher turns in a fair reading here of another new ballad, but the flip is much stronger. (Doney, BMI)

RUBY WELLS

I'm Not Ashamed to Cry74
V 5849—A good job of warbling by Ruby Wells on an interesting weeper. Will get spins. (Tannen, BMI)

A Kiss and a Promise....71
Conventional weeper about a lover's deception is sung persuasively. (RFD, ASCAP)

PORTER WAGONER

Company's Comin'73
V 5848—A slick beat and spirited reading make this one a good item for jocks and ops. Good listening. (Earl Barton, BMI)

Tricks of the Trade....73
More first-rate chanting by Wagoner on a slick piece of weeper-type material. Should make noise for the guy. (Earl Barton, BMI)

FLOYD TILLMAN

One More Day Wasted Away73
COLUMBIA 21303—Ops should latch on to this Tillman reading of a hokey piece of material, but done in a serious vein.

Sometime, Somewhere, Somehow....72
Tillman, one of the great old c.w. talents, deliver one of his typically low-pressure readings of an attractive country waltz which should please his many fans.

Folk Talent and Tunes

Continued from page 57

to be KOA's "Western Stampede," weekly hour-long jamboree originating from the stage of Denver's Tabor Theater. Produced for radio by Jimmy Atkins, the unit features such talent as Pete Smythe, Ed Barnette, Jeanna Joy and others. . . . Jerry Osborn and His Riders of the Rockies have been signed for 26 weeks as headliners of "T Bar V" hour-long Television show in Denver. . . . One of the busiest men in the Denver territory these days is Uncle Ira Kelly, who puts together and emcees Channel 9's weekly "Rocky Mountain Barn Dance," biggest live TV show in the area.

With the Jockeys

Bill Mack, who twirls 'em on KWFT, Wichita Falls, Tex., cut a session for Imperial last week with his band. Bill reports that the Carlisles' "Honey Love" is scoring handily on his various

MERLE KILGORE

Seeing Double? Feeling Single72
IMPERIAL 8266—Kilgore and the string group turn in a bright reading of a bouncy country ditty. Ops should like it. (Commodore, BMI)

It Can't Rain All the Time....72
Okay country ballad is smartly handled by the chanter. (Commodore, BMI)

TIRBY EDWARDS

Uninvited72
MERCURY 70454—Edwards sings of a wedding with an uninvited guest—the former sweetheart, of course. He sells it with feeling, and the side is worthy of spins. (Tree, BMI)

Try to Understand....70
The chanter asks her to understand that he didn't mean to cause her heartaches, and he asks to be forgiven. Okay wax. (Driftwood, BMI)

CHARLIE ADAMS

Walking With Six72
COLUMBIA 21309—This is a real tearjerker on which Adams could get some of the action kicked up by Sonny Burns Disk. (Starrite, BMI)

See, But It's Dry in Texas....67
The dry refers to a lack of rain. Okay novelty item with, obviously, somewhat local appeal. (Ridgeway, BMI)

ZAG PENNELL

Day and Night Patrol72
COLUMBIA 21302—Good piece of material is handed a sincere reading by Pennell. Jocks will like it.

Some Kinna....67
This is an ode to the women in Dixie—title can best be translated as "some kind-a." Okay stuff.

BUDDY STARCHER

I Was Cryin' Then70
DELUXE 2025—Starcher delivers a nice chant on a bouncy country item with a guitar gimmick which should get spins. (Lois, BMI)

Don't Call No More....69
Another okay country ballad side. Good listening. (Lois, BMI)

GINNY WRIGHT

How to Get Married70
FABOR 114—The advice requested and given here is frequently sought. As conveyed sweetly by Ginny Wright, it should intrigue many listeners. (Dandelion, BMI)

Turn Around My Darlin'....68
Pretty ballad is sung pleasantly by the thrush via multi-dub. (Dandelion, BMI)

JOE TAYLOR-PATTY CORBETT

My Gal's a Square Dance Caller70
EMERALD 9999—Here's an exciting square dance cutting that could get some action in the rural areas. Patty Corbett and Joe Taylor do a good job with the cute, infectious ditty. (Cavalade, BMI)

My Sweet Eleanor....66
The warbler sings this pleasant effort sweetly as he tells of his love for his sweet Eleanor. Okay wax. (Cavalade, BMI)

JIMMY HARTLEY

Cinnamon Sinner65
DELUXE 2026—The warbler does a fair job with the current pop hit as he sings of the lies spun by the candy loving lass. (Raleigh, BMI)

Jennie From Jamaica....62
The warbler tells of the love he found in the Kingston Cafe down Jamaica way. Rhythmic ditty could have used a more expressive vocal. (Lois, BMI)

JOHNNY WESTERN

Honey, How Sweet Can You Be68
JOCO 304—An okay warbling chore on a plaintive ballad, with guitar backing by Johnny Fields.

Love Me, Love Me, Love Me....66
A bouncy vocal on a jaunty little novelty. Fields' guitars are showcased nicely, but Western is better on the flip.

LITTLE GLORIA BRADY

Car Hopplin' Baby55
DANDY 1003 — The young thrush, only eight years old, bows on the label with a pleasant reading of a bright new bouncer. Better recording might have helped the lassie project more strongly.

Just Doin' Things....50
Same comment.

radio shows. . . . Butch Lewis, of EJKO, Springfield, Mass., says there's a scarcity of hillbilly bands, singers and writers in his area, and that he's doing all within his power to build a bigger and better "Voice of the South and West" via his station. . . . Marge and Biff Collie typewrite that "Grand Prize Jamboree," feature of KNUZ, Houston, is pulling bigger audiences since moving its audience shows to Eagles' Hall in that city. Still featured with the unit are Jimmy and Johnny, Floyd Tillman, the Brown Brothers, Jerry Jericho, Tommy Sands and Tex Cherry and the Hoe-Downers. The sponsor, Grand Prize Beer, has just renewed its contract with KNUZ. . . . Jimmie Logsdon, disk rider at WKLO, Louisville, and His Golden Harvest Boys played to nearly 5,000 paid admissions recently at Fontaine Ferry Park, Louisville. New with the outfit is Martha Jean, singer. . . . Nathan Street, c.&w. jock at WKSR, Pulaski, Tenn., gave them an hour of country music daily at the Giles County Fair, Pulaski, September 6-11. . . . Hank Carter, new at KWLK, Longview, Wash., has a daily half-hour platter show, and every Saturday night appears with his four-piece Western swing band at the Colorado Corral, Kalama, Wash. He had as recent guests on his air show Freddy and Don, of the Maddox Brothers and Rose. . . . Jim Lader (Kaklus Jim), jock at KBMN, Bozeman, Mont., reports that Martha Carson and Little Jimmie Dickens were in the area recently, with Pee Wee King due October 2. Kaklus Jim and His Rhythm Ramblers have signed to record for Hilite Records in Vermont. . . . Hillbilly

Gaines has been sitting in for Cousin Gene Fondren on the daily "Red Jones Show" over KTAE, Taylor, Tex., while the latter vacations. Gaines has his own morning seg on the same station. . . . Jim Hall, of WFNS, Burlington, N. C., started a new TV show with his TV Rangers on WTVD, Durham, N. C., September 13. Seg shows Monday, Wednesday and Friday, beginning at 5:30 p.m. Hall had Ray Price and the Cherokee Cowboys in for a date at the Armory, Burlington, September 9.

Bob McClusky, former sales manager of country records for RCA Victor and now in the publishing and personal management end of the c.&w. business, recently brought Dave Denney, of Albany, N. Y., into Nashville to cut a session for Fred Rose, of Acuff-Rose, for M-G-M. Tunes, "Stop, You're Breaking My Heart" and "Cry, Fool, Cry," ship to the jocks this week. Backing Denney on the two disks are Chet Atkins, electric guitar; Bud

Isaacs, steel guitar; Louis Innis, rhythm guitar; Dale Potter, fiddle; Ernie Newton, bass, and Marvin Hughes, piano. . . . Kenny Lee, RCA Victor artist, is on a swing of the South and Midwest hustling disk jockeys on his latest release, "Holding Hands." . . . Buddy Williams, performer and d.j., now working with country music talent at WEIR, Weirton, W. Va., has recently signed with Blue Ribbon Records.

Hollywood

Jim Reeves slated for a return trip up thru the Northwest, with a stopover at Buck and Sunny's Rogue Valley Ballroom, Medford, Ore. . . . Fabor Robison left Hollywood last week for an extensive tour of the South, with Texas his first stop on a schedule that will take him to New York. Abbott Records' president will visit with distributors and look for new talent. . . . Smiley Burnette inked for the big Pancake Festival at Villa Grove, Ill., October 6. . . . Roy Rogers troupe is in New York for their September 30-October 17 engagement at Madison Square Garden. Rogers worked to top crowds at the recent Canadian National Exhibition in Toronto. . . . Paul Cohen, Decca Records' artist and repertorie topper, rushed Mitchell Torok into a recording session last week shortly after his signing. Torok was responsible for "Caribbean" and "Mexican Joe" on Abbott Records. . . . Jimmy Wakely set for a string of theater dates along the Coast this fall. . . . Dallas Frazier has a new Christmas album at Capitol Records. He is managed by Cliffie Stone Enterprises.

Chess #4859

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The Wondering Boy

According to The Billboard's September 18 issue
This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:
YOU'RE NOT MINE ANYMORE (Cedarwood, BMI)
MORE AND MORE (Commodore, BMI)—Webb Pierce—Decca 29252
 Pierce is still the champ in his division. First week reports on his most recent release indicate that wherever it has been received, sales have immediately been in the strong category. Both sides are seeing considerable action and it does not seem likely that it will be long before one or both sides appear on the national charts. Atlanta, Nashville, Richmond and Durham were among the first cities to return enthusiastic sales reports. A previous Billboard "Spotlight" pick.

WEBB PIERCE

"YOU'RE
NOT MINE
ANYMORE"

"MORE
AND
MORE"

Decca 29252

PERSONAL MANAGEMENT

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending September 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Weeks on Chart	Last Week	Chart
1. ANNIE HAD A BABY—Midnighters.....	2	4	4
She's the One—Federal 12195—BMI			
2. WHAT A DREAM—R. Brown.....	1	8	8
Please Don't Freeze—Atlantic 1036—BMI			
3. HURTS ME TO MY HEART—F. Adams.....	3	6	6
Ain't Gonna Tell—Herald 434—BMI			
4. HONEY LOVE—C. McPhatter.....	4	15	15
Warm Your Heart—Atlantic 1029—BMI			
5. SEXY WAYS—Midnighters.....	6	12	12
Don't Say Your Last Goodbye—Federal 12185—BMI			
6. SHAKE, RATTLE AND ROLL—J. Turner.....	9	21	21
You Know I Love You—Atlantic 1026—BMI			
7. WORK WITH ME ANNIE—Midnighters.....	5	23	23
Sinner's Prayer—Federal 12169—BMI			
8. EBB TIDE—R. Hamilton.....	7	3	3
Beware—Epic 9068—ASCAP			
9. I'VE GOT MY EYES ON YOU—Clovers.....	10	2	2
Your Cash Ain't Nothin' But Trash—Atlantic 1035—BMI			
10. TICK, TOCK—Marvin & Johnny.....	10	2	2
Cherry Pie—Modern 933—BMI			

Most Played in Juke Boxes

For survey week ending September 15

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Weeks on Chart	Last Week	Chart
1. WHAT A DREAM—Ruth Brown.....	2	5	5
Atlantic 1036—BMI			
2. HONEY LOVE—Drifters.....	1	14	14
Atlantic 1029—BMI			
3. WORK WITH ME ANNIE—Midnighters.....	3	19	19
Federal 12169—BMI			
4. SEXY WAYS—Midnighters.....	4	10	10
Federal 12185—BMI			
5. ANNIE HAD A BABY—Midnighters.....	—	1	1
Federal 12195—BMI			
6. YOUR CASH AIN'T NOthin' BUT TRASH—Clovers.....	7	5	5
Atlantic 1035—BMI			
6. SHAKE, RATTLE AND ROLL—J. Turner.....	6	20	20
Atlantic 1026—BMI			
8. HURTS ME TO MY HEART—F. Adams.....	9	3	3
Herald 435—BMI			
9. SH-BOOM—Chords.....	5	12	12
Cat 104—BMI			
10. WHEN MY HEART BEATS LIKE A HAMMER—B. B. King.....	8	3	3
RPM 412—BMI			

Review Spotlight on... RECORDS

MARVIN AND JOHNNY

Flip (Venice, BMI)
Day In—Day Out (Venice, BMI) — Specialty 330 — Marvin and Johnny, currently one of the hottest teams in the field, come thru with a solid performance here on two strong new tunes. "Flip" is an attractive effort with a bright and tricky beat; "Day In" is a warm ballad. Both could move out.

SPIRITUALS

MAHALIA JACKSON

Walking to Jerusalem (Bess, BMI)
What Then (Bess, BMI)—Apollo 289—There are few Mahalia fans who will not appreciate the thrush's great warbling on these two sides. They are her best waxings in a long while. Top side is an up-tempo jubilee effort which she sells feverently; flip is a slower tune that gives Mahalia a chance to sell her gospel message with conviction. Fine wax for the market.

R & B Territorial Best Sellers

For survey week ending September 15

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Honey Love, Drifters, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Ebb Tide, R. Hamilton, Epi.
- Shake, Rattle and Roll, J. Turner, Atl.
- Evil Is Going On, H. Wolf, Chs.
- Your Cash Ain't Nothin' But Trash, Clovers, Atl.
- Sexy Ways, Midnighters, Fed.
- I've Got My Eyes on You, Clovers, Atl.

Balti.-Wash.

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Sexy Ways, Midnighters, Fed.
- God Only Knows, Capris, Got.
- Hurts Me to My Heart, F. Adams, Her.
- Honey Love, Drifters, Atl.
- Work With Me Annie, Midnighters, Fed.

Charlotte

- Annie Had a Baby, Midnighters, Fed.
- Tick Tock, Marvin & Johnny, Mod.
- Sexy Ways, Midnighters, Fed.
- Work With Me Annie, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Honey Love, Drifters, Atl.
- So Let There Be Love, R. Hamilton, Epi.
- Hurts Me to My Heart, F. Adams, Her.
- Shake, Rattle and Roll, J. Turner, Atl.
- I've Got My Eyes on You, Clovers, Atl.

Chicago

- Honey Love, Drifters, Atl.
- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Shake, Rattle and Roll, J. Turner, Atl.

- Your Cash Ain't Nothin' But Trash, Clovers, Atl.
- When the Lights Go Out, J. Witherspoon, Che.

Cincinnati

- What a Dream, R. Brown, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Hurts Me to My Heart, F. Adams, Her.
- Tick Tock, Marvin & Johnny, Mod.
- Annie Had a Baby, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.

Detroit

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Ebb Tide, R. Hamilton, Epi.
- Work With Me Annie, Midnighters, Fed.

Los Angeles

- Hurts Me to My Heart, F. Adams, Her.
- Oop Shoop, S. Gunter, Fla.
- What a Dream, R. Brown, Atl.
- Dream, D. Washington, Mer.
- Sh-Boom, Chords, Cat.
- Tick Tock, Marvin & Johnny, Mod.
- Heart of Stone, Jewels, R. & B.

New Orleans

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Shake, Rattle and Roll, J. Turner, Atl.
- Honey Love, V. Young, Cap.
- Work With Me Annie, Midnighters, Fed.

New York

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.

This Week's Best Buys

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

I DON'T HURT ANYMORE (Hill & Range, BMI)

DREAM (Goldsen, ASCAP)—Dinah Washington—Mercury 70439

Moving slowly but steadily in the month since it has been released, this disk is beginning to shape up as a national chart threat. Placing on the St. Louis and Los Angeles territorial charts this week, it was also reported to be a strong seller in Nashville and Cleveland. Other cities that rated the record good and still climbing included Philadelphia, Buffalo, Cincinnati, Chicago and Detroit.

SIPPITY SUM (Progressive, BMI)—The Chords—Cat 109

After "Sh-Boom," it is perhaps not surprising that this group's second release should find a ready market, in both the rhythm and blues and pop fields. In New York, Philadelphia, Los Angeles, Richmond and St. Louis, sales reports in both categories were especially strong. It is also building rapidly in Boston, Cleveland, Chicago, Detroit and New Orleans. Flip is "Bless You" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

Rhythm & Blues Notes

By BOB ROLONTZ

A few weeks ago the Billboard's best selling and most played in juke boxes r.&b. charts were dominated by groups or male singers. At that time the girls were having a tough time coming up with a hit. But just to show that you can't keep a good woman down, two of the top thrushes, Ruth Brown and Faye Adams have come with solid hits. Ruth's big one "What a Dream" is now in the top slot on the juke chart and in second place on the best sellers. And Faye has the third best selling record with "Hurts Me to My Heart" and it is number eight on the juke chart. Ruth Brown by the way is now out on the road doing one-nighters, and Faye Adams is scoring big in her first engagement as a single, with the giant Rhythm and Blues one-nighter package.

Speaking of girl singers, Dinah Washington was one of the guests at Lionel Hampton's opening at the Basin Street in New York this week. She wasn't the only celebrity; Joe Louis, Sammy Davis Jr., Jackie Cooper, Don Budge, Joe Glaser, Oscar Peterson and many others turned out to watch the peripatetic Hamp on the vibes.

Shaw Artists had to cancel all bookings of Fats Domino when the singer became ill this week (13) due to infected tonsils. Domino became ill in Baton Rouge and is now in a hospital in New Orleans. He is recovering from the infection and when he is fully recovered, about the end of the month, they will remove the tonsils completely. The agency expects the singer to be able to return to work by October 10. Domino was playing a Southern tour with The Clovers, and the agency rushed in Amos Milbrun and Floyd Dixon to replace him with the group. Milbrun and Dixon will play with the Clovers until a replacement is set for the Clovers' package.

Erroll Garner is set for six months of bookings, from October until April, with the exception of a week in December and two weeks in March. In these weeks the pianist may want a rest. There is a possibility that Garner may be packaged with the Woody Herman ork for college dates this fall.

- Honey Love, Drifters, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Hurts Me to My Heart, F. Adams, Her.
- Work With Me Annie, Midnighters, Fed.
- Dear One, Scarlets, RR.
- Sh-Boom, Chords, Cat.

Philadelphia

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Annie Had a Baby, Midnighters, Fed.
- Hey, There, S. Davis Jr., Dec.
- Ebb Tide, R. Hamilton, Epi.
- High Heels, B. Doggett, Kng.
- God Only Knows, Capris, Got.

St. Louis

- Annie Had a Baby, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- I Don't Hurt Anymore, D. Washington, Mer.
- Shake Rattle and Roll, J. Turner, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Dream, D. Washington, Mer.
- Honey Love, Drifters, Atl.
- When My Heart Beats Like a Hammer, B. B. King, RPM
- What a Dream, R. Brown, Atl.

Still the Greatest!

"OH WHAT A DREAM"

RUTH BROWN
1036



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"NEVER LET ME GO"
b/w "BURLEY CURTIE"

Duke #132

LESTER WILLIAMS

"CRAZY 'BOUT YOU BABY"
b/w "DON'T TAKE YOUR LOVE FROM ME"

Duke #131

THE SULTANS

"I CRIED MY HEART OUT"
b/w "BABY, DON'T PUT ME DOWN"

Duke #133



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b/w TIME OUT

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EXCELLO 2042

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I'M WAITING AND WATCHING
b/w ONE DAY

The Sons of the South
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NASHBORO RECORD CO., Inc.
177 3d AVE., N. NASHVILLE, TENN.

Firms' Fall Lines of Phono Merchandise

Continued from page 31

Specifications: 3-speed
Model: 9590, 9490, 980
Design: Portable
Specifications: 3-speed automatic
Model: 620
Design: Table
Specifications: Hi-fi 3-speed automatic
Model: 98830
Design: Portable
Specifications: 3-speed automatic radio-phonograph combination
Model: 600
Design: Console
Price: \$199.95
Specifications: 3-speed, 2 speakers 4" and 8", 5 watt amplifier, twin-sapphire style

STROMBERG-CARLSON

1225 Clifford Ave.
 Rochester 21, N. Y.

Model: Hi-Fi-Et
Design: Portable
Price: —
Specifications: 3-speed record changer, 8" speaker, self contained amplifier
Model: Imperial; Royale
Design: Console television-radio-phonograph
Price: —
Specifications: Hi-fi 3-speed record changer, UHF-VHF television 12" coaxial speaker
Model: Custom 400
Design: Console television-radio-phonograph
Specifications: Hi-fi 3-speed record changer, 12" coaxial speaker, electronic tuning indicator, acoustical labyrinth, AM-FM tuner

TRAV-LER

571 West Jackson Blvd.
 Chicago, Ill.

Model: 5372
Design: Portable radio-phonograph
Price: —
Specifications: 3-speed record changer, built-in loop antenna
Model: 5310
Design: Table radio-phonograph
Price: \$69.95 to \$79.95
Specifications: 3-speed record changer, built-in loop antenna, 4"x6" speaker
Model: 7053
Design: Portable
Price: \$19.95
Specifications: 3-speed
Model: 7054
Design: Portable
Price: \$24.95
Specifications: 3-speed
Model: 7055
Design: Portable
Price: \$49.95
Specifications: 3-speed record changer, 4"x6" speaker
Model: 9051
Design: Hi-fi portable
Price: \$89.95
Specifications: 3-speed record changer, 4 tubes, 3 speakers
Model: 9050
Design: Hi-fi portable
Price: \$69.95
Specifications: 3-speed record changer, 3 tubes, single speaker
Model: 9052
Design: Table hi-fi
Price: \$99.95 to \$109.95
Specifications: 3-speed record changer, 4 tubes, 3 speakers
Model: 9061
Design: Console
Price: \$149.95 to \$169.95
Specifications: Hi-fi 3-speed record changer, 4 tubes, 3 speakers
Model: 9062
Design: Console
Price: \$199.95 to \$219.95
Specifications: Hi-fi 3-speed record changer, 7 tubes, 4 speakers with 20 watts output

VANITY FAIR

50 South Fourth St.
 Brooklyn 11, N. Y.

Model: 51
Design: Portable
Price: —
Specifications: 3-speed, crystal pickup
Model: 500S
Design: Table
Price: —
Specifications: Single speed
Model: 600
Design: Portable
Price: —
Specifications: Single speed
Model: 700
Design: Table
Price: —
Specifications: Single speed
Model: 400
Design: Console
Price: —
Specifications: Single speed
Model: 515
Design: Hi-fi portable
Price: —
Specifications: 3-speed record changer, twin speakers, 3 tube amplifier

VIDEO CORP. OF AMERICA

229 West 28th St.
 New York 1, N. Y.

Model: HF-120
Design: Chairside radio-phonograph
Price: \$335.00
Specifications: 3-speed, hi-fi, FM-AM tuner, 10-watt amplifier and pre-amplifier, 8" heavy speaker
Model: HF-130
Design: Modern radio-phonograph
Price: \$735.00
Specifications: 3-speed, hi-fi, FM-AM tuner, Webster-Chicago 3-speed changer with G. E. cartridge, VC-20 amplifier, 12" speaker
Model: HF-140
Design: Period console radio-phonograph
Price: \$529.00

Model: HF-150
Design: Provincial radio-phonograph
Price: \$625.00
Specifications: 3-speed, FM-AM tuner, 12" speaker, 20-watt amplifier and pre-amplifier
Model: HF-90
Design: Table record player
Price: \$139.50
Specifications: 3-speed, 6-watt amplifier, dual speakers, sound
Model: HF-101
Design: Lift-up console record player
Price: \$179.90
Specifications: 3-speed, 12" speaker

V-M

Benton Harbor, Mich.

Model: 556
Design: Portable hi-fi
Price: \$119.95
Specifications: 3-speed record changer, 8" speaker, 4" tweeter, siesta switch, "45" spindle
Model: 560
Design: Table hi-fi
Price: \$149.50
Specifications: 3-speed record changer, 3 speakers, 5-watt amplifier, ceramic cartridge, twin-sapphire needles
Model: 700
Design: Tape recorder
Price: \$179.95
Specifications: Two speed, dual speakers, automatic shut-off, precision tape index timer
Model: 131
Design: Portable
Price: \$29.95
Specifications: 4-speed
Model: 121
Design: Portable
Price: \$22.95
Specifications: 4-speed
Model: 151
Design: Portable
Price: \$49.95
Specifications: 3-speed
Model: 920
Design: Record changer attachment
Price: \$39.95
Specifications: 3-speed record changer, siesta switch
Model: 972
Design: Table
Price: \$59.95
Specifications: 3-speed record changer, siesta switch
Model: 990
Design: Portable
Price: \$69.95
Specifications: 3-speed record changer, siesta switch, ceramic cartridge, speaker
Model: 986
Design: Portable
Price: \$86.50
Specifications: 3-speed record changer, 5"x7" speaker, siesta switch, "45" spindle

WATERS CONLEY

190 N. State St.
 Chicago 1, Ill.

Model: TK-2146
Design: Portable
Price: \$47.50
Specifications: 3-speed manual, 5 1/4" Alnico V speaker
Model: TK-139T
Design: Portable
Price: \$39.95
Specifications: 3-speed heavy duty Alnico V speaker
Model: TK-146
Design: Portable
Price: \$29.95
Specifications: 3-speed 6x4 Alnico V speaker
Model: TK-2149
Design: Portable
Price: \$83.50
Specifications: 3-speed de luxe automatic heavy duty 6" Alnico V speaker
Model: TK-236
Design: Portable
Price: \$74.50
Specifications: 3-speed portable automatic, 6" Alnico V speaker
Model: S-62
Design: Hand wound portable
Price: \$23.95
Specifications: Waters Conley master re-producer.

WEBCOR

Chicago 39, Ill.

Model: 2020
Design: Portable tape recorder
Price: \$179.50
Specifications: Input-output jacks, push button controls, tone control.
Model: 2010
Design: Portable tape recorder
Price: \$207.50
Specifications: Two recording heads, one knob control, automatic stops, six-inch speaker, input-output jacks
Model: 2021, 2, 3, 4
Design: Table model tape recorder
Price: \$169.50-\$187.50
Specifications: Same as model 2020
Model: 2030
Design: Portable tape recorder
Price: \$239.50
Specifications: Same as 2010 plus three speakers, mahogany leatherette case

WEBSTER ELECTRIC

Ekotape Recorder
 Racine, Wis.

Model: 101, 103
Design: Portable
Specifications: Dual channel amplifier, speaker 8"
Model: 114, 116
Design: Portable
Specifications: Two tape speeds—114 with a speed of 3 3/4" per second, 116 with a speed of 7 1/2" per second, speaker 5"x7"
Model: 205
Design: Portable
Specifications: Speaker 5"x7" oval, PM type 3 3/4" and 7 1/2" per second, output jack for 3.2 ohm external speaker

Reviews of New R & B Records

JOE TURNER ORK
Well All Right 85
 ATLANTIC 1040 — A Billboard "Spotlight" 9-18-'54. (Progressive, BMI)
Married Woman... 83
 A Billboard "Spotlight" 9-18-'54. (Progressive, BMI)

WILBERT HARRISON
Don't Drop It 80
 SAVOY 1138—The label has come up with a fine new singer in Wilbert Harrison who has a bright, listenable style. He does a mighty fine job here with the country hit, selling it in spritely fashion over happy backing. Watch this warbler. (American Music, ASCAP)
The Ways of a Woman... 78
 On this side the chanter sings of the difficulties faced by the average man in trying to reckon the ways of a woman. Again the chanter impresses with his vocalizing. (Crossroads, BMI)

VARETTA DILLARD
Send Me Some Money 80
 SAVOY 1137—Varetta Dillard, who has been away from wax for a long time, returns with a solid rendition of

Model: 102-9
Design: Portable Ekotape announcer
Specifications: 7 1/2" per second, large size amplifier, with dual channels built in 8" speaker

WILCOX-GAY

70 Washington St.
 Brooklyn 1, N. Y.

Model: 4A10
Design: Portable
Price: \$149.95
Specifications: Push button tape recorder, dual track, speaker jack 2 speeds, 3 3/4 and 7 1/2 IPS
Model: 4B10
Design: Portable
Price: \$179.95
Specifications: De luxe push button tape recorder, 2 5x7" speakers, 2 speed, 3 3/4 x 7 1/2" IPS, speaker outlet
Model: 4C10
Design: Portable
Price: \$199.95
Specifications: Tape and disc recordio combination
Model: 4F10
Design: Portable
Price: \$199.95
Specifications: Hi-fi push button tape recorder, push-pull amplifier, 3 5x7" speakers, 3 3/4 and 7 1/2 IPS, 3 ext. speaker jacks

ZENITH

6001 Dickens Ave., Chicago, Ill.
Model: HF-14 Super-Phonic
Design: Table phonograph
Price: \$129.95
Specifications: Speaker front-mounted, 7 1/2" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier
Model: HF-14E Super-Phonic
Design: Table phonograph
Price: \$139.95
Specifications: Speaker front-mounted 7 1/2" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier
Model: HF-15E Custom Super-Phonic
Design: Table phonograph
Price: \$159.95
Specifications: Speaker front-mounted 7 1/2" woofer, 6.8 oz. Alnico magnet, 3.2 watts amplifier
Model: HF-15R Custom Super-Phonic
Design: Table phonograph
Price: \$149.95
Specifications: Speaker front-mounted 7 1/2" woofer, Alnico magnet, 3.2 watts amplifier
Model: HF-M1184E The Rhapsody
Design: FM-AM radio-phonograph
Price: \$500
Specifications: Dual speaker system, 12" woofer, 20 watts amplifier
Model: HF-M1190R The Prelude
Design: FM-AM radio-phonograph
Price: \$485
Specifications: Dual speaker system 12" woofer with 2-pound Alnico 5 magnet, 20 watts amplifier, 10 tube FM-AM tuner
Model: L2894HU The Stratosphere
Design: 4-way Combination, AM-FM radio-phonograph, 27" television
Price: \$1,250
Specifications: 27" television with Zenith Cinebeam picture, AM-FM radio plus hi-fi Cobra-Matic record player

Model: HF-14
Design: Table
Price: \$129.95
Specifications: 3-speed hi-fi, dual needle cartridge, front mounted 7 1/2-inch woofer, 3.2-watt amplifier
Model: HF14E
Design: Table phono
Price: \$139.95
Specifications: 3-speed, 7 1/2-inch woofer, 3 1/2-inch tweeter, 3.2-watt amplifier
Model: HF15R
Design: Table phono
Price: \$149.95
Specifications: 3-speed, 7 1/2-inch woofer, 3 1/2-inch tweeter, fly-wheel turntable, 3.2-watt amplifier.
Model: S-9013
Design: Portable
Price: \$99.95
Specifications: 3-speed, cobra-matic changer
Model: HFR 21R
Design: The Mozart hi-fi phono console
Price: \$229.95
Specifications: 3-speed, cobra-matic changer, dual needle cartridge
Model: HFR 20E
Design: Console
Price: \$239.95
Specifications: 3-speed, cobra-matic changer, dual needle cartridge
Model: HFR 16R
Design: Portable super-phonograph
Price: \$139.95
Specifications: 3-speed, 7 1/2-inch woofer, 3 1/2-inch tweeter, 3.2-watt amplifier

an exciting new rhumba blues. The thrush sells it with feeling, and the backing is good. A good side that could break thru. (Blazon, BMI)
Love... 77
 A weeper ballad receives a warm vocal from the thrush, as she tells how love has broken her heart. Listenable disk, but the flip is stronger. (Crossroads, BMI)

THE CHARMS

Hearts of Stone 79
 DE LUXE 6062—A powerful piece of material is handed a mighty good rendition by the boys over backing with a beat. This is one of the group's best records to date, and in spite of the competition, they have a chance for a good share of the loot. (Regent, BMI)
Who Knows?... 78
 Another good side by the boys makes for a strong two-sided disk. This tune is a slow-tempo ballad with an insinuating beat, and the Charms sing it neatly. Disk is a good one for the boxes. (Jay & Cee, BMI)

BILL ROBINSON-THE QUAILS

Why Do I Wait? 77
 DE LUXE 6059—He wants his gal to come back home, and he chants of his desire in an infectious waxing that moves strongly with a compelling rhythm all the way. Crying gimmick near the close helps sustain interest. (Lois, BMI)
Heaven Is the Place... 76
 A beautiful performance of a tender love ballad. It should move many listeners and should earn more than satisfactory sales. Good wax. (Lois, BMI)

MEMPHIS SLIM

Four Years of Torment 77
 UNITED 182—Folk-style blues is a mournful dirge which hints rather broadly that all the chanter's troubles are due to the Republican administration. Regardless of the political implications, this is a moving performance by Memphis Slim that should have many demanding repeat spins. (Pamlee, BMI)
I Love My Baby... 73
 Another sad, sad blues, persuasively sung by the artist. More good wax. (Pamlee, BMI)

WILLIE MAE THORNTON

Stop Hoppin' on Me 77
 PEACOCK 1642—Willie Mae Thornton comes thru with a strong rendition of a wild jump item in the mood of her "I Smell a Rat." She tells her boy friend that he had better stop picking on her. Good rendition but routine material. (Lion, BMI)
Story of My Blues... 72
 The big-voiced thrush does a listenable job with this new blues effort, singing about the troubles of this pretty world. (Lion, BMI)

MILDRED JONES

Mr. Thrill 77
 PEACOCK 1638 — Here's a record that is bound to get juke box plays but will probably be banned on a lot of stations. The thrush, on this rocker over a solid beat, tells about her boy friend and his Cadillac. She sings it solidly, and it could pull much loot. (Lion, BMI)
Mis-Used Woman... 71
 Listenable blues effort is sung with feeling by the thrush over smooth ork backing. The thrush can sell a tune, and she does well here. (Lion, BMI)

THE HOT SHOTS

Blue Nights 76
 SAVOY 1136—The Hot Shots, whose first record on the label did rather well, have another good after-hours blues side here. They play the melodic instrumental with a beat and with some smart piano work featured. Good wax for late-night programming. The occasional comments add life. (Savoy, BMI)
Blue Dreams... 74
 Same comment. (Savoy, BMI)

DAVE BARTHOLOMEW ORK

Jump Children 75
 IMPERIAL 754—Riff effort, in the groove of the old-time swing orks receives a good reading from Bartholomew over a solid backing from the ork. This exciting side could pull juke loot. (Commodore, BMI)
Cat Music... 68
 The chanter sells this weak material in okay fashion. It's good for dancing tho. (Commodore, BMI)

CARMEN TAYLOR

Ooh I 73
 ATLANTIC 1041—The thrush and vocal group are teamed on a good piece of "cat" material. The shuffle beat, incessant beat and ultra simple riff material are all assets. (Progressive, BMI)
Freddie... 70
 Slow, deliberate beat dresses up this ballad item for Miss Taylor and the male group, The Boleros. She sells, but the result is only okay. (Progressive, BMI)

EDDIE CHAMBLEE

La! La! La! Lady 71
 UNITED 181 — This is a raucous blues item done with plenty of spirit. **Come On In**... 71
 More of Chamblee's "rockin' and walkin' rhythm" as he delivers the vocal on a blues opus with some appeal.

BOBBY MITCHELL-THE TOPPERS

She Couldn't Be Found 70
 IMPERIAL 5309 — Problem is that Mitchell went out for a good time but couldn't find the gal. It makes a spirited hunk of wax. (Commodore, BMI)

I'm a Young Man... 70

The "young man" delivers a good chant on a blues item of interest. (Commodore, BMI)

WILLIS JACKSON ORK

The Cracker Jack 70
 DE LUXE 6060—Instrumental has a solid, swinging beat that should fit right with dancers. (Franklin, BMI)
Try a Little Tenderness... 68
 Guttery alto tooting of the ballad is appealing. Another good dance etching. (Robbins, ASCAP)

ARNETT COBB ORK

Horse Laff 70
 ATLANTIC 1042 — Sound gimmicks of a neighing steed add interest to this danceable ork waxing. It's somewhat on the cool side. Should get spins. (Progressive, BMI)
Mister Pogo... 67
 Cute opus is awarded a happy-sounding ride by the ork. (Roxbury, BMI)

JOHNNY OLIVER

All I Have Is You 69
 M-G-M 11827—An okay performance on a honky-tonk blues item. Should get spins.
Sing the Blues... 69
 A slow-paced weeper with sincere vocal by Oliver.

new BIGHTS!

OVER 1,000 SALES DAILY IN THE LOS ANGELES AREA!!!

BUICK 59

b/W

THE LETTER

by
 The Medallions #347

Coming Up Fast
EARTH ANGEL

by
 The Penguins #348

DOOTONE RECORDS
 9512 SOUTH CENTRAL AVE. LOS ANGELES 2, CALIF.

(Written by Zeke Clements)

VIN BRUCE sings:
"HERE IS THE BOTTLE"

(Columbia Record #21271)

VORETTA DILLARD sings:
"SEND ME SOME MONEY"

(Savoy Record #1137)

HITTING BIG!

I'LL BE THERE

by
 CHUCK HIGGINS & HIS JOY BOYS

#532 #532-45

Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

A Sure Fire Hit!

THE SPIDERS

"THE REAL THING"

b/w
"Mmm Mmm Baby"

#5305

Imperial Records

6425 Hollywood Blvd.
 Hollywood 28, Calif.

Great New Releases!

Savoy #1136

BLUE NIGHTS

HOT SHOTS

Savoy #1137

SEND ME SOME MONEY

VARETTA DILLARD

Savoy #1138

DON'T DROP IT

WILBERT HARRISON

SAVOY RECORD CO., INC.
 58 Market St., Newark, N. J.

HOCUS-POCUS

By BILL SACHS

MILBOURNE CHRISTOPHER, who last Thursday (16) faced the movie cameras for the first of a series of TV film commercials, is entertaining two offers to tour the Orient, Middle East and Europe with his full-evening show. His West Coast rep returned from an around-the-world jaunt September 14, during which he checked theaters and the local situations. The tentative starting point for the tour is Los Angeles, whence he'll hop to the Orient. Christopher, who is in his fourth year of periodic guest shots on the "Garry Moore Show" on CBS-TV, recently made another appearance on the "Arthur Murray

Party" via NBC-TV. . . . **J. Wesley Blair**, magician, lecturer and puppeteer, has closed with the **Charles Zern Circus Side Show** to join the Penn Premier Shows for the remainder of the season. . . . **Fritz Dude**, currently demonstrating at the Fun 'n' Magic Shop, San Antonio, plans to hit the road soon with his own turn. . . . **Harry Blackstone**, currently sojourning in New York, plans to resume with his full-evening show late in October. . . . **Russell Swann** appeared as guest recently on the **George Skinner TV** show over the CBS hook-up out of New York. . . . **Karrell Fox** swapped banter with the New York magic lads recently before hopping off for Puerto Rico. . . . Parent Assembly, Society of American Magicians, kicked off its season recently at New York's Barbizon Plaza Hotel, with a lecture by **Audley Walsh** as the feature. . . . After two weeks' return at the Skyway Club, Cleveland, **Del Ray** takes his nifties into the Palmer House, Chicago, for a four-week stretch beginning September 23. . . . **Bill Reagen** writes in to tell of the success enjoyed by **Robert A. Nelson**, with his Talking Tea-Kettle, at the recent Allegheny County Free Fair in Pittsburgh, under auspices of The Pittsburgh Press. It was Nelson's third engagement at the fair. "The Press promoted the Talking Tea-Kettle gimmick for more than a month," Reagen says, "not only giving it lavish space in the newspaper but carrying on three-sheet panels on their 200 trucks." . . . **Jimmy Swoger**, owner of Regow's, Pittsburgh, has a dozen new tricks he plans to release in October during National Magic Month.

JAY PALMER and **Doreen**, who recently began another European tour, played the Empire Theater, Edinburgh, Scotland, last week, and this week are at the Empire, Birmingham, England, to follow the week of the 20th. Palmer postals that the turn has signed a five-year pact with Lew and Leslie Grade, Ltd., booking firm, which will keep them busy for a long time. . . . **Bruce Ranney**, with the Army at Fairbanks, Alaska, writes under recent date: "Recently had the pleasure of seeing **Ade and True Duval**, who were here as the feature of a USO unit. They did a six-week tour up here. The turn is tops for my money. I expect to get back to the States in January. It's going to be great to see a little magic at the Palace once again." . . . **Mal B.** and **Maxine Lippincott**, during their recent two-week engagement at Wildwood Lakes Park, Kansas City, Mo., enjoyed a visit from a number of local magi, among them **Harry Otto**, a friend of many years' standing. "Harry is hale, hearty and still with it," writes Mal. Mal and Maxine recently did a show at the Louisiana River Festival held at Rayton, Mo. A stage was built on a barge anchored 20 feet from shore, with the audience sitting on bleacher seats erected on the Mississippi River bank. "Every boat on the river decided to pass thru during our performance," typewrites Mal. "The boats kicked up waves which rocked the barge, which in turn rocked the actors and equipment. Thus, a rocking good time was had by all." . . . **Dwight F. Damon**, of the **Magical Damons**, says that a recent business-pleasure trip thru Maine revealed that things have been slow for resort entertainers in that area this season. "Caught **Prof. Paul Martell**, French-Canadian hypnotist, at Wells Beach, Me.," Damon writes. "He is working thru a Maine promoter and reports good money, not from the summer trade, however, but rather from the natives up past Presque Isle, Me.," Damon still has four months to go with the Coast Guard, after which he will work out of **Dr. Rexford L. North's**

DRAMATIC & MUSICAL ROUTES

Caine Mutiny: (Auditorium) St. Paul. **Fanny:** (Shubert) Boston. **Fragile Fox:** (Locust Street) Philadelphia. **Gentlemen Prefer Blondes:** (Nixon) Pittsburgh. **Getting Gertie's Garter:** (Majestic) Boston. **King and I:** (Kiel Auditorium) St. Louis. **Moon Is Blue:** (Royal Alexandra) Toronto. **Mrs. Patterson:** (Cassa) Detroit. **Picnic:** (Erlanger) Chicago. **Reclining Nude:** (Walnut Street) Philadelphia. **Saint Joan of Arc:** (National) Washington. **Seven-Year Itch:** (Geary) San Francisco. **South Pacific:** (Metropolitan) Providence. **Tender Trap:** (Wilbur) Boston. **Time Out for Ginger:** (Harris) Chicago. **Wonderful Town:** (Shubert) Chicago.

THE FINAL CURTAIN

ASTAIRE—Mrs. Phyllis Baker, 46, wife of Fred Astaire, dancing star of musical comedies and motion pictures, September 13 in Hollywood. Besides her husband, she is survived by three children, Fred Jr., Ava and Peter Potter, a son by her first marriage.

COTOPOULLI—Marie, 68, Greece's greatest tragedienne, September 11 in Athens. She had established her own theater in Athens in 1910, and after 20 years of continuous operation, she brought her company to New York, performing the classics in modern Greek. She was star, manager, director and coach of the theater which presented a repertory of about 200 plays.

DETLEFSEN—George A., 64, retired musician and orchestra director, September 14 in Belleville, N. J. His widow, a daughter, a stepson survive.

FALCONI—Armando, 62, stage and screen star who had appeared in major theaters of Europe and America years ago, September 10 in Milan. His widow and a son, Dino Falconi, a playwright, survive.

HARVEY—James, 44, producer and director for NBC, September 14 in Mamaroneck, N. Y. He had been a radio director with WWJ, Detroit, later joining the Canadian Broadcasting Corporation. He joined NBC in 1945, directing and producing many documentaries, including "Living—1948." He was also assistant director of "The Big Show" from 1950 to 1952. Recently he had lectured for the Columbia Lecture Bureau on the functions of a radio and TV director. His widow and step-mother survive.

LING—Louis, 80, former dramatic critic of The Detroit Journal, September 12 in Detroit of a heart attack. Interment in Elmwood Cemetery.

LITMAN—Harry, 64, father of Lenny Litman, owner of the Copa night club, Pittsburgh, September 15 in that city. His widow, four children and 12 grandchildren also survive.

LYTELL—Wilfred, 82, radio actor who had appeared regularly on "Just Plain Bill" until about a year ago, September 11 in Salem, N. Y. Survived by his widow, Betty McCallan Lytell, and his brother, actor Bert Lytell.

McMILLAN—William B., 35, widely known professional roller skater and teacher, August 24 in Denver. (Details in Binks and Skaters section.)

MILLS—August K., 52, director of the Greenfield Village and Henry Ford Museum, Dearborn, Mich., August 12 at Grosse Pointe, Mich. He formerly handled publicity for Amelia Earhart, the flier, and for the first Byrd Expedition, and in 1935 directed promotion for the new "March of Time" films. Survived by his widow, Louise; a son, Peter, and a daughter, Pauline.

PAYNE—James E., 59, for several years concession agent at Russell's Point, O., September 6 in Tampa. He was a member of the Greater Tampa Showmen's Association. Survived by his widow, Mabel. Burial in Showmen's Rest Cemetery, Tampa.

SCHUMBOLM—Flo Carlsson, 56, circus fat girl, September 2 in St. Clare Hospital, New York. During her many years in show business, she had toured with Ringling Bros. and Barnum & Bailey Circus, Rubin & Cherry and World of Mirth shows. Survived by her sister, Dot Blackhall, known as Happy Dot, Gibsonton, Fla., and a brother, Albert Carlsson. Burial in Lutheran Cemetery, Brooklyn.

BURLESQUE BITS

Eve Adams is back in New York at the Club Del Rio after seven weeks of successful engagements in Pennsylvania niteries all thru **Trixie Rogers**, who also has **Bonnie Belle** at the Nocturne and **Cherie Millette**, French singer, at George's Blue Room in the Hotel Bristol, each held over indefinitely in these Manhattan spots. . . . The **Carmen**, Philadelphia, closed out its burly shows. They now run only movies. Trouble was with the American Federation of Musicians. If negotiations would have been made, the Car Amusement Company, which runs the theater, would have reopened the Erlanger as a burlesk-movie house which would have made two burly-movie houses in Philadelphia. . . . Upon the close of the summer stock at the Savoy, Asbury Park, N. J., **Harold Minsky** moved **Joe DeRita**, comic; **Peggy O'Mara**, talking woman, and **Stanley Montfort**, straight man, back to the Adams in Newark, N. J., where they joined **Irving Benson**, **Bill Kennedy**, singer **Peggy O'Grady**, **Denice Renault**, **Brandy Martin**, **Nancy Drew**, **Tempest Storm** (feature) and a chorus of 14 captained by **Connie James** and produced by **Chuck Gregory**. . . . **Paul West**, former straight man now a comic, is back at the Follies in Chicago after a brief vacation. Co-principals are **Dexter Maitland** and **Bob Winkler**. **Marie Voe** was booked to open September 10 as feature but was unable due to the death of her dad. She opened instead on September 17. **Doris DeLaye**, from the coast, substitute in the meantime. . . . **Cress Hillary** comic, and his wife, **Dorothy**, known on the stage as **Hillary and Norman**, are the proud parents of **Marilyn Rose**, born 6 lbs, 8 oz., on September 10 at their home 641 Aldine Avenue, Chicago 13.

the cast at the Stone, Detroit are **Dollie Dimples Irving**, featured and **Maria Rose**, co-featured. **Roberta Lee**, manager of the Stone, is convalescing from a broken foot. . . . The Grand, St. Louis, opened the season September 2 with **Ann Perri**, feature; **Milton Douglas** and **Sammy Spears**, comics; **Billy Kane**, straight; **Priscilla**, and **Jean Joyce**. Vaude acts consisted of **Georgia Luckett** and **Mildred Van Hook**. **Dick Zeisler** continues as manager; **Ralph Lia**, as assistant manager and treasurer; **Benny Melton**, house singer; **Dick Libes**, stage manager; **Judge Reidel**, concessionaire; **George Bauer**, stage manager; **Judge Reidelberger**, ork leader, and **Joe Fritz**, doorman. In the chorus are **Betty McDaniel** (captain), **Betty Hein**, **Terry Craft**, **Rusty Sousa**, **Virginia Callahan**, **Doris Baley**, **Mary Ann Lynn**, **Rose Mary Hanks**, **Shirley Lee**, **May Reynolds**, **Wilma Randall**, **Marsha Shane** and **Mickey Moran**. . . . The Mayfair in Dayton, O., started its 1954-'55 season September 8 with **Mar-Shan**, feature; **Cliff Cochran** and **Jack Heath**, comics, and **Dawn O'Day** and **Karla**, co-features. . . . **Jack Montgomery's** latest placements include **Lilli Dawn**, at the Gem-Follies, Chicago, September 3 for two weeks; **Lee Perri** and **Dian Valli**, Del Rio Club, New York; **Babs Anderson**, Harem Club, New York, and **Robe Robinson**, **Mimi London** and **Peachtree**, for the Gold Medal Shows opening September 6 in Parkersburg, W. Va. . . . Comic **Joey Faye** has been signed for the play, "The Tender Trap," which began rehearsals last week. . . . **Cherie Simone**, exotic dancer from Paris whose personal representative is **Joseph Martone**, of Waterbury, Conn., finished two weeks at the Glass Bar in Rochester, N. Y., thru **Irv Klein**.

VOX JOX

Continued from page 52

WOSC, Fulton, N. Y., writes that he has 12 organized fan clubs and receives over 500 letters each week. . . . **Mike Ferris**, WICA, Ashtabula, O., writes, "Wonder if we weren't the first station to broadcast, in its entirety, the new album, 'Bing.' We played the album Sunday, August 22 from 6:30 to 11 p.m. Wonder if we were?"

Bill Hill, KSDO, San Diego, is entering his eighth year as host of the KSDO "Request Club." . . . From **Jack Egan** comes the following item: Seven Detroit disk jockeys took over one of the races at the Wolverine Raceway recently, each driving a sulky in a harness race in the regular meet. The event was won by **Bill Fleming**, WWJ; placing second was **Eddie Chase**, CKLW. **Fred Wolf**, WXYZ, was third, and the runners-up were **Frank Sims**, WKMH; **Robin Seymour**, WKMH; **Toby David**, CKLW, and **Don McLeod**, WJBK.

Tut Perry, WHLM, Bloomburg, Pa., and **Bob Sheulin**, WDLC, Port Jervis, N. Y., have some nice things to say about The Billboard. Perry writes, "Nice idea, this offering the top tunes listing. Sometimes my brain goes completely dead, and the listing is a good ready reference. Hats off to The Billboard for another addition to its fine services." Sheulin comments, "I run a five-hour show, six days a week; so I'm always looking for material. I get enough dope out of the music section to finish the week in high gear." We say, "Thanks, guys."

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IN LOVING MEMORY
Of My Beloved Husband
CHARLEY SIEGRIST
Who passed away
September 19, 1953.
Mrs. Helen Siegrist

LITMAN—Harry, 64, father of Lenny Litman, owner of the Copa night club, Pittsburgh, September 15 in that city. His widow, four children and 12 grandchildren also survive.

LYTELL—Wilfred, 82, radio actor who had appeared regularly on "Just Plain Bill" until about a year ago, September 11 in Salem, N. Y. Survived by his widow, Betty McCallan Lytell, and his brother, actor Bert Lytell.

McMILLAN—William B., 35, widely known professional roller skater and teacher, August 24 in Denver. (Details in Binks and Skaters section.)

MILLS—August K., 52, director of the Greenfield Village and Henry Ford Museum, Dearborn, Mich., August 12 at Grosse Pointe, Mich. He formerly handled publicity for Amelia Earhart, the flier, and for the first Byrd Expedition, and in 1935 directed promotion for the new "March of Time" films. Survived by his widow, Louise; a son, Peter, and a daughter, Pauline.

PAYNE—James E., 59, for several years concession agent at Russell's Point, O., September 6 in Tampa. He was a member of the Greater Tampa Showmen's Association. Survived by his widow, Mabel. Burial in Showmen's Rest Cemetery, Tampa.

SCHUMBOLM—Flo Carlsson, 56, circus fat girl, September 2 in St. Clare Hospital, New York. During her many years in show business, she had toured with Ringling Bros. and Barnum & Bailey Circus, Rubin & Cherry and World of Mirth shows. Survived by her sister, Dot Blackhall, known as Happy Dot, Gibsonton, Fla., and a brother, Albert Carlsson. Burial in Lutheran Cemetery, Brooklyn.

In Loving Memory
of our sister
JAQUELINE TEETER
Who passed away
September 29, 1952
BROTHER VIRGIL AND SISTERS JEANNE, VIRGINIA AND ODESSA

SCHUNZEL—Reinhold, 52, film writer, director, September 13 in Munich, Germany, of a heart attack. He was the father of **Marianne** (Mrs. Louis) Calhern, who is en route to Germany for the services. Among his directorial efforts were M-G-M's "Rich Man, Poor Girl" and "The Ice Follies of 1939." As an actor, he appeared in such pictures as "The Hostages," "The Hitler Gang," "The Man in Half Moon Street" and "Dragonwyck."

VAN HOESEN—Charles E., 71, former publicity director for Olsen and Johnson and other well-known vaudeville and minstrel acts, September 10 in Dennison, Tex. Survived by a son, brother and two sisters.

IN LOVING MEMORY
Of My Husband
Julius "Turk" Turovch
Killed September 28, 1952, near Macon, Miss.
LOIS

MARRIAGES

KOVACS-ADAMS—Ernie Kovacs, star of his own show on Station WABD-TV, and Edith Adams, singer on the show, September 12 in Mexico City.

CNE Pulls 2,820,000 To Eclipse All-Time Record Set in 1950

Rogers Grandstand Show Tabs 450G; Conklin Midway Gross Near 500G

TORONTO, Sept. 18.—The greatest attendance ever was registered at this year's Canadian National Exhibition with a record 2,820,000 persons—just short of the predicted 3,000,000 mark—turning out in 14 days.

This was nearly 100,000 more than the previous best total of 2,723,000 sets in 1950 and 200,500 more than last year when polio and weather cut into attendance.

For the final day, Saturday (11), 262,000 passed thru the turnstiles, marking the 11th time during this year's fair figures were above the

same day last year. Five day records were established, including a single-day all-time high of 296,500 on the second day (August 28).

Rogers Sells

The grandstand show, featuring Roy Rogers, Dale Evans and company, was smaller-scaled than previous years. Despite this, more tickets were sold for this year's show than have ever been sold before.

The show would have been within a thousand dollars of hitting the \$500,000 mark this year had not rain interfered on the third day of the show. This show was postponed until Monday (13) and rain again washed out the extra performance.

A gross of \$480,000 was racked up which was considered good in the light of the fact that admission prices were scaled down from last year.

"There is no doubt about it," according to General Manager Hiram McCallum, "Roy Rogers was the draw this year. He helped boost attendance at both grandstand and the gate."

While the CNE had to pay less for its grandstand attraction, it still had other expenses which it couldn't recoup. Because of the hassle between the AGVA and AFM, cutting down the size of the usually spectacular extravaganza, some of the preparations made by Jack Arthur, executive producer, went out the window.

Midway Up 10%

The midway, under the Conklin brothers, J. W. (Patty) and Frank, grossed nearly \$500,000, which

(Continued on page 65)

1842 MODEL

Brewer Books Quaint Train Into 3 Fairs

NEW YORK, Sept. 18.—The F. M. Schaefer Brewing Company has come up with a newly-built exhibit which will be shown at three major fairs this season, only three because the 74-foot-long replica train wasn't completed until last week.

Built on a tractor and geared for a maximum 8 mph, the train was finished Monday (13) and rushed to Coney Island for the Mardi Gras parade. It has been booked into the Eastern States Exposition in Springfield, Mass.; New Jersey State Fair in Trenton, and Florida State Fair in Tampa, it was reported.

Barber & Baar Associates, the beer firm's publicists, will bring it into New York after Trenton and make it available for fundraising drives of charities. Having five cars behind the tractor, the train is styled to resemble a

(Continued on page 65)

Sullivan Band Cuts ESE Show

WORCESTER, Mass., Sept. 18.—Mickey Sullivan, whose band has performed for free dancing thru the season at White City Park, will front his crew at the rodeo and act as emcee at the Eastern States Exposition which gets under way today in West Springfield.

In addition to the park music, Sullivan has played the Bangor and Presque Isle, Me., fairs this year.

Earlier Matinee Hypo Tried by N. Y. Rodeo

NEW YORK, Sept. 18.—Patrons who have avoided the World's Championship Rodeo in recent years because of rush-hour congestion on the subways will find a new matinee time now, 2 p.m., a half-hour earlier than previously.

Intent is to turn patrons out of Madison Square Garden around 4:30, whereas under the old hour the home-going crowds invariably piled up on subway platforms while crowded trains went by, with no room for the Rodeo crowd.

Another reason for the new hour is the same one behind the earlier (7 p.m.) Sunday night shows, which is to give parents a chance to get their children home early. With the Rodeo format holding to a pattern over the years, juggling the hours has been the management's method of

seeking a solution to declining matinee business.

The 28-performance event will begin September 30 and end October 17. The "Ice Capades of 1955" will close September 26, and the Rodeo's dirt flooring will go down the following day. Next Saturday (25) 15 carloads of stock will arrive from Fort Madison, Ia.

Competitors will vie for \$100,000 in prize money, largest on the rodeo circuit, and the entertainment segment will feature Roy Rogers, Dale Evans and their horses, Trigger and Trigger Jr.

Children will be admitted half-price to matinees on Wednesdays and Fridays. Other matinees will be Saturdays, Sundays and Columbus Day. There will be a two-day break in the run October 4-5. Prices are scaled from \$1.50 to \$6.

CALIF. STATE FAIR SETS NEW GATE, MUTUEL MARKS

Centennial Run Draws 821,204; \$4,144,522 Passes Over Wickets

SACRAMENTO, Sept. 18.—The California State Fair & Exposition moved into its second century of operation with new records in attendance and pari-mutuel handle. The event closed its centennial run here Sunday night (12) with a total attendance of 812,204 and a betting tabulation of \$4,144,522. This was the first time the gate had passed the 800,000 mark and the handle to go over \$4,000,000.

The attendance mark not only beat last year's 767,253 but surpassed that of 1952, a record to that time, when 778,256 saw the event.

Last year the daily turnstile clocking was ahead of 1952 at the outset of the run but after the

sixth day the mercury rose into the hundred mark. Weather this year was considered most favorable.

During the 11-day run, the fair turnstiles bettered those of 1953 on seven occasions. The days that lagged behind were the second, fifth, sixth, and seventh.

Labor Day Record

On Labor Day (6) the fair's betting windows set a new day record handle of \$717,836. The closing Saturday of the nine-day heats showed a handle of \$638,488.

The State Fair had the betting handle made by Saturday and the attendance record of 1952 equaled by 4 p.m. on Sunday.

Indications are that these fig-

ures will be submitted to the legislators early next year in an effort to get action on the installation of the fair at a new site. Approximately 1,000 acres on the American River have been earmarked for this purpose and recent buildings constructed so that they could be moved at less than one-third the cost of construction.

Altho the gate ran about 35,000 over 1953, the gain was a difficult one to get because of parking facilities. The third, fourth, fifth, eighth and 10th days' crowds of respectively 99,787; 125,193; 99,775; 76,250, and 88,342 were near saturation because of the lack of parking. During these days, the main parking lots were filled by noon and many prospective patrons were turned away. The fair is located in the city.

The closing Sunday afternoon grandstand show, substituted for horse racing which is not allowed in California on that day, featured the Jimmy Lynch's thrill show.

West Coast Shows and West Coast Exposition shows, both headed by Mike Krekos as general manager, were featured on the midway for the first time.

Louisville Matches Peak '53 Attendance

Midway Receipts Hit All-Time High As ACA Ride-Show Grosses Top 100G

LOUISVILLE, Sept. 18.—The nine-day Kentucky State Fair closed tonight with attendance close to, if not slightly in excess of, its all-time high of 338,770 registered last year.

Actual figures for the final day were lacking, but estimates placed the turnout at about 30,000, enough to give the event a final total approximating that of last year. Going into the final day, attendance stood at 308,372, a scant 3,000 behind last year to the same point.

Midway Spotlited

Highlight of the run was the record-breaking midway business

turned in by the Amusement Company of America in its first appearance here. While final figures were lacking, the gross was in excess of \$100,000, thus eclipsing the old record set in '51 and bettering last year's take by 30 per cent.

Two midway attractions, "Dancing Waters" and the Dows Sky Wheels, were outstanding on the midway and also among fair attractions. Dan Baldwin, fair secretary, put the weight of the fair's publicity and advertising behind the two attractions, and the able Doc Cassidy, fair publicity-special events chief, unleashed continuous publicity and advertising salvos on the show and rides before the opening.

"Dancing Waters" ambled away with top money among the shows, and drew much praise, particularly from the newspapers.

The spectacular Sky Ride crashed the public prints and had fair patrons bee-lining for the midway.

The fair, except for some refinements and for greater emphasis on past features, hewed closely to its past pattern. Prime reason for this is that few major changes are contemplated until

(Continued on page 65)

\$121,000 Advance for Harris 'Ice Capades'

NEW YORK, Sept. 18.—The John H. Harris "Ice Capades of 1955" bid fair to outgross itself as it went into a near sellout weekend in Madison Square Garden.

A two-thirds house of 9,000-10,000 viewed the opening Wednesday night (15). An excellent advance sale, as reported, accounted for 95 per cent of all available seats for last night and tonight, and better than average for tomorrow night. The sale of Sunday night tickets was especially encouraging.

Thru the opening the advance was around \$121,000 or about \$28,000 greater than last year's, it was said.

Reviews in the metropolitan press were favorable in varying degrees for the show which stars Donna Atwood, wife of Harris, and Bobby Specht.

Some 47 weeks were booked even before the show left its Atlantic City break-in. There are 187 persons in the road company which will play Arena Managers' Association dates for all but about seven weeks. New to the route this year is the Cow Palace in San Francisco, which will be played April 28-May 4.

Except for two arenas, all dates are those which have their own ice systems. "Ice Capades" will use its portable equipment both in the Cow Palace and the Municipal Auditorium in Kansas City.

An estimated \$800,000 was involved in the production before it hit the ice, Harris estimates. In getting back its investment plus a return, "Ice Capades" will play for price scales varying from arena to arena, but the lowest top will be \$3.60. The first Harris show had a company of only 30 people and cost about \$35,000.

The 12-day Garden run, with prices scaled from \$1.50 to \$5, will end September 26. Capacity is slightly over 13,000. Dates thru November are: Pittsburgh Gardens, September 27-30; Cleveland Arena, October 1-17; Philadelphia Arena, 18-31; Reynolds Coliseum in Raleigh, November 2-6; Syracuse Memorial Coliseum, 8-14; Buffalo Memorial Auditorium, 15-21, and Toronto Maple Leaf Gardens, 22-26.

San Antonio Rodeo Pacts Rex Allen

SAN ANTONIO, Sept. 18.—Rex Allen has been signed to appear as star of the 1955 San Antonio Stock Show and Rodeo to be held here at the Coliseum February 18-27. E. W. Bickett, president of the San Antonio Livestock, made the announcement.

Larry Welsh cards that he has closed as calliope player on King Bros.' Circus, and is returning to Saginaw, Mich., to reopen his piano studio.

Knoxville Gate Holds to 1953; Midway \$\$ Up

KNOXVILLE, Sept. 18.—The Tennessee Valley A. & I. Fair, which tonight ended its six-day run, had attendance almost equal to that of last year, thanks to a stronger closing day than in 1953.

Going into today, the attendance trailed last year to the same point by 13,000. But the 1953 closing day, a rainy one, had yielded a gate of 14,000, and today's tally was estimated at at least 25,000.

Midway receipts going into the closing day were about 5 per cent higher than last year, when the 20 per cent tax was applicable to admissions. The Gooding Amusement Company was on the midway.

Receipts from the outdoor theater, where Ernie Young, Chicago booker, again supplied the bill of circus-vaude acts, were off slightly from last year. Weather thruout the run was good.

Livestock entries were high. Three large tents were pressed into use to house the overflow and even then some herds were turned away. Pat Kerr, fair secretary said. The fair also had its largest sheep show in its history, and a record poultry show, with more than 3,000 birds entered in the latter.

Tampa Fair Inks Ray Speer As P.R. Chief

ST. PAUL, Sept. 18.—Ray P. Speer, veteran director of publicity for the Minnesota State Fair, has been signed to also handle publicity for the Florida State Fair, Tampa, and will leave here the latter part of this month to take over his new duties.

Speer will head up the publicity department at both fairs while his son, Dave, will take over as public relations director of the St. Paul Winter Carnival, an account the elder Speer has had for the past three years. Dave, who has been associated with his father since 1951, also will continue to serve as publicity director for the St. Paul Better Homes Show and the Northwest Builders' Show.

Speer first came to the fair here in 1914, leaving in 1930. Some years later he returned to take over the fair job and has been with it since.

Speer said he plans to install the same type of system at Tampa that contributed to the success of this year's record-breaking St. Paul annual. He and Mrs. Speer will leave here October 1, and will return to St. Paul following the Florida Fair to be held February 5-19.

Autry Drawing Well in First Canada Shows

FREDERICTON, N. B., Sept. 18.—Gene Autry and his troupe got their Canadian tour off to a good start here with two good houses at the York Arena on Monday, Sept. 13.

They had shown Bangor, Me., on Saturday (11) and Presque Isle on Sunday (12). First Canadian touch-down for the air-borne singing cowboy was really at St. John. Here he visited St. Patrick's Orphanage, the New Brunswick Protestant Orphanage, and the City Halls of St. John and the twin city of Lancaster. Then he took off for the two appearances in Fredericton.

In Fredericton adult tickets went at \$1.10, \$1.65 and \$2.20, children at half price. Estimated

(Continued on page 65)

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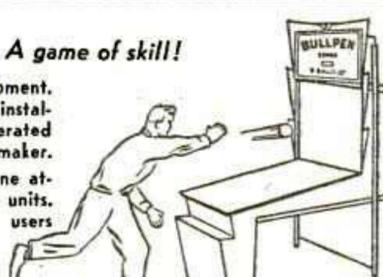
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Big Final Day Pushes Huron to New Records

HURON, S. D., Sept. 18.—A final punch on Saturday (11) provided by a night thrill show and an afternoon program of auto racing pulled receipts at the South Dakota State Fair out of the red and established a new attendance record. Fair had been running behind both at the gate and cash register due to an almost complete rainout Wednesday (8), usually a big day.

Leo Overland's Tournament of Thrills played to the largest Saturday night crowd in the fair's 70-year history and a near-capacity turnout sat in on the afternoon session of IMCA stock car racing under the aegis of Frank Winkley.

Saturday's record day sent gross receipts up to a total of \$126,263.91. Officials were elated over the showing, which will leave a net profit in the neighborhood of \$4,000. The week's attendance hit 191,000, revising the previous high of 182,800 set in '72. The new mark was attained in the face of a decline in over-all receipts from last year's \$139,835.

The Barnes-Carruthers revue was well received. Two grandstand shows were staged Thursday night to accommodate holders of tickets for the rained-out Wednesday evening performance. Each session played to a two-thirds filled stand.

Aut Swenson's Thrillcade played before a well-filled grandstand Tuesday afternoon. Stock car racing on Monday and Saturday proved popular, but patrons were disappointed by the rainout of the big car program. Some 10,000 huddled under the stands until mid-afternoon on Wednesday until officials were forced to cancel the meet.

World of Today Shows, the midway attraction, grossed about \$500 less than last year despite the loss of one day and threatening weather on Thursday.

The fair management this year experimented with a revised grandstand schedule and was pleased with the results. The Tournament of Thrills was the first night thrill show ever presented here. It replaced the revue operating Monday thru Friday.

Plant improvements this year included a new \$100,000 appli-

ance building; a new office building for the dairy cattle department superintendent, and hard-surfacing and re-arrangement of the stands on the independent midway.

Ken Balgeman, who served his second year as manager-secretary, got his first rainout experience, as did State Fair board members, all of whom took over a year ago. James Ramey, chairman of the board, is a candidate for State senator, and if elected will be ineligible for re-appointment to the board.

Richards Plays Georgia Winner

JACKSON, Ga., Sept. 18.—Franco Richards' Richards Bros. Circus left Georgia headed for the Mississippi cotton fields after a splendid day's business here Thursday (9). The good day came after several days of weak business and disappointments.

Show had contracted four Georgia stands but one of the most promising, Warner Robins Air Force base near Macon, was canceled on short notice because of polio. Instead of laying off, the show wildcatted to Toombsboro, Ga., where it drew a half house for afternoon and half house at night. Two preceding towns, Millen and Wrightsville, were break-even stands.

Jackson was a surprise. The matinee drew about a half house but there was a capacity at night, first capacity performance played by the show since Virginia. Intense hot weather affected matinees and in Central Georgia outbreaks of polio kept many youngsters away.

Show made a 144-mile jump from here to Heflin, Ala.

Paul M. Conaway, show's attorney from Macon, spent two days with the show in Georgia conferring with Manager Richards and Kenneth Ikirt, general superintendent.

Show added another 40 foot middle to big top, making it a four pole big top, and added about 300 more seats. Colored Side Show band has upped grosses in that department, Richards said. Band and minstrel unit was added recently replacing mechanical music.

OUT IN THE OPEN

With Rockaways' (N. Y.) Playland reverting to its off-season weekend operation, Dick and Phyllis Geist went on a 700-mile motor trip to Massachusetts spots and visited Riverside Park in Agawam, where they met with Al Hyman, White City Park in Worcester where Irwin Knohl hosted them, the Great Barrington Fairgrounds, the Brockton Fair, and the Eastern States Exposition grounds in West Springfield.

Pomona Rushes 400G Plant Program in Time for Opener

POMONA, Calif., Sept. 18.—Using the theme "The American Way," the Los Angeles County Fair opened here Friday (17) for 17 days. A \$400,000 improvement program was rushed to completion for the run.

Among the new construction was that of a \$100,000 New Builders' Products Show structure, a first aid and fire stations. A model home was also constructed by the Building Contractors' Association. Improvements to buildings, principally that of the Fine Arts, accounted for the remainder of the expenditure.

Among the entertainment features is "Dancing Waters," shown in the General Exhibit Building formerly designated as the Radio-Television Building. The structure seats 2,000 and the admission charge is 50 cents.

Barnes-Carruthers Theatrical Enterprises, Inc., of Chicago is furnishing the grandstand show for the full run. With Fred H. Kressmann personally supervising the productions, the Greater European Olympia Circus opened

TALENT TOPICS

Hamid circus acts slated for the Mineola (N. Y.) Fair, to begin October 9, include Linon, tramp wire act; the Berrys, roller skating; Aerial Chapmans, high ladder; Karpis Trio, Risley; Cimse Trio, dog act and loop-the-loop; Four Honey Girls, acrobats; Ira Watkins' chimps; Rolando, finger balance; Gautier's Steeplechase, animal act; Tuckers, trampoline; Capt. Vidbel's elephants; Dime Wilson, comedy; Trudy, contortionist; Jazzbo and Charlie Young, clowns.

Following the Fredericton Exhibition, the Manhattan Gaieties revue returned to its home town of Reading, Pa., then plays a string of South Carolina and Georgia fairs. Karle Rohde's band resumes indoor work at the Boston Garden. Mike and Hope Kent, the Star Dusters, play the fair at Machias, Me. Al Robbins, the Banana Man, headed for fairs in Renfrew, Ont.; Rochester, N. H., and Bloomsburg, Pa. The Karpis Trio and Leon and Eleana's Great Danes headed for the fair at Cobleskill, N. Y. Allen and Co. had an open week, then left for the fair in Albermarle, N. C. The Amandis headed for the fair at Greenfield, Mass., then appeared on the Sealtest "Big Top" TV show on September 18.

Bingo Plank In Making By N. Y. Dems

NEW YORK, Sept. 18.—Indications increased this week that a plank on bingo will be included in the Democrats' election campaign in this State this year as a result of the current controversy over the game.

Five Democratic members of the City Council appeared at a public hearing by the platform committee Thursday (16) and urged the plank, as did Carmine DeSapio, national committeeman and Tammany Hall leader.

It is expected that in seeking victory in the State elections the Democrats will guarantee a referendum on legalizing bingo under local option and on certain conditions, as in New Jersey.

'Holiday' Unit Hits Outdoors At Evansville

EVANSVILLE, Ind., Sept. 18.—The "Holiday On Ice of 1954" unit, playing five night shows outdoors here August 22-26, drew sell-out crowds to the Mesker Park Amphitheatre, using its portable ice equipment.

First time in Evansville, the unit came in after three weeks of advance sales, and played at a \$3 top. Mesker Park during the season had been offering split-week shows featuring semi-names, never more than two weeks or three days at a stretch. The icer's crowds varied from 4,600-5,000 a night.

Pomona Rushes 400G Plant Program in Time for Opener

last night (17) for the first eight nights. However, matinee performances are scheduled for two Sundays, September 19 and 26. This show closes September 24 but will be repeated on the second Sunday afternoon.

The B-C production, "Fair Follies of 1954" opens Friday night (24) for the remaining nine days.

Acts to appear on the programs include The Atomic Six, B-C Review, Baudy's Greyhounds, Cole Bros. Elephants and Liberty Horses, Johnny Gibson's Sky Ballet, the Aerial Hustris, Billy and Jean Lambert, Ted and Smiley Miller, Noble Combination, Tanya and Biaga, Jimmy Troy and Company, the Five Guards, and Vernon, Bumpy and Company.

For the third consecutive year, the fair will feature the World's Fair Midway, under the direction of Harry A. Illions, veteran showman. Supplemental rides for the area and two Kiddielands are being supplied by the Frank W. Babcock United Shows.

Trenton Signs Johnnie Ray For One Show

TRENTON, N. J., Sept. 18.—Singer Johnnie Ray has been signed for one appearance at the New Jersey State Fair, prexy George Hamid said last week. Ray will perform before the grandstand on Wednesday evening, September 29.

On the opening night of the eight-day event, Sunday, September 26, Phil Spitalny and His All-Girl Orchestra will present their Hour of Charm program. They will have given a short concert during the opening afternoon show, and will be combined at night with the grandstand revue. Joe Basile's band will play for the nightly Hit Parade Revue.

Opening afternoon thrill show will be the Kochman group, while the Irish Horan troupe will perform on Monday afternoon.

The gate area has been black-topped for the convenience of bus patrons, and playground equipment is being installed in the picnic grounds, manager Norman Marshall reports. The fair will close October 3 with big car racing, following a firemen's parade on Saturday night (2). World of Mirth Shows has the midway.

Tuesday thru Thursday at the fairgrounds will be used for harness racing.

Pyro Display Pulls Curtain On Olympic

IRVINGTON, N. J., Sept. 18.—The Labor Day fireworks display, well attended, brought Olympic Park's season to a close Monday (6), and this week workmen were still putting things right for the winter off-season. It was the first time in many years that both Decoration Day and Labor Day holidays were graced with good weather, manager Bob Guenther said.

The year finished about on a par with last season, it was reported, and the park will be completely shut over the winter except for roller skating.

There was no damage at this park, either from Hurricane Carol or Hurricane Edna. Guenther cited the annual early-spring foliage check-up, which results in removal of dead and weak limbs.

Park operated with the same entertainment policy as in prior years, consisting of free acts and Joe Basile band concerts.

Waltrip Annual Gets Business

MADISONVILLE, Ky., Sept. 18.—The Sixth Annual Ritzpah Temple Shrine Circus, got off to a flying start here Monday evening (13) in Municipal Ball Park, with the largest opening night crowd ever to attend a Shrine circus there. Business Tuesday (14) was reported nearly 20 per cent above the same day last year.

Opening straw house was attributed to the advance promotional efforts of A. E. (Buck) Waltrip, who staged and produced the show, together with advance publicity garnered by Waltrip, who doubled in the capacity of press agent.

Ernie (Blinko) Burch, clown, brought in five days ahead worked schools in the area and made radio appearances to plug the show. Good weather also boosted business.

Acts included Jorgen M. Christiansen's mixed liberty animals and performing Palomino horses; Mickey King, aerial gymnast; Kay Burns, 100-foot aerial ladder, ring and trap act; Rooney's Dogs; The Levolos, slack-wire and balancing; Dory Miller's three baby elephants, worked by Mr. and Mrs. William Woodcock; Rosalie and Billy Siegrist, flying act and double trap; Argentine Duo, whip cracking and lariat spinning; Grover O'Day, comedy bicycle and straight unicycle; the Sherman Brothers, Ernie (Blinko) Burch, O'Day and Clarence, clowns. Music was by the local 95-piece band.

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Louisville Matches Peak 1953

Continued from page 63

the fair moves into its new 400-acre fair plant, probably in 1956. Again, the Horse Show, always a strong feature here, held sway in the Coliseum Sunday thru closing night. Again, too, the grandstand show, in line with the fair's unusual but, in its case, effective policy, was offering the show without admission charge. The grandstand offerings consisted of many special events, dreamed up and executed by Cassidy, and sports-show type acts booked in by the Barnes-Carruthers Theatrical Enterprises, Chicago, repped by Randy Avery.

These acts were Bill McClellan with his alligator wrestling, Cherry Haushaulter's Golden Retrievers, Hank Hanson's ski jump; the Gauchos, sharpshooters; Le Brac and Bernice, unicycle, and Peloquin's log rollers.

Special Events Strong

The special events program was even stronger than in the past, with broader participation sparked by Cassidy. The special events included a national baton-twirling contest, international fiddle contest, national square dance contest, Tomorrow's Travelers (competition for teen-age automobile drivers) and a coon drag.

New was a basketball game staged Friday night (10) in the Coliseum, with the game pitting the all-star college grads from Indiana against those of Kentucky. The game drew 8,000, with the Coliseum scaled to a \$2.40 top, with the lowest price, \$1.65 for standing room. The teams and the fair split the receipts. Wrestling was held in the Coliseum Saturday night (11), with the Horse Show moving in the following night.

The fair put heavy emphasis on its appeal to sportsmen. Besides the sports-show type acts offered in front of the grandstand, it spotted "Fishing for Diamonds," along with a display of boats and sports gear in an area that backed up against the grandstand.

Baldwin brought the Associated Industries of Kentucky into active support of the fair, with that organization sponsoring attractive county exhibits. Also notable was a well-executed grain crop exhibit.

Fair's outside gate admission

CNE Sets Record

Continued from page 63

was 10 per cent better than the best year they have had at the CNE.

The trout fishing show pulled in 22,000 customers for a gross of \$11,000. Plans are that should it be brought back next year, a better location, other than the Coliseum, will be found.

The Antique Car show pulled 40,000 persons. At 25 cents a head, this was a gross of \$10,000.

The weather was with the CNE this year. Only twice did rain fall, and for the most part, weather conditions were ideal.

Plans are being made for a new Women's Building to be opened in 1956, while two years later a new General Exhibits building is planned. This will take care of the demand for additional exhibit space, which again this year was sold out.

The only weak link in the shows on the grounds was the Art Gallery whose gross was down. But grosses at the Dog Show, Bird Show and Bungalow Draw were all up.

Brewer Train

Continued from page 63

typical locomotive of 1842, when Schaefer was established.

Colorful Scheme

"Old 1842" has a silver-painted boiler, green and gold cab, red wheels, and pink-green-red-blue tender. The cars are tender, flat car, freight car, passenger car and caboose.

In Eastern States, the train will participate in the parade and proceed before the grandstand, after which it will be a stationary exhibit on the grounds. It is equipped with loudspeaker, recorded train noises, steam whistle, bell, and smoke-making machine. Brilliant paint scheme is liberally decorated with the firm's slogans. The tender carries a generator to supply power for the amplifier and the light system.

Plans for next year are indefinite, it was said at B&B, but it is intended to show at as many fairs and other entertainment events as possible.

was 60 cents. This had been upped 10 cents several years ago to compensate for turning the grandstand into a free show.

Running scared in the light of changed economic conditions, the fair had raised its advertising budget by \$8,000 and stepped up its already strong campaign.

Outdoor Va. Sports Show Scheduled

NEW YORK, Sept. 18.—A new outdoor event, the Sportsmen's Show of Chincoteague Isle, Va., has been signed talent-wise by the William Shilling office. Sponsored by the Chincoteague Yacht and Sportsmen Club, a conservation organization, the seven-day event will be held offshore, with the public viewing from a newly erected grandstand.

Comdr. Talmage Wilcher, president of the club, said a feature of the show will be the Sunday (26) outdoor memorial to the late Sen. Robert Taft, a member of the outfit, with Sen. Everett Dirksen slated to deliver the eulogy. Wilcher said it is planned to stage the sports show on an annual basis.

Jack Montez will be emcee of the show, and the following talent has been booked in: Chief Split Cloud's Indian troupe, shooting and archery; Bebe's Hollywood Bears; Cowboy Joe Phillips and his horse, Smoky; Ed Gillen's comedy divers; Ed Gillen, 90-foot dive into channel; Sandy the Seal; Phil Bennett and his crow, Jackie, and the Canadian log rollers and canoe tilters.

Schafer Show Adds Jolly Caterpillar To Ride Line-Up

GARY, Ind., Sept. 18.—W. A. Schafer, owner-manager of Schafer's Just for Fun Shows, took delivery of a new Allan Herschell Jolly Caterpillar here this week. The ride is the latest developed by the North Tonawanda, N. Y., manufacturer.

Schafer debuted the ride this week and will use it for the balance of his season, which includes fairs at Ardmore, Okla., and Texas annuals at Longview, Center, Gilmer and Tyler.

The new ride is reported to have scored well at the recent Ohio State Fair, where Floyd Gooding had it in operation, and on the fun zone of the Canadian National Exhibition, where J. W. (Patty) Conklin had it in the line-up.

Autry Drawing

Continued from page 63

attendance at the night show ran around 2,000.

The appearance in Fredericton had opposition from Barardo, hypnotist, slated to go into the High School Auditorium in the middle of town on September 13-14. Autry had the best of it radio and press-wise and at the last minute the Barardo show was canceled thru non-arrival of equipment. The hypnotist was to go on Tuesday (14).

Meanwhile the Autry outfit was making for St. John for showings at the Forum on Tuesday (14).

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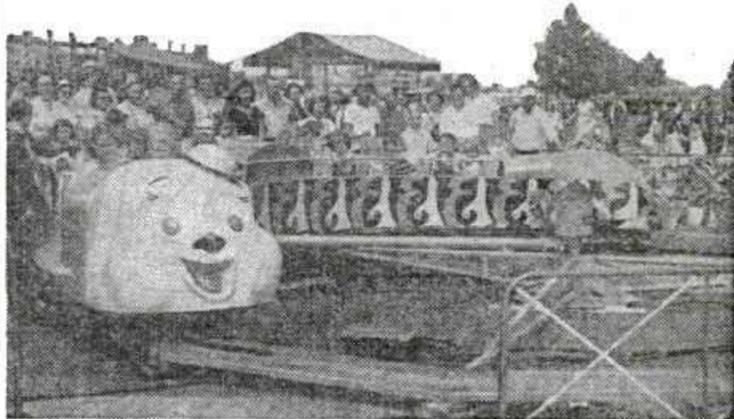
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The Jolly Caterpillar

Results now are in from the Ohio State Fair and the Canadian National Exhibition. At both places, Allan Herschell's great new ride, the Jolly Caterpillar, was a big success. F. E. Gooding said the Jolly Caterpillar's performance far exceeded his expectations and J. W. (Patty) Conklin reported that the first time out it was up among the leaders...The Jolly Caterpillar has proved its money-making appeal. Children love Jolly's funny face and blinking eyes, his easy, undulating motion, and the terrific buzzing

noise they can make by pushing Jolly Caterpillar faces in front of each of the six seats (see small picture above). Jolly is a fast-loading ride with an enormous appetite for passengers... 18 children or 12 adults. He can be set up or dismantled in two hours and is easily carried, with track, on a 15' open trailer. And of course Jolly has Allan Herschell's rugged and dependable construction, which means he will last a lifetime...Wire, phone, or write for complete information.

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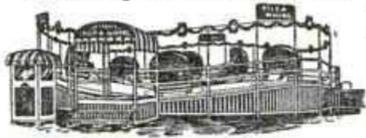
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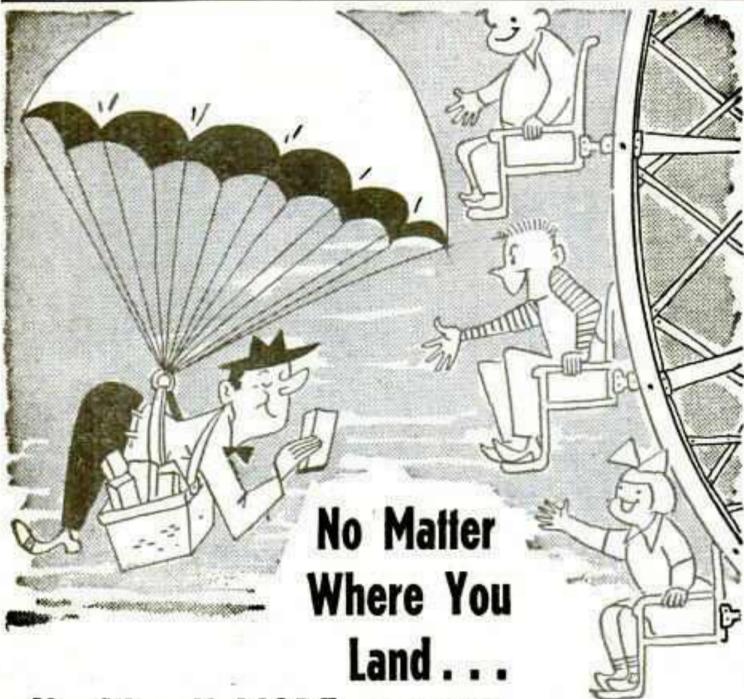
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3	Chas. Miller	Wis.	#5	495.40
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5	J. J. Frederick	Mich.	#5	457.00
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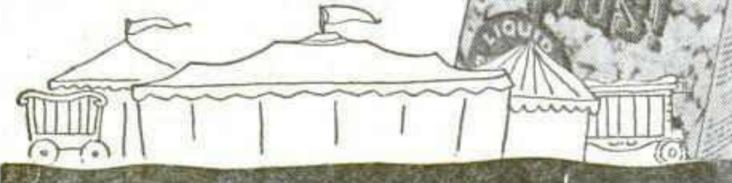
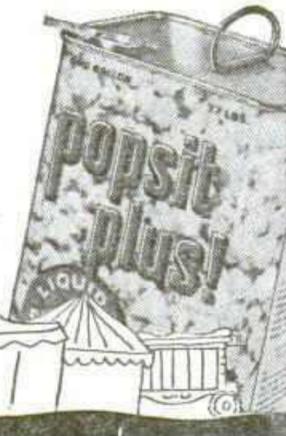
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**Veteran Op Hap Young
Bemoans Help Shortage**

SACRAMENTO, Sept. 18.—The success of a food concessionaire depends greatly upon good help for with loyal employees quality food is dispensed and business continues brisk, Basil (Hap) Young, who has been a concessionaire here at the California State Fair and Exposition for 42 years, points out. He moved his equipment into the fairgrounds last May and will remain another week to feed the crews altho the exposition closed Sunday (12).

Young's operation is down to this one spot now but there were times when he started early in the year and went thru until late fall working Beaumont, Tex. In late years he has had food concessions at San Diego County Fair, Fresno District Fair, and the Los Angeles County Fair, having a permanent sit-down spot at the latter.

"If I had people like I used to have, I'd still be going along," Young declares. "Henry Serb has been with me 32 years and he hires all of the men. Irene McSwain has had 16 years of service. She handles the books, acts as cashier and hires all of the waitresses. But, there aren't many people like them."

Past 77

Young, who recently passed his 77th birthday, estimates that his average purchase of meat—beef, pork, hamburger and ham—has been about a ton a day. For this spot he seated 210 people with 130 at tables under beach umbrellas. He sold only sandwiches, coffee, ice tea and milk.

Looking back over a colorful career, Young claims he was the first to serve the foot-long hot dog on the California State Fairgrounds. "That wiener stuck out of that bun at both ends and everybody was asking those who had them where they got them," Young explains. He adds that in one period of less than 11 hours he sold 1,400 pounds of the elongated hot dogs.

Young feeds the ground crews before and after the State Fair. From the time he opens until the fair starts, he handles beer. No beer is sold during the run. As soon as the crews finish the mop-up operation, Young takes his house trailer to Colorado where he fishes in the Colorado River.

"When we had good help, there was always food quickly and well prepared," Young concluded. "They were out there grinding all day, too, and many times the fair officials complained that we were making too much noise. We had no public address systems then. It was 'Have a lunch, have a drink' all day. And it brought in business. Those days are not gone but I'm too old to push like I used to."

**Badgers Boast
Big Appetites**

MILWAUKEE, Sept. 18.—Milwaukee area fun-seekers are not only ardent fans, but have king-sized appetites according to figures recently compiled at the Wisconsin State Fair and at County Stadium, where the Milwaukee Braves play baseball.

During the recent nine-day fair in suburban West Allis, the Wisconsin Department of Agriculture operated a milk stand where patrons could drink all they could hold for a dime. A total of 7,768 gallons of milk sold during the run. In the dairy building, the milk bar sold 86,400 cream puffs, the specialty of the house, and 25,575 malted milk drinks.

At a recent double-header between the Braves and the New York Giants, stadium concessionaires reported they peddled upwards of 30,000 ice cream bars at 15 cents.

**Popcorn Interests Set
Big Fall Sales Campaign**

CHICAGO, Sept. 18.—Popcorn, long a bellwether of the outdoor amusement refreshment field, this fall will be subjected to one of the most extensive promotional programs in its history. Under the joint promotion of the International Popcorn Association and Popcorn Processors, National Popcorn Week will be celebrated October 24-31, and the Popcorn Fall Festival will be in force from October thru December.

Manufacturing wholesalers and popcorn packers will spend in excess of \$1 million in direct advertising, advertising allowances and sales promotion to sell their product. And close to \$3 million will be spent in tie-in product advertising by leading firms and industry associations, including Morton Salt Company, Wesson Oil and Snowdrift Sales, Inc., Seven-Up Company, Pineapple Growers Association, C. F. Simonin's Sons, Inc., Penick & Ford, Ltd.; A. E. Staley Manufacturing Company and Continental Can Company.

Purchase Point

The drive will hit hard at the point of purchase. Arrangements will be made for mass displays, demonstrations, prominent display of sales material and related product tie-in displays. Two of the leading tie-in product firms, veterans in the fall festival, Morton Salt and Wesson Oil, will each have full-page color ads in Life magazine. Also to be used are a long string of national magazines and newspapers. And Wesson Oil will add the effectiveness

of its "Hawkins Falls" TV program telecast on 85 stations.

Seven-Up Company of St. Louis will tie in for its second year. The firm's campaign begins with a full-page color advertisement in Look magazine's October 5 issue and will be repeated in other periodicals. In addition, billboards, radio and television and other promotional media will be used. A newcomer to the tie-in plan is the Pineapple Growers' Association.

C. F. Simonin's Sons, Inc., Philadelphia oil suppliers and prominent in commercial popcorn industry, is launching an advertising and sales promotion program behind their retail popping oil package. This includes direct advertising as well as radio and television commercials in key markets.

The International Popcorn Association will again select a Popcorn Princess thru a nation-wide contest and feature her at their Popcorn Industries Convention and Exhibition to be held October 31 thru November 4 at Chicago's Conrad Hilton Hotel.

Our New "Perfection"

This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater thermostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

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**BIG PROFITS
WITH SOFT
ICE CREAM**

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GENERAL EQUIPMENT SALES, INC.
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1st Anniversary

We are proudly celebrating our 1st Anniversary this month—concluding our first full year of successful and pleasant business with the entire Outdoor Amusement Industry. We wish to again thank all our many friends and customers who have made this success possible.

VICTOR POPCORN SUPPLY CO.
VIC ZINDER
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Phone: 7-5538

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Phone 7-5538

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Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

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SNO-KONES | CANDY APPLES | GRABS**

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67,000 ACTIVE BUYERS read
The Billboard Classified columns each week

Bill Gulette To Operate Two Units in 1955

Winrod to Manage No. 2; 20 Fairs Already Pacted

FAIRBURY, Ill., Sept. 18.—The Imperial Shows, owned and operated by William Gulette, will have two units next year, with No. 1 to winter here, No. 2 at Pacific, Mo.

Gulette will head the No. 1 unit, which will have 11 major rides and 4 kiddie rides. The No. 2 unit, to be managed by Everett L. Winrod, will carry eight major rides, plus other attractions.

Winrod currently is general manager of the Imperial Shows, which will wind up its season next week at Rockford, Ill. The Gulette show experienced excellent fair business this year, with grosses up at all of the fairs played thru last week.

Already 12 fairs have been booked for the No. 1 unit next year, while fairs, all in Illinois, have been signed for the No. 2 show.

One Killed, Two Hurt in Shooting

TRENTON, Tenn., Sept. 18.—John Patterson, concessionaire, was killed and two other concession ops were wounded in a shooting on Buff Hottle Shows here Saturday night (11). Wounded were Mrs. Carl Herrick, dart game operator, and Charles Walters, who had a hot dog stand on the midway.

According to officials, Patterson, formerly with Hottle Shows, shot himself to death after wounding the other two. Mrs. Herrick was treated for a gun shot wound in her left hip but was described as not serious. Walters was released from a local hospital after being treated for a broken arm.

Cecchini Spots 29 Games at Pomona

POMONA, Calif., Sept. 18.—Louis Cecchini, of Cecchini & Levaggi, game concessionaires, has 29 spots on the Harry A. Illions World's Fair Midway here at the Los Angeles County Fair, which opened Friday (17) for 17 days. All are skill games.

The firm is operating 23 in the permanent stands flanking the entrance to the Illions zone. Six are under canvas. Cecchini set up the skill games with no expected changes as two years ago when seven switches were necessary.

In the permanent spots, some of the booths were made four feet deeper to give added flash. Cecchini & Levaggi has been playing the fair since 1931, a total of 23 years. However, during World War II, the fair was not held.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A. C. of A.: Chattanooga, Tenn.
- A-1 Am.: Gideon, Mo.; Walnut Ridge, Ark., 27-Oct. 2.
- Alamo: Bowie, Tex.; New Boston 27-Oct. 2.
- American Beauty: (Fair) Prescott, Ark.; (Fair) Hampton 28-Oct. 2.
- A. M. P.: Troy, N. C.; Durham 27-Oct. 2.
- Badger State: Red Wing, Minn., 20-22; Montgomery 24-26.
- Baker United: Newton, Ill.; Robinson 27-Oct. 2.
- Beam's Attrs.: Victoria, Va.; Hopewell 27-Oct. 2.
- Bee's Old Reliable: (Fair) Beattyville, Ky. (season ends).
- Belle City: Shorewood, Wis., 23-26; Milwaukee 30-Oct. 3 (season ends).
- Berra & Barry: Stratford, Ont., 20-22; Galt 23-25; Kingston 27-Oct. 2.
- B. & H.: Holly Hill, S. C.; (Fair) St. George 27-Oct. 2.
- Big Four: New Madrid, Mo.; Maldin 27-Oct. 2.
- Big State: (Fair) Stillwater, Okla.; Chickasha 27-Oct. 2.
- Blue Grass: (Fair) Columbus, Miss.; (Fair) Meridian 27-Oct. 2.
- Blue Valley: Pisk, Mo.
- Bogle, F. C.: Ralls, Tex.
- Borderland: O'Donnell, Tex.; Slayton 27-Oct. 2.
- Brodbeck & Shrader: Hutchinson, Kan., 20-23.
- Buck, O. C.-Model: Cherokee, N. C.; Atlanta, Ga., 27-Oct. 10.
- Burke, Harry: (Fair) New Iberia, La., 23-26; (Fair) Amite 30-Oct. 4.
- Burkhart: Paris, Ark.; Clarksville 27-Oct. 2.
- Capital City: (Fair) Oneonta, Ala.; (Fair) Hartwell, Ga., 27-Oct. 2.
- Casey, E. J.: Timmins, Ont., 20-22.
- Cavalcade of the West: Coeur d'Alene, Idaho.
- Central Am. Co.: Tabor City, N. C.; Weldon 27-Oct. 2.
- Central States: (Fair) Altos, Okla.; Weldon, N. C., 27-Oct. 2.
- Cetlin & Wilson: (Fair) Richmond, Va., 23-Oct. 2.
- Chance, R. H.: (Fair) Boise City, Okla.
- Chanos, Jimmie: Winchester, Ind.
- Cherokee Am. Co.: Shawnee, Okla., 20-22; Nowata 23-25; Sedan, Kan., 28-Oct. 2.
- Coleman Bros.: Rochester, N. H.
- Crafts Expo.: (Fair) Watsonville, Calif., 23-26.
- Crafts 20 Bldg.: (Fair) Watsonville, Calif., 23-26; (Fair) Fresno Oct. 1-10.
- Cumberland Valley: (Fair) Cedartown, Ga.; (Fair) Dalton 27-Oct. 2.
- Davis Am. Co.: (Fair) John Day, Ore.; Medford 28-Oct. 3.
- Drago, Paul, No. 1: Roann, Ind.; Kokomo 27-Oct. 2.
- Drago, Paul, No. 2: Millville, Ind.; Edenburg 29-Oct. 3.
- Drew, James H.: (Fair) Newport, Tenn.; (Fair) Murphy, N. C., 27-Oct. 7.
- Dumont: Benson, N. C.; Zebulon 27-Oct. 2.
- Dyer's Greater: Hernando, Miss.; (Fair) Forest City, Ark., 27-Oct. 2.
- Ellis, Doug: (Fair) Brandenburg, Ky.; (Fair) Hardinsburg 29-Oct. 3.
- Evans United: Concordia, Mo.; Alma 29-Oct. 2.
- Ferris, Carl D.: (Fair) Warrenton, N. C.
- Franklin, Don, No. 1: (Fair) Wharton, Tex.; Rosenberg 29-Oct. 2.
- Franklin, Don, No. 2: Neosho, Mo.
- Frontier: San Luis, Colo.
- Punland: Ozark, Mo.; (Fair) Forsyth 29-Oct. 2.
- Gatto Am.: (Fair) Egg Harbor, N. J.
- Gem City: Boaz, Ala.
- Gentsch, J. A.: McComb, Miss.
- Georgia Am. Co.: (Fair) Cumming, Ga.; Gainesville 27-Oct. 2.
- Glades Am. Co.: (Fair) Conway, S. C., 22-Oct. 1.
- Gladstone Expo.: (Fair) Pontotoc, Miss.; (Fair) Clarksdale 27-Oct. 2.
- Gold Medal: (Fair) Concord, N. C.; (Fair) Gastonia 27-Oct. 2.
- Gooding Am. Co., No. 1: (Fair) Delaware, O.
- Gooding Am. Co., No. 2: (Fair) Adrian, Mich.
- Gooding Am. Co., No. 3: (Fair) Nashville, Tenn.
- Gooding Am. Co., No. 4: Jackson, O.
- Gooding Am. Co., No. 5: (Fair) Centreville, Mich.
- Gooding Am. Co., No. 6: (Fair) Bluffton, Ind.
- Gooding Am. Co., No. 7: Hannibal, Mo.
- Gopher State: (Fair) Lakota, N. D., 30-Oct. 2.
- Grand American: (Fair) Carrollton, Mo.
- Great Wallace: (Fair) Reidsville, N. C.; (Fair) Chester, S. C., 27-Oct. 2.
- Greater Dixieland Expo.: (Fair) Jena, La.; (Fair) Jonesboro 27-Oct. 2.
- Groves Greater: (Fair) New Iberia, La.; (Fair) Ville Platte 28-Oct. 3.
- Hale's Shows of Tomorrow: Plattsmouth, Neb.
- Hames, Bill: (Fair) Amarillo, Tex.; (Fair) Lubbock 27-Oct. 2.
- Hammond, Bob: (Fair) Temple, Tex.; (Fair) Brenham 29-Oct. 2.
- Happy Attrs.: (Fair) Dover, O.; (Fair) Ashland 27-Oct. 2.
- Helman United: Foreman, Ark.; Verida, La., 28-Oct. 2.
- Heth, L. J.: (Fair) Winder, Ga.; (Fair) Carrollton 27-Oct. 2.
- Hill's Greater: Levelland, Tex.; Pecos 27-Oct. 2.
- Holly Am. Co.: (Fair) Fayetteville, Ga.; (Fair) McDonough 27-Oct. 2.
- Hottle, Buff, No. 1: (Fair) Florence, Ala.; (Fair) Donaldsonville, La., 29-Oct. 3.
- Hottle, Buff, No. 2: West Point, Miss.
- Howard Bros.: Ottawa, O.
- Ideal Rides: Nashville, Ind.
- Imperial: (Fair) Rockford, Ill.
- Interstate: (Fair) Bolivar, Tenn.; (Fair) Moulton, Ala., 27-Oct. 2.
- Johnny's United: (Fair) Huntingdon, Tenn.; Jackson 27-Oct. 2.
- Key City: Maroa, Ill.; Rantoul 27-Oct. 2.
- Keystone Expo.: Bowman, S. C.; (Fair) Ellmore 27-Oct. 2.
- Kile, Floyd O.: Melbourne, Ark.
- Lane, Lep: Sparta, Ga.; Wrightsville 27-Oct. 2.
- Lee Am.: Decatur, Ga.
- Manning, Ross: High Point, N. C.; Statesville 27-Oct. 2.
- Marton Greater: (Fair) Manning, S. C., 29-Oct. 2.
- Marks, John H.: Albemarle, N. C.
- McKenna Rides: Lodi, Wis., 22-28.
- Meeker's: Yakima, Wash., 21-26 (season ends).
- Merriam's Midway: Gothenburg, Neb., 23-24.
- Metropolitan: (Fair) Pine Bluff, Ark.; (Fair) Hope 27-Oct. 2.
- Midway of Mirth: (Fair) Marvel, Ark.
- Mighty Hoosier State: (Fair) Versailles, Ind., Aurora 30-Oct. 2.
- Mighty Page: (Fair) Bennettsville, S. C.; (Fair) Snow Hill, N. C., 27-Oct. 2.
- Milliken Bros.: Nahunta, Ga.
- Mound City: East Prairie, Mo.; Lilbourn 27-Oct. 2.
- Mound City, No. 2: Wardell, Mo.; Charleston 27-Oct. 2.

- Nelson, George W.: Battle Creek, Ia., 20-21; Ute 22-23; Panora 24-25.
- Nolan Am. Co.: Somerset, O., 22-25; Vanceburg, Ky., 29-Oct. 2 (season ends).
- Norton's Rides: Portales, N. M.
- Palmetto Expo.: Moncks Corner, S. C.; Waco, N. C., 27-Oct. 2.
- Pan American Am. Corp.: Chula Vista, Calif.
- Penn Premier: (Fair) Lexington, N. C.; (Fair) High Point 27-Oct. 2.
- Powelson Greater: (Fair) Woodsfield, O.
- Prell's Broadway: Mount Airy, N. C.; Rocky Mount 27-Oct. 2.
- Priddy: (Fair) Victoria, Tex., 20-27; (Fair) Three Rivers Oct. 7-9.
- Raines Am.: (Fair) Watonga, Okla., 20-23; (Fair) Danville, Ark., 27-Oct. 2.
- Raley Bros.: (Fair) Scotland Neck, N. C.; (Fair) Jackson 27-Oct. 2.
- Red Ribbon, No. 1: Iuka, Miss.; Athens, Ala., 27-Oct. 2.
- Red Ribbon, No. 2: Eupora, Miss., 27-Oct. 4.
- Rockwell: Wichita, Kan.; (Fair) Claremore 27-30.
- Rocky Mountain Empire: Tahoko, Tex., 21-23; Hobbs, N. M., 25-Oct. 2.
- Rose City Rides: Sikeston, Mo.
- Royal American: Tulsa, Okla.
- Royal Expo.: (Fair) Milledgeville, Ga.; Waynesboro 27-Oct. 2.
- Schafer's Just for Fun: Ardmore, Okla.
- Shan Bros.: (Fair) Cartersville, Ga.
- Shugart & Son: Bonham, Tex.; Clarksville 27-Oct. 2.
- Siebrand Bros.: Albuquerque, N. M.
- Smith, George Clyde: (Fair) Farmville, Va.; (Fair) Enfield, N. C., 27-Oct. 2.
- Snapp Greater: Fayetteville, Ark.
- Southern States: Apalachicola, Fla.; Blountstown 27-Oct. 2.
- Southern Valley: (Fair) Caushatta, La.; De Ridder 27-Oct. 2.
- Star Am. Co., No. 1: (Fair) McGehee, Ark.; (Fair) Warren 27-Oct. 2.
- Star Am. Co., No. 2: (Fair) McGehee, Ark.; (Fair) Warren 27-Oct. 2.
- State Fair: (Fair) Bristow, Okla.
- Sterling Crown: Aberdeen, Miss.; Corinth 27-Oct. 2.
- Stephens, C. A.: Dungannon, Va.; (Fair) Conyers, Ga., 27-Oct. 2.
- Strates, James E.: Shelby, N. C.
- Strong's Am. Co., No. 1: (Fair) Mulberry, Ark.
- Strong's Am. Co., No. 2: Red Cloud, Neb.
- Sunset Am. Co.: (Fair) Dexter, Mo.; (Fair) Newport, Ark., 27-Oct. 2.
- Tassell, Barney: Red Springs, N. C.
- Thomas, Art B.: Mitchell, S. D.; Little Rock, Ia., 28-29; Yankton, S. D., 30-Oct. 2.
- Thomas Joyland: (Fair) South Charleston, W. Va.
- Tidwell, T. J.: Midland, Tex.
- Tinsley, Johnny T.: (Fair) Thomaston, Ga.; (Fair) Anniston, Ala., 27-Oct. 2.
- Tip Top: Riedsberg, Wis., 23-25 (season ends).
- Tivoli: (Fair) Blytheville, Ark.; Greenville, Miss., 28-Oct. 2.
- 20th Century: (Fair) Muskogee, Okla.; (Fair) Okmulgee 27-30.
- United Expo.: Edwardsville, Ill.; Belleville 27-Oct. 2.
- United States: (Fair) Chilhowie, Va.
- Velare Bros.: Rotor Ride: (Fair) Memphis, Tenn., 25-Oct. 3.
- Veterans United: Hutchinson, Minn.
- Victory Expo.: (Fair) Iowa Park, Tex., 27-Oct. 2.
- Virginia Greater: Hertford, N. C.; Murfreesboro 27-Oct. 2.
- Vivona Bros.: Lumberton, N. C.; Sanford 27-Oct. 2.
- Volunteer: (Fair) Morgantown, Ky.
- Wallace Bros.: (Fair) El Dorado, Ark.
- Wallace Bros. of Canada: Lindsay, Ont.
- Wallace, I. K.: (Fair) Chesterfield, Va.; (Fair) Powhatan 27-Oct. 2.
- Ward, John R.: (Fair) Parsons, Tenn.; (Fair) Jasper, Ala., 27-Oct. 2.
- Warner Bros.: Iuka, Miss.
- W. B. J., No. 2: Tipton, Ind.
- West Coast: Madera, Calif.; Bakersfield 27-Oct. 2.
- West Coast Expo.: Walnut Creek, Calif.
- Weydt's Am. Co.: Viroqua, Wis., 23-26.
- Williams Am. Co.: (Fair) Rockwell, N. C.; (Fair) Stuart, Va., 27-Oct. 2.
- Wilson Famous: Astoria, Ill.; Ipava 29-30.
- Wolf Am. Co.: Cheraw, S. C.
- World of Mirth: Allentown, Pa.
- World of Today: (Fair) Parsons, Kan.; (Fair) Port Smith, Ark., 27-Oct. 2.

COOK'S TOUR

Miami Junket Fund Monies Around \$9,000

MIAMI, Sept. 18.—Close to \$9,000 for the Miami Showmen's Association has been raised within the last two months by its junketeering executive secretary, Phil Cook.

Included was a \$250 check as one-fourth share in the jamboree held on the Thomas Joyland Shows in Crown Point, Ind., which had been mistakenly reported as a three-way split among the Showmen's League of America, Tampa Showmen's Association and Ladies' Auxiliary of the Miami group. With award books and new members, that show enriched the MSA by \$500.

Fifteen applications were received from John Campi, concessionaire on the Gold Medal Shows who is going for a gold life card.

In Reading, Pa., club President William B. Moore and Yearbook Co-Chairman Claude Sechrist turned over more than \$1,700, including \$921 from award books, \$612.50 for Yearbook ads and \$100 to have Nick Thomas' name inscribed on the plaque which will be installed on the outside of the Miami clubhouse. Moore pledged a season's total of \$5,000 from the Cetlin & Wilson Shows, including proceeds from a jamboree set for Richmond, Va.

Wound Fatal To Operator Edgar Lewis

WEST PALM BEACH, Fla., Sept. 18.—Funeral services for Edgar (Freckles) Lewis, well-known Eastern concession operator who died last week of a gunshot wound, were held Wednesday (15) with the Mizell, Simon & Faville Mortuary handling the arrangements.

Lewis, wounded in the right ear, was found late Thursday (9) in a barn near here. In serious condition in St. Mary's Hospital are his wife Judy, 33, shot above the heart, and a former agent of Lewis, Aaron Kidd, 26, shot in the forehead.

Police reported that Lewis shot the couple with a .22 pistol and then turned it on himself. A veteran of 32 years on the road, in recent years he had supplemented his show earnings with proceeds from greenhouses he operated at his home here. He was a member of the National Showmen's Association, and a charter member of the Miami Showmen's Association.

- Ringling Bros. and Barnum & Bailey: Des Moines, Ia., 20; Iowa City 21; Waterloo 22; Mason City 23; Fort Dodge 24; Sioux City 25; Council Bluffs 26; St. Joseph, Mo., 27; Kansas City 28-29; Lawrence, Kan., 30; Pittsburg, Oct. 1; Springfield, Mo., 2.
- Von Bros.: Brookneal, Va., 22; Gretna 23; Altavista 24; Ruffin, N. C., 25.

Miscellaneous

- Marie O'Day's Palace Car: Norton, Va., 20-21; Pennington Gap 22; Abingdon 23-25; Johnson City, Tenn., 27-29; Knoxville 30-Oct. 2; Lenoir City 4-5; Athens 6-7.
- Oddities of the Jungle: Ringold, Ga., 20-22; Chatsworth 23-24; Dalton 26-Oct. 5.
- Shaffner Players: Unionville, Mo., 19-25.

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Used Kiddie Boat Ride with canvas tank. Used Kiddie Train Ride with fence and ticket booth. Used Kiddie Auto Ride, five fire engines and five dump trucks. Will accept best reasonable offer—must close out last week in September.
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Topeka Gets Ideal Weather, Whopping Receipts on Midway

Grandstand Income Rises as Kansas Event Gets Best Weather in Years

TOPEKA, Kan., Sept. 18.—Given perfect weather, the Kansas Free Fair here romped to record attendance, thumping midway business, and strong grandstand patronage in its eight-day run which ended Friday night (17).

Its run was a day longer than in the past, but at the end of the first seven days attendance was estimated at 410,000, up from 396,000 last year—and the closing day's count was expected to hike the gate for the full run to more than 450,000.

There being no outside gate, attendance estimates are based on grandstand attendance, with attendance on the grounds figured at five to every one person who takes in the grandstand show. At the end of the first seven nights, cash receipts in the stand were up about 5 per cent over last year.

Fireworks Back

For the first seven nights, the grandstand attraction, as in the past, was the Barnes-Carruthers No. 1 revue. In for the final night was WLS Barn Dance, plus fireworks, presented here for the first time in 20 years. Two pyrotechnic shows were staged, the other one on Monday night (13), with Thearle-Duffield Fireworks Company, Chicago, presenting the show.

Biggest grandstand crowd—and an all-time record here—was provided by big car sprint races Sunday afternoon (12). The events, staged by National Speedways (Al Sweeney) packed the 12,000-capacity grandstand and had 2,000 standees who paid a dollar each.

Aut Swenson's Thrillcade, in Monday (13), provided a 25 per cent bigger crowd than on the same day last year. Big car races Tuesday and late model stock car races Wednesday also yielded better crowds than last. A rodeo (The Triple L Bar Ranch) accounted for good crowds Thursday and Friday. New this year were running horse races presented Friday and Saturday (10-11). The horses ran before crowds of 3,300 and 3,600, respectively.

Whopping Sunday

Also new this year were horse-pulling contests, staged each morning Monday thru Friday. These events were credited with bringing patrons out early and upping spending on the grounds.

The fair had its biggest day Sunday (12) when attendance was estimated at 93,500. The turnout was so big that it was necessary to close the gates at noon.

Dunn Gate Near 20,000

DUNN, N. C., Sept. 18.—An attendance of some 20,000, about 8,000 more than last year, was predicted for the Dunn Fair. Operated by Curtis Rumley, who will also stage events at Snow Hill, Mebane, Tarboro and Oxford, N. C., the event is held on a 47-acre tract. It is planned to construct a grandstand and a track for next year.

The Mighty Page Shows on the midway reported good business thruout the week.

Heat Cuts Gate At Canton, O.

CANTON, O., Sept. 18.—The Stark County Fair, hurt by torrid temperatures, closed its run here Friday (10) after pulling an estimated 142,000 people thru the gates. This was a dip from last year. Free acts included Sensational Kays, acro-aerial; Theron Troupe, cyclists; Olympic Bears; Willy Keo, comedy, and Olivers, roller skating.

Midway business hit records. The Royal American Shows turned in a ride and show gross 38 per cent higher than last year, and chalked up a new single day high.

More national exhibitors were on the grounds than in any recent year, according to Maurice Fager, fair secretary. Entries in many classifications set records and for the first time in the history of the fair dairy cattle outnumbered beef cattle.

Exceptionally strong publicity was credited with being a potent factor in the fair's record run. The advance campaign again was handled by able Clive Lane. New twist in advertising was the use of an eight-page tabloid, instead of the huge herald long associated with the fair here. The tabloid was used as an insert in both of the Topeka dailies which have a combined circulation of about 130,000 and thousands of additional copies were sent to rural box holders and distributed by crews.

York Yields Little To Bad Weather

Off 10% Grandstand Still Tops 100G Because of Model All-Weather Stage

YORK, Pa., Sept. 18.—Altho considerably affected by the bad weather which blanketed the northeast thru the early part of this week, the York Interstate Fair, with today's operations still ahead, was not more than 10 per cent off in its gate and grandstand receipts.

Even with the dip in attendance, Samuel S. Lewis, president and general manager, yesterday predicted that the grandstand gross would top \$100,000. Thru yesterday the concession and exhibit space had brought in \$104,000, an amount judged about equal with last year.

The grandstand gross points up the value of the presentation of top names at York as well as the advantages of its model, all-weather stage which permits the full presentation of scheduled shows in anything short of a hurricane.

Seldom Equaled

Despite the bad weather this year's grandstand receipts will have exceeded on only four occasions in the 26 years that this type of presentation has been featured.

The value of the all-weather stage was well demonstrated Wednesday night (15) when only 800 persons less than last year attended the Frank Wirth production "Hi Neighbor!" featuring Patti Page. Other name features included the Mariners on Thursday (16) and Sammy Kaye and his orchestra yesterday. The Wirth revue was presented nightly.

Some \$50,000 was spent on improving the stage this year. The erection of walls made it possible to take nine feet off the side curtains and make for tighter weatherproofing. The size

Staunton, Va., Polls 31,415 Paid

STAUNTON, Va., Sept. 18.—The new Augusta County Agricultural Fair played to 31,415 paying patrons in its opening stanza here last week. Fair is the reincarnation of the old Virginia State Fair which sold its title to the Atlantic Rural Exposition three years ago.

Fair officials stated that \$3,299 was awarded in exhibit premiums and John H. Marks Shows on the midway reported satisfactory grosses.

OLD CAR RACE TO SPOTLIGHT MINEOLA PREEM

WESTBURY, N. Y., Sept. 18.—If you can't beat 'em, join 'em, was the decision of the Long Island Old Car Club. Result on October 9 will be the 50th anniversary running of the first Vanderbilt Cup Race over a triangular 30-mile course near here. The antique cars will then pick up dignitaries and steam into the grounds and before the grandstand. With their event set for the same day as the Mineola Fair preem, the club wisely offered to tie the two together so that both will gain from resultant publicity.

Edna Cause of First Topsfield Cancellation

TOPSFIELD, Mass., Sept. 18.—Hurricane Edna which struck this area last weekend caused the first cancellation in the history of the 130-year-old Topsfield Fair.

Saturday (11) was to be the final day of the fair, which had been plagued by rainy weather since Tuesday (7). The hurricane lifted a 200-foot section of the clubhouse roofing and dropped it onto a concession stand and automobile 75 yards away.

of the stage was increased to 110 by 65 feet and a special office was constructed for Frank Wirth, the producer.

Lewis said that in view of the rotten weather he was well pleased with the over-all results. Midway operations including the James E. Strates Shows and a host of independents apparently were doing very well with virtually every one off the nut at the end of opening Tuesday, he said.

ESE Offers La Rosa, 6 Days' Auto Racing

WEST SPRINGFIELD, Mass., Sept. 18.—One of its heaviest talent offerings will highlight the Eastern States Exposition which opens a nine-day run today. The event will offer Julius La Rosa, a rodeo, Hamid acts, six days of varied auto racing, hillbilly shows and daily band concerts.

For the opening day Howard Barlow and the Voice of Firestone Orchestra will perform at 3 and 7 p.m. Tomorrow and Monday (20) the 120-piece U. S. Army Field Band will give a concert, and thereafter two daily concerts will be offered by the Band of the Irish Guards.

La Rosa will sing during the nightly Dalton Bros.' Rodeo in the Coliseum.

Continuous performances under canvas will be given by the Hay-loft Jamboree organization featuring Elton Britt, Doug Garron, Slim Whitman and Ray Smith.

Sam Nunis will present midget racing today, stock races Tuesday, midget races Wednesday, AAA big car events Thursday and Friday (23-24), and stock races Saturday (25). Tomorrow and Monday the Kochman thrill show will perform, while the Horan thrillers are offered on the final Sunday (25).

Race cards and thrill shows will be broken up with Hamid acts, including the Great Galasso, singer balance; Don Tucker, trampoline; Bob Top and Lauren, roller skating on high pole; the Arregonis, aerialists; La Blonde Troupe, bar act, and Joe Hodgini's dog act. During the nightly rodeo and the amateur horse show, Capt. Wil-

WEATHER HITS BROCKTON HARD

Hurricane Fringe Swamps Opening Of Last Show Staged by Kingman

BROCKTON, Mass., Sept. 18.—The weather, which greeted the Brockton Fair with the fringe-anger of history's best publicized hurricane on its opening last Saturday (11), has cut heavily into the potential of this year's event. By today's closing the losses in attendance and revenue were judged too great to be made up, barring a sensational change in fortune.

The event got off to just about the worst possible start when some five inches of rain completely washed out the opening, a day which can be counted on to attract at least 20,000 persons with any kind of a break in the weather. There was hope after Sunday (12) when 37,677 turned out to make for a banner day all around.

On Monday (13) the gate dipped to 11,217. Tuesday, children's day, was good with 25,627 counted despite a rainy start. Wednesday and Thursday were cold and wet. On Wednesday 13,732 persons passed thru the gates.

Close Gates

On Sunday the saturation point in handling cars was reached for a couple of hours in mid-afternoon when the gates had to be closed to vehicles. However, a number of parking areas surround the grounds and the overflow was taken care of by the fringe operators.

This year's fair, the last to be fashioned by Secretary Frank Kingman who now moves to Winston-Salem, N. C., where he will manage the fair and the new Memorial Coliseum, had something for everyone and enough free attractions to justify the \$1 admission. Children were admitted free thruout the week.

Pari-mutuel running races were featured each week-day afternoon. The night show, because of declining revenues thru the years, has been whittled to a program of Al Martin acts plus the Buddy Wagner Hell Drivers. The latter also worked the matinee on Sunday and is the first such show to appear here in a number of years.

The weather definitely curtailed interest in all of these events, as it did on the midway

where the World of Mirth Shows supplied the attractions. Free attractions of note included an exhibit marking the diamond jubilee of electric light, a fashion show that kept many women interested each day, open air square and folk dancing, and a children's rodeo.

Food Handling

Bush and Laube who took over the handling of all food on an exclusive basis about five years ago, now operate their multiple permanent stands in conjunction with local groups, including churches and schools. It is understood that the contracting group mans the stand, buys its food from the concessionaire's commissary at cost, and works for a share in the profits with a guarantee included.

The current method would seem to serve two good purposes. First, it solves a probable tough labor situation since many local persons had to be hired and supervised to run the multiple units. Second, it brings back the familiar signs of the local groups who again actually have a part in and profit from the fair. The stands built by Bush and Laube are much more attractive, sanitary and costly than most local groups could ever hope to achieve on their own. The prices are stabilized and reasonable and the patron wanting a snack or a meal is better cared for at Brockton than at many other outdoor events.

The event, marking the end of the Kingman era, deserved a better break from the weather. On some three occasions hurricanes have taken their toll at Brockton in either attendance or property damage. Carlton Larsen, the new manager, got a proper introduction to the treacherous weather that can sometimes affect this event. He arrived in a happy mood, however, reporting that the fair at Dunkirk, N. Y., which he is leaving as manager, had its most successful run this year.

Gresham, Ore., Nets \$36,965

PORTLAND, Ore., Sept. 18.—County Auditor John J. O'Donnell this week reporter the 10-day 1954 Multnomah County Fair at Gresham showed an operating profit of \$36,965.

Manager Duane Hennessy noted that the fair started with record-breaking attendance and income that promised to surpass the 1953 profit of \$43,140, but that the weather turned unfavorable and the net leveled off. An all-time high attendance of 162,996 during the 10 days compared with 141,878 a year ago during an eight-day fair.

The county audit showed \$9,760 profit from pari-mutuel horse racing and \$27,204 from other divisions of the fair. Operation of West Coast Shows carnival netted the fair \$10,233, sale of commercial exhibit space \$19,006, and the parking concession \$1,785.

Rutland, Vt., Off 20%; Final Day Rained Out

RUTLAND, Vt., Sept. 18.—Figures released by Rutland Fair treasurer Geo. G. Smith reveal that this year's attendance plummeted to a depressing 86,500, 21,500 less than last year's 108,000 total for the six days. It was a 20 per cent drop and the lowest attendance in 26 years.

Final Saturday (11) gate was down to 1,500 compared with 1953's 20,000 due to a drenching from the fringe of hurricane Edna. The Jack Kochman thrill show was canceled as were all grand-

stand attractions. The World of Mirth Shows made attempts at a partial opening but by mid-afternoon the word went out to tear down.

Based on previous year's experience the fair itself lost at least \$15,000 on account of the Saturday deluge. It washed out what had been in recent years the second biggest day of the week.

Previous high attendance marks for the fair were 139,000 set in 1946 and 125,400 in 1927.

DOWNPOUR CUTS READING BY 24%

Mid-Week Day Washed Out; Cautious Spending Reflects Textile Layoffs

READING, Pa., Sept. 18.—Poor weather and economic conditions hooked up last week to force the Reading Fair attendance down by 24 per cent below last year's. All segments of the event suffered, including grandstand talent productions, thrill shows, Cetlin & Wilson midway, and Grand Circuit harness racing. For the first four days, thru Wednesday (15), attendance was 101,703 compared with 132,158 for four days in 1953. The event, which opened Sunday (12), was running 10 per cent ahead Tuesday night (14), but downpour blanked out Wednesday to where only 3,509 people turned out, compared with a healthy 42,960 last year for that day.

Day-by-day attendance is as follows:

	1953	1954
Sunday (12) ...	39,456	46,512
Monday	9,547	8,436
Tuesday	40,195	42,246
Wednesday ...	42,960	3,509
Thursday	28,372
Friday	51,369
Saturday	38,682
Sunday	36,142

TOTAL 286,723

Textile Picture Poor

At mid-week the weather outlook was poor and there was no hope held for a late recoup. In addition to the weather, which carried over Thursday (17) in the form of dark skies and drizzles, the area's economic backbone, textiles, was in bad shape with cutdowns and layoffs in evidence.

Even when turning out in good numbers the customers were in a cautious spending mood. First evidence of this was at the opening afternoon Jack Kochman thrill show, which drew less than a half-house or around 10 per cent off last year's figure. That night (Continued on page 77)

Oregon State Tops Record With 335,340

Grandstand, Circus Turnouts Fall Off; Mutuel Take Dips

SALEM, Ore., Sept. 18.—The 89th annual Oregon State Fair—despite some adverse weather—closed Saturday night (11) with a new attendance record of 335,340 compared with 309,315 in 1953. Rain reduced the closing crowd to 22,900 from 35,150 a year ago.

Gains were chalked up in afternoon racing, run on seven days of the eight-day fair, drawing 24,872 persons, compared with 21,379 in 1953. The parimutuel handle, however, was down from \$744,063 in 1953 to \$699,956 this year. Introduction of harness racing for two events each afternoon was deemed the controlling factor in its decline in wagering, fair manager, said.

The Helene Hughes revue (Continued on page 82)

Victorville, Calif., Dips 2,000 at Gate

VICTORVILLE, Calif., Sept. 18.—Completion of the audit on the 7th annual San Bernardino County Fair, which closed its four-day run here August 29, showed that the exposition dropped 2,000 in attendance under last year. Oren Robertson, secretary-manager, blamed bad weather for the decrease. The event got two days of wind and cold. Saturday and Sunday of the run had fair weather.

Saturday (28), Robertson said, was a record breaker with the daily attendance exceeding any day in its history.

The grandstand show was booked by Schepper Bros. of San Bernardino. Shows were changed daily, with Al Lyons and his orchestra (4) and Woo Woo Stevens playing the entire run. The presentations included Jimmy and Mildred Mulcay, harmonica artists; Whitey Roberts, comedy monolog; the Lillias Gilbert Trio, singing group; Fred Katzh, vent; Pinky Jackson and his chimp, Cheeta; Blair Sisters, dancers; Burley Fulton, vocalist; Hank Penny and Sue Thompson, folk singers, and Marie Cherie, dancer.

Frank W. Babcock United Shows No. 2 unit, managed by Howard Coffelt, were featured on the midway.

SPOTTY WEATHER CUTS BARRINGTON BUSINESS

GREAT BARRINGTON, Mass., Sept. 18.—Rain on Thursday (16) blanked out most activities of the Barrington Fair and there was little chance last night that last year's record 130,000 attendance figure would be equaled. The turnouts yesterday were fair but overcast skies kept patronage down.

Thursday last year set a mid-week record 17,000 attendance mark in building the record week. President Edward J. Carroll is aiming on boosting the closing Sunday attendance tomorrow with a strong grandstand offering.

Attendance Up, Spending Off At Quebec Expo

QUEBEC CITY, Que., Sept. 18.—The 43d annual Provincial Exposition swung its gates closed here Sunday (12) after playing to 339,000 paid admissions, an increase of roughly 20,000 over the last year. The expo started out with an eye to topping '52's all-time high of \$373,734, but rain intervened on three days and cool weather prevailed for part of the run.

The all-new "Hippodrome of 1955" show, in 14 performances in the Coliseum, grossed about \$110,000 but was viewed by 15,000 fewer customers than last year's edition. The decline was attributed to tighter money and the fact (Continued on page 77)

Good Weather Builds Santa Clara Annual

SAN JOSE, Calif., Sept. 18.—Mild days and cool nights helped Russell E. Pettit, secretary-manager, mark the 10th anniversary of the Santa Clara County Fair with attendance 1,955 over last year at the end of the first four days. The event closes its annual seven-day run tomorrow night.

The fair had its greatest publicity break last week when The Saturday Evening Post carried a story by Pettit and Frank J. Taylor, titled "I've Got the Craziest Job." The article, with color photos, was well promoted by The Post in this area.

Daily increases in attendance over last year range from 1,601 on the opening day Monday (13) down to 35 on the second day.

Stars of the "Howdy Doody" TV show will give three performances, the Buddy Wagner thrill show will perform twice, Capt. Tommy Walker will crash a plane thru a wall in the infield, and Lucky Walters will twice give his human bomb act.

The run opened Sunday (12) to satisfactory attendance and has been running around 13,000 daily, with the exception of Thursday's rainout. The Al Martin revue was called off that night, and while running races were held, the parimutuel (Continued on page 77)

READING FIRM TURNS 3,000 OUT FOR FAIR

READING, Pa., Sept. 18.—A move by one of Reading's major industries, the Textile Machine Works, resulted in a shot in the arm attendance-wise for the Reading Fair on Thursday (16) when it gave 3,000 shop workers a day off, to attend the fair. Fair officials have hoped of convincing this and other firms to make it a yearly policy. The factory workers were in evidence on a day marred by morning drizzles and general mean-looking skies.

Menacing Skies Slice Saginaw Attendance 20%

Grandstand Off First Five Days; Midway Holds

SAGINAW, Mich., Sept. 18.—Menacing clouds hovered over the Saginaw Fair the first five days of its seven-day run which ends tonight and attendance for that period fell more than 20 per cent below that for the same five days last year.

There was little rain, less than an inch, during the period, but there was no sun and glowering skies were enough to cut back at (Continued on page 77)

Bad Weather Hits Sturdy Spencer, Ia.

SPENCER, Ia., Sept. 18.—The Clay County Fair here, rated one of the nation's sturdiest, caught nothing but bad weather here in the first five days of its seven-day run which ends tonight, and trailed '53 in attendance by 20 per cent Friday afternoon (17), with two nights and a day to go before the wind-up.

The sun broke thru about 5 p.m. Friday (17) for the first time since the Sunday night (12) opening,

GATE OFF, \$\$ UP AT MICH. STATE

Paid Attendance Declines 46,171; Attraction Grosses Run Ahead of 1953

DETROIT, Sept. 18.—The Michigan State Fair picked up some momentum in its closing days, but still wound up its 10-day stand here Sunday (12) with 46,171 fewer paid patrons than last year. Total attendance for the run was 429,627 compared with 475,798 in '53.

In addition to the turnstiles click, the fair auditors reported 325,945 free admissions for a grand total of 775,572 people. The cuff admissions included children under 14, veterans and school teachers.

Despite the attendance dip which was attributed in part to unemployment, spending was up with all attractions reporting grosses. The reduction in federal

amusement taxes was a factor, particularly in the coliseum and grandstand shows.

The seven days of shows in the coliseum featuring recording artists, grossed \$72,875.78, topping last year's total by \$3.42. Attendance for the seven days was 66,666, compared with 72,862 last year.

In front of the grandstand, Cisco Kid and Pancho with Colonel Selby's Rodeo took in a whopping \$34,329.58 paid out by 32,602 people at 15 performances. In addition, close to 43,000 advance tickets were sold at \$21,500 by the co-sponsor, a local food store chain. Last year's circus program drew 16,664 and grossed \$16,259.50.

A 250-mile stock car race on Sunday (12) went off before 19,381 people for a gross of \$31,245.06 while that evening the Irish Horan thrill show took in \$1,671.83 from 1,504 patrons.

Total grandstand gross was \$78,079.36—a sharp increase over '53 figures of \$52,643.70. Turnouts at grandstand events this year was 60,145 against last year's 38,162.

Despite lighter crowds, parking revenue was up sharply. Income was \$40,326.50 compared with \$27,920 a year ago. And the W. G. Wade midway was up sharply, grossing a new record for the fair.

Washington, N. C., Pulls 10,000 Gate Despite Big Blow

WASHINGTON, N. C., Sept. 18.—The Beaufort County Fair, one of the early annuals in the State, closed here Sunday (12) after pulling an estimated 10,000 people, plus hundreds of children.

Fair lost Friday (10) to hurricane Edna. Due to the high winds Prell's Broadway Shows dismantled many of the rides, but erected them again on Saturday and did good business. Gate prizes were awarded each day. Plant improvements this year included new rest rooms and enlarged facilities for handling livestock.

Smethport, Pa., Revival Okay

SMETHPORT, Pa., Sept. 18.—The McKean County Fair, revived after being dormant since 1941, closed its five-day run here Friday (10) after pulling an estimated attendance of 60,000. Biggest day of the run was Labor Day, when the turnout was estimated at 15,000.

Attractions included three days of harness racing, a horse pulling contest and Indian, firemen's, grange and State police days. The Jolie Chitwood thrill show and an Al Martin variety program were featured along with Clarabell, clown from the "Howdy Doody" television show. Uley Reithoffer rides and shows provided the midway with the Great Berosini as a free act.

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Wednesday's turnstile clocking was 99 and Thursday's 220 over 1953.

Pettit, as usual, debuted the current run with a gimmick, this one probably being his most original. With the gates opening Monday evening at 7, patrons view a large replica of a birthday cake with 10 electric candles. Pieces of cake were passed out in bags marked "Welcome to the 10th Birthday of the S. C. Fair."

The afternoon and night shows on the 96-ton movable stage are again supplied by Lane Productions of Oakland, with Earle Caldwell producing. Line-up includes the Wiere Brothers, comedy; Woo Woo Stevens, banjoist; Francis Brunn, juggler; Harris and Shore, dance team; Helen O'Neill Dancers; Jim Alexander, emcee, and El Hussey's Music Masters. The Bearitis, high act with West Coast Shows, appear before the grandstand. The Four Phillips were booked in but were substituted by Brunn, when one of the troupe became ill and unable to appear.

West Coast Shows played a return engagement as the midway attraction. Show is combined with West Coast Exposition Shows for this engagement. Units moved in here for a Monday evening opening after closing the California State Fair and Exposition in Sacramento Sunday at midnight. All rides were up and working. Only a game concession opened late.

giving the fair its first taste of good weather after a succession of menacing skies, drizzles and rains.

Save All Shows

Grandstand business was off sharply, tho not a single show was lost to rain. One matinee bill-horse racing Thursday (16)—almost was lost to rain. One matinee bill-horse racing Thursday (16)—almost was lost following a heavy rain the previous night. The track was so mired after the rain that the horse races were canceled out. In their place, a make-shift program of stock car races was presented by Promoter Frank Winkley, who scoured around and dug up enough cars at the last minute. To put the races on, it was necessary to scrape the mud off the track.

A performance by Joe Chitwood's thrill show Monday (13) almost was canceled out because of the weather. The track was dragged for the show to iron it out following an early rain, the skies threatened, and after the (Continued on page 77)

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Write T. B. Cox, Concessionist.

Pontchartrain Closes; Season Equals Last, Thanks to Tax Cut

Batt Traces Ups, Downs; Tells Hefty August Promotion Schedule

NEW ORLEANS, Sept. 18.—Harry Batt shut down his Pontchartrain Beach operation here Sunday (12) and declared that if the federal admission tax had not been cut from 20 per cent down to 10 per cent, the amusement park would have shown a 10 per cent slide from last year's gross.

As it was, he said, business was nearly as good as 1953, which was the park's best season. The net, however, is down, he said.

In appraising the season, Batt recalled that May was down considerably because of unseasonable weather, but Pontchartrain bounced back in June. The spot also had a good month's business in July except for July 5, when the holiday was rained out.

With the month of August packed and jammed with successful promotions, Batt said, the business was exceptionally good. Among his promotions were:

"Miss New Orleans" contest; "Miss New Orleans Junior" contest; WDSU-TV Day, which was the most successful; The Times-Picayune Comic Character Contest, and the Red Smith-WBOK Day, during which a contest was held to select "Miss Hillbilly Dumplin' of 1954." The latter featured personalities from the WSM "Grand Ole Opry."

The 55th anniversary of the Central Trades and Labor Council was observed Labor Day at the park. On the Saturday, Sunday and Labor Day a series of pyro shows was staged to commemorate the Diamond Jubilee of the invention of the incandescent lamp

and to honor the late Thomas Edison.

The Edison Jubilee was carried out in co-operation with the Electrical Association of New Orleans, which includes the utility companies, contractors and appliance dealers.

Sandusky Spot Closes Season Ahead of 1952

SANDUSKY, O., Sept. 18.—Cedar Point, where the season was concluded on Labor Day, reported 1954 was better than 1952 and slightly behind record breaking 1953. According to E. S. Starr, park manager, rain and cool weather in August prevented the resort from equalling the '53 mark.

Improved Kiddieland, return of the wax museum after several years and a new Fun House were all contributing factors to the good year, Starr stated. He added that take on the games was down somewhat from last season.

As the season closed, Leonard Jefferson purchased three kiddie rides from V. F. Hodges, Indianapolis manufacturer, to complete his holdings in the revamped Cedar Point Kiddieland. Jefferson bought the Hand-Car, Kiddie Wheel and Sky Fighter that Hodges had been operating at the resort.

Jefferson now owns 10 kiddie rides and plans to add a few more before the next season opens for the Decoration Day weekend. He started at the resort in 1953 with a steam train and Super Coaster and has since bought the Merry-Go-Round, Auto Ride and Boat Ride that had been at the resort and added a Whirlie Ride and Tank Ride.

Overflow crowds were recorded at the Breakers Hotel July 4 and Labor Day weekends and during a couple of conventions, according to S. W. Gerstner, manager. In each case several hundred guests were housed in the Cedars Hotel, which is on the Sandusky Bay side of the resort peninsula while the Breakers faces Lake Erie. Gerstner stated that the hotel season was good except for a couple of rainy and cool weeks in August.

Square Dance Ends Season For Dorney Pk.

ALLENTOWN, Pa., Sept. 18.—More than 500 square dancers on Sunday (12) took part in the annual Caller's Jamboree at Dorney Park to bring Bob Plarr's 50th anniversary year at the spot to a close.

Clubs came from as far away as Maryland and New York to join in the program, held in Castle Garden.

The Labor Day weekend featured daily shows by a high act and aerial act, plus Monday (6) fireworks.

NEDICK'S TIE-IN CONVERTS NEW RIDERS FOR KID SPOT

NEW YORK, Sept. 18.—A tie-in with the Nedick's eatery chain resulted in hundreds of riders, and quite a few bottle caps in the office of Funland on Bruckner Boulevard. Running for a month up to Labor Day, the deal worked this way: Every six-bottle carton of bottled orange drink sold in the metropolitan area contained a card mentioning the ride offer. By presenting five caps at the park, the moppet customer got a special free ticket on the Space Ship, Merry-Go-Round, Tanks, Ferris Wheel and Roto-Whip, plus a nickel off the price of a hot dog. While the stunt brought in hundreds of free riders, Don Becker explained, business has held a high weekend level since the offer ended, indicating that many new customers were cultivated.

CONEY ISLAND, N. Y.

By UNO

The annual Mardi Gras weekly fete to mark the close of the season got under way September 13 with a brilliant pageant of an hour's length, in ideal weather. Preceding the march, under a canopy of lights, was a dinner at Gargiulo's restaurant on West 15th tendered by the Chamber of Commerce in honor of New York's Mayor Wagner and City Council prexy Abe Stark, who reveiled the parade from Feltman's Surf Avenue front balcony. Reigning as Queen was Helene Capone, chosen to be Her Majesty after a Jersey City rival abdicated. Outstanding in the parade were the gayly-attired Mummer's Band from Philadelphia and a 70-foot multi-colored replica of a railroad train of six cars. Tractor-drawn, it is the property and exhibit of the F. & M. Schaefer Brewing Co., introduced for fund-raising purposes, and will be shipped out of town for a tour of the East Coast fairs starting at the Eastern States Exposition in Springfield, Mass. First of the orgs to avail itself of the train will be the Traveler's Aid Society. The entire train is a reproduction of a typical railroad train of the period around 1842, the year the brewing company was established. Grand Marshal of the parade was Murray Handwerker, prexy of the Coney Island Carnival Company.

Sam Holzman, Arcade owner on Surf, is mourning the loss of

his brother, Dr. Morris Cohen, 51, who died recently in a New York hospital. Deceased was a professor in dentistry associated with the New York University. . . . With the wind-up of the season the Frances Canfield concessions on the Bowery have as attendants, Leo Shusan, general manager; Frank Kayama and John Cleary, star game agents, Abe Shenfield, at the ball game; Martha Soffer, assisting Mrs. Canfield at the archery; Jerry Soffer, at the fish game, and Babe Boltoglia, managing Walking Charlie. . . . Winter months will provide rest for Mr. and Mrs. Monroe Ehrman of Coney's publicity sanctum and Mr. and Mrs. Larry Rapp of Palace of Wonderland, in Florida.

The McCullough Bros.' kiddie ride park on Surf and West 15th is newly embellished with a four-unit modern frozen custard and soda fountain booth. Irving Rubenstein, who operates a similar but not so attractive a concession in Feltman's Park, is partnered in this venture with Max Handwerker, nephew of Nathan Handwerker of Nathan's "Famous" hot dogs. Brothers of Max are Sam, partnered with Murray Handwerker, son of Nathan, in a frozen custard and other dairy products on the boardwalk; Sidney, operator of Willie's frozen custard, Bowery and Stillwell Avenue; Bernard, in the same business in Bayonne, N. J., and Joe, who is the purchasing agent for his uncle Nathan. . . . Most parakeets and other birds given away as prizes this season at the games come from the Tirza pet shop on Mermaid Avenue. This is the same Tirza who operated a Wine Bath girllie show for 10 years on Surf Avenue and who is now exhibiting her revue on the Prell's Broadway Shows' midway. . . . Anthony Saviano, who is in charge of Ravennah's swimming pool where he owns and operates an Italian sandwich stand and also finds time to manage the Big Whip ride on the Bowery for Isadore Dorman, will be sworn in as Locality Mayor of Coney at a dinner in the Hotel Astor on October 17.

Glen Echo Deal Hits Spot; New Dance Mark Set

WASHINGTON, Sept. 18.—Glen Echo Park near here scored one of its best days Friday (3) with an all-day promotion plus an evening attraction in the Dorsey Brothers orchestra.

The promotion was tagged "Cowboy Joe Campbell Day" and was worked out with Pepsi-Cola distributors and WNBW TV outlet. Four radio shows were broadcast from the park. Two ponies were given away. Tickets distributed thru Pepsi-Cola retailers were honored for one ride on each of three devices.

The ride decals were distributed for three weeks before a concerted newspaper advertisement spread made its appearance. There were about 30,000 entries for the giveaway, it was reported.

Drawing from a different age group, the Dorsey Brothers drew more than 2,100 dancers and listeners to the ballroom to establish a high as the best dance crowd in three years.

Swope Park Train Carries More Than 1/4 Million in Year

KANSAS CITY Sept. 18.—A profitable season was reported this week by concessionaire Samuel S. Bornstein for the Miniature Train in Swope Park.

The streamliner hauled 257,720 between June, 1953, and last June, Bornstein said, and patronage has flourished at a similar rate all summer. About 55 per cent of the riders are children, his records show. The train travels a 2,250-foot track and covers an estimated 15,000 miles each year. Ride prices are 10 cents for children and 15 cents for adults.

Lakeside Ends Denver Season With Nickel Day

DENVER, Sept. 18.—Lakeside Park here closed with a special day Sunday (12) after running a week beyond the usual Labor Day shuttering time. Ben Krasner, manager of the funspot, featured Nickel Day for the Sunday and priced all rides and games at 5 cents. Free gate and two free rides to each child under 12 were parts of the promotional gimmicks Krasner used.

The El Patio Ballroom drew smaller crowds this season than past years with a house band fronted by Eddy Rogers playing nightly with the exception of a few one nighters by traveling name orks. Last week of the park's operation saw Leo Peepers and his band in the ballroom with crowds running fair to good every night.

One of the biggest cash getters for Lakeside this season has been the twice weekly stock car races. For the past six weeks more than 5,000 people have jammed thru the turnstiles at the park's one-fifth mile dirt track on Friday and Sunday nights to see Norm Engblom's two-hour stock car races. Each Sunday 30 minutes of the show have been televised.



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36 Characters Jump, remaining stationary; has horses, beads, ostriches, pigs, etc. Adult size.
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1/5 scale, all steel streamliner, one engine, 3 cars, 36 adult capacity, 800 feet of track, 1 switch, 12 pound rail, 18" gauge. Some spare parts, \$6,500.00.
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2 Kiddie Rides, in good condition, price reasonable, \$1200.00 for both. (Kiddie's Jeep Ride and Kiddie's Chair Rides), can be seen on premises.
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3 abreast for permanent park. Must be in A-1 condition.
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MOON ROCKET FOR SALE
This ride is in top condition. Used in permanent park. Attractive price for quick sale.
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Priced to Sell!
\$120,000 investment for only \$50,000
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Rides, Concessions and Buildings in A-1 Shape
Come and see it
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A STEAL
Lindy Loop, good condition, new mud sills. Now operating. Making room for new ride. \$1500 with gasoline motor, \$1300 without motor.
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We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Newark, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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W. F. MANGELS CO., Coney Island 24, N. Y.

Bad Weather Again Cuts WOM Earnings

Brockton Opener, Rutland Finale Are Washed Out; New Power Helps Grosses

BROCKTON, Mass., Sept. 18.—Bad weather this week continued to affect the earnings of the World of Mirth Shows. It also nullified much of the effort made by Frank Bergen, general manager, to insure an adequate amount of midway equipment on hand for the Saturday (11) opening, a day that coincided with the show's scheduled closing at the Rutland (Vt.) Fair.

While the show was closing out a week plagued by rain in Rutland an attempt was being made to set up equipment in Brockton to take advantage of the usually large opening crowd. But the fringe of the second hurricane to hit New England in a week completely washed out activity at both events.

In addition to some 10 cars of equipment consigned early to Brockton, Bergen had Lagasse show units operating here. By kids day, Tuesday (14), there was enough equipment on hand to easily care for the more than 25,000 moppets who attended. Some six Ferris Wheels and about as many live pony rides dotted the grounds.

Sunday Good

After losing the opener completely the show got in a good day on Sunday (12), with some 38,000 people reported on the grounds. From then until the end of the week, which held the promise of better weather, and with the exception of children's day, business was fairly light. An increase in tempo at night that might normally be expected was curtailed when the weather turned cold and damp.

Bergen, who has framed many attractive back end displays in the past, has done his best job ever this year. Given a decent break in the weather, the show has continually shown a marked increase in its earning power. Even with every fair played to date badly hampered by rain, the show earnings have not been too bad. What they might have been under more favorable circumstances is a matter of conjecture, but the show personnel is unanimous in believing that record earnings might have been approached everywhere in spite of a generally tighter economic situation.

"Dancing Waters," Dixie Gordon's Club 18, Walter Wanus' Side Show, Nate Eagles' Hollywood Midgets, Dick Best's four-legged girl, Zeke Shumway's Motordrome and the unusual Tony Diano Wild Animal Show all stack up as first-rate midway attractions. The addition of any one of three—"Dancing Waters," Nate Eagles' unit and the Tony Diano show—might have provided sufficient newness and change to please any of the fairs on the World of Mirth route. The acquisition and presentation of all three adds up to major and notable change.

Club 18 Strong

Notable, too, is the continuing potency of the standard Club 18 and the minstrel show, to name a couple, that have managed to hold their own despite the addition of new, appealing units. The revue is a sparkling, attractive

offering that hit its peak in Ottawa with the addition of bolstering acts, an added cost justified by the boom business there.

Even the show personnel is audibly proud and just a bit awed by the presence of so many good shows. They worry a bit, too, for the management by showing concern for the future. The scarcity of good midway attractions poses the question of what there is to follow up with.

The front end, attractive and compact as always under the direction of Bernard (Bucky) Allen, has found money a little tighter. Allen is sure that this is due in part to the new power of the show line-up. The back end, he maintains, attracts and holds much longer than any other grouping he has been associated with.

New Decorations

Along with bolstering the show line-up Bergen placed heavy emphasis on adding eye appeal to the units this year. Neon was brought back after several years of relying almost entirely on fluorescent lighting. The overall appearance is considerably enhanced and the added cost of maintenance is apparently deemed justified.

When the show moves out of here to make a Monday night (20) prelude at the Allentown (Pa.) Fair some five cars of attractions will be dropped off at Trenton, N. J., to provide for adequate midway presentation when the fair opens there Sunday (26). This split-up of equipment poses only a small problem of selection since not all of it can be set up in the limited space available at Allentown.

RAS TOPS TOPEKA '53 TAKE BY 38%

Dancing Waters Snares Top Show Money; Moves to Tulsa for Five-Day Still Date

TOPEKA, Kan., Sept. 18.—The Royal American Shows gave another forceful demonstration of their vast earning power here at the Kansas Free Fair when their rides and shows turned out a gross 38 per cent higher than last year.

The fair's attendance was up over '53 and the midway attractions operated without the 20 per cent admission tax that prevailed last year, but the prime reason for the thumping midway business was the Royal American's ride-and-show line-up with its greater strength than last season.

Of the shows, Dancing Waters was the biggest money-getter. Some 3,000 passes good Friday (10), opening day of the eight-day event, were distributed thru civic organizations and at an air base to spark early attendance and set tongues-awagging over the water show. It clicked from the outset and turned in solid grosses daily.



SNAPP GREATER Shows is the latest organization to enter a candidate in the Showmen's League of America contest to select Miss Outdoor Show business of 1954. Margaret (Peggy) Mulrine is the entry.

Wade Grosses 210G At Mich. State Fair

Rotor Leads Fun Zone With \$21,500; Renton Unit Wins Back-End Race

DETROIT, Sept. 18.—Despite a 10 per cent drop in paid attendance at the Michigan State Fair, W. G. Wade Shows grossed a record-breaking \$210,000 on shows and rides. This was approximately 25 per cent ahead of last year's \$169,000 take on the midway.

Two reasons were given for the increase. A stronger array of earning power and the high percentage of youngsters who attended the big fair. Children under 14, as usual, were admitted free and it was generally noted by observers that the turnout of moppets this year was substantially ahead of '53.

In racking up the record take, the Wade org broke the previous

ACA Grosses 100G; New Louisville High

Olson Assumes General Agent Duties, Replaces Critically Ill McCaffery

By HERB DOTTE

LOUISVILLE, Sept. 18.—The Amusement Company of America amassed a ride and show gross in excess of \$100,000 here at the nine-day Kentucky State Fair, which ended tonight, to chalk up a new all-time high midway record for the fair.

In its first appearance here, the ACA eclipsed the previous high set in 1951, and bettered last year's ride and show take by approximately 36 per cent.

For the ACA, it was the fourth straight fair at which it had reg-

istered higher ride and show receipts than last year. In successive years, the show had turned in bigger-than-'53 grosses at the Northern Wisconsin District Fair, Chippewa Falls; the Illinois State Fair, Springfield, and the Iowa State Fair, Des Moines, before its stand here.

'Dancing Waters' Leads

"Dancing Waters," presented after an intensive advertising campaign conducted by the fair, paced the shows in the money-getting department. The fair pulled out all of the stops in the advance build-up.

Of the other shows, Herb Elrod's Motordrome turned in the best gross, with Jimmy Chevonne's Side Show snaring the third best show gross.

The Dowis Sky Wheel topped the rides. It was the first time the double wheel had been presented here, and the fair beat the publicity drums vigorously in its behalf.

Again, as in the past several years, games concessions here were operated exclusively by service clubs, thus idling the concessionaires usually with the ACA.

Takes On Added Duties

J. C. McCaffery, general agent and co-owner of the ACA, continues in a Chicago hospital in a critical condition, with little hope given by doctors for his survival.

Paul Olson, ACA manager, has assumed the added duties of general agent and is also pinch-hitting in the position McCaffery held for years as superintendent of concessions of the Alabama State Fair, Birmingham.

The 43-year-old Olson is a veteran of 28 years in the carnival business. One of the ACA's owners, he has been with the show for eight years, the last four as manager. Earlier he had spent many years with the astute Patty Conklin in Canada.

With Olson assuming McCaffery's former duties, veteran Noble Fairly, steps up to the position of show manager.

record of \$173,985 set by the Cavalcade of Amusements in 1950.

Ride Grosses

The total gross was well spread among the 20 major rides, 18 kid devices and 22 shows, Wade execs said. The six top attractions took in about \$640,000, or about 30 per cent of the total.

Top grosser was the Velare Rotor, which took in \$21,500. On the final Sunday it rang up \$2,500, while on the first Sunday of the fair it collected \$3,300. Chuck Renton's Eeka show was in the second spot with \$9,000, and Joe Sciortino's Hawaiian unit finished strong to rack up \$8,900. And this was followed closely by Lash LaRue's Western Revue, which grossed a reported \$8,600. Others were John Till's Club Ebony with \$8,100 and the Side Show, apparently hurt by its location, which took \$7,900.

"Dancing Waters," which started off slow, gathered steam later in the run and took in \$6,800. Final Saturday was the top for the run, with a take of \$1,200.

First U. S. Fairs Poor for Denton

COVINGTON, Va., Sept. 18.—Johnny Denton's Gold Medal Shows, after what was termed a very fine season on the Western Canadian B Circuit, has been skidding on its return to the States. The first stateside fair, Parkersburg, W. Va., was a bloomer, and Covington has been hit by poor weather.

Parkersburg's grounds were miles from town and the show hardly did anything, with business only about 20 per cent of what had been expected.

Cold and dampness have discouraged patrons in Covington and chased the few hardy ones home early. Rides and shows got some money, but concessions fared poorly.

Gold Medal is carrying 9 major rides, 9 kiddie rides, 8 shows and about 40 concessions. A new minstrel show has been built, and purchases have included five new National trucks and girl and minstrel show canvas from the O. Henry Tent & Awning Company.

Leighton a Winner for Vivona; Re-Sign for 1955

ROANOKE RAPIDS, N. C., Sept. 18.—The fair in Leighton, Pa., Labor Day date for Vivona Bros.' Shows, slid a bit after an excellent weekend. Altho the gross was off from last year's the date nevertheless proved a big one, and John and Morris Vivona signed for 1955 when the run ended.

Opening day, Sunday (5), with a free gate drew 25,000 to the grounds. Labor Day's turnout of 45,000 filled the area from before noon thru midnight and spending was good, especially on the back end, but the rest of the week was below par.

Business dropped off Tuesday (7) and Kids' Day on Wednesday was a rain-out. Re-scheduled for Friday, it was again a wet one: The midway held 19 rides, 11 shows and 83 concessions.

It was the first time since early spring that the entire Vivona family was together at one date. Visitors included Joe Prell and Sam Morris. Before the week was over Harry Wilson came ahead to handle Kids' Day promotions for Roanoke Rapids.

DUNBAR, W. Va., Sept. 18.—L. I. Thomas was predicting a season every bit as good as last year's in the long run for Thomsa Joyland Shows last week in Charleston. It has been a pretty fair year so far, altho the weather sliced into the spring still dates, he said, but the fairs have been holding up. Show has four more fairs and closes at Elkins, W. Va.

Layout includes 10 major rides, 8 kiddie rides, 50 concessions and 6 newly refurbished light towers.

Reading a Bog-Down For Cetlin & Wilson

READING, Pa., Sept. 18.—The big week here that Cetlin & Wilson Shows was looking for was disappointing, especially to the front end, when rain and a cautious population produced earnings which were far from spectacular thru mid-week.

Fort Wayne last week produced satisfactory grosses, and for a while there were hopes of good business here as well.

Rides and Shows were doing okay in general thru Wednesday, but many concession stands in the early part of the week were closing early, as soon as 9:30 p.m. For some independents who had

pulled out of Timonium, Md., on Friday night and Saturday (10-11), there was the disappointing knowledge that they had missed out on a second good weekend.

Rain on Wednesday (15) completely washed out a day which had produced 43,000 patrons for Reading last year. Only 3,500 braved the weather and these weren't very active. Thursday was also off pretty badly.

Forecasts were for bad weather the rest of the week. The slump, caused by unsettled conditions in the local textile shops, affected the grandstand business as well as the midway.

Such sturdy RAS shows as Leon Claxton's Harlem in Havana, the Moulin Rouge and Bobbie Hasson's Side Show also registered good grosses but had to yield to Dancing Waters for top money honors. Strong promotion, excellent publicity, and effective on-the-spot build-up helped the water show to show the way.

The Royal American, which has left a long string of new gross records behind it this year, added still another one Sunday (12) when it piled up the biggest single day's midway take ever scored here. Receipts for the day exceeded by 40 per cent the take for the corresponding day last year. Wednesday (15) Farmers' Day, was almost as big.

Local newspapers here were liberal with space allotted to the Royal American, as were local radio stations and WDAF-TV, Kansas City. Gordon Martin, Topeka-Journal columnist, did a front page story on Murray Cohen, Dancing Waters talker, after listening to Cohen sell the show and this helped to up the show's business.

The Royal American Shows came in here from the Minnesota State Fair, St. Paul, where they amassed a gross only slightly under the all-time St. Paul record made when spending was loose immediately after the war.

From here the RAS goes to Tulsa, opening there Sunday (19) under auspices of the Tulsa Press Club to pre-date the Tulsa Fair. The RAS-Tulsa stand will be for five days and will be followed by the Oklahoma State Fair, Oklahoma.

Visitors to the show here included Mrs. Robert Lohmar; Everett Earhart and Virgil Miller, president and secretary respectively of the Kansas State Fair, Hutchinson, and L. M. Hodgson, Katy Railroad official.

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WANT FOR

Hickory, N. C., Fair, Sept. 27 to Oct. 2; Fayetteville, N. C., Fair, Oct. 4 to 9; Clinton, N. C., Fair, Oct. 11 to 16; Monroe, N. C., Fair, Oct. 18 to 23; Winston-Salem, N. C., Colored Fair, Oct. 25 to 30.

CONCESSIONS

Legitimate Merchandise Concessions of all kinds. No exclusives.

SHOWS

Wildlife, Unborn or any other money-getting Grind Show. Have beautiful Monkey Show outfit. Want Operator with Monkeys.

RIDES

Tilt-a-Whirl, Dark Ride or Rides not conflicting. Can always place experienced Ride Help.

All replies to JOHN H. MARKS

Albemarle, N. C., this week, then as per route

O. C. Buck-Model Shows, Inc.

America's Finest Railroad Show ATLANTA FAIR

THE STATE FAIR OF GEORGIA
Sept. 30 to Oct. 10 Inclusive

CAN PLACE—Legitimate Merchandise Booths, Ball Games, Photos, Hanky Panks, Derby, WANT—Round-Up, Spitfire, Caterpillar, Rocket, Glass House, Society Circus, Monkey Show or Chimps, Illusion Show, Fun House. Will place Kiddie Rides for Atlanta.

CAN PLACE—GIRLS FOR LINE IN BIG REVUE, DANCE TEAM, SKATING ACT, COMEDIAN, SPECIALTY GIRLS. Good proposition for a REAL HAWAIIAN TROUPE, at least Three Musicians and Three Girls for Revue Type Show. EXPERIENCED TALKERS AND GRINDERS.

Need a few experienced Ride Men on Rolloplane and Little Dipper and Octopus Foremen. Experienced Chef and Waiters and Griddle Men.

All answer this week, Cherokee, North Carolina



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50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

LAST CALL for

GREAT BLOOMSBURG FAIR, SEPT. 27; FREDERICK, MD., TO FOLLOW

CONCESSIONS—Eating and Drinking Stands, Glass Pitch, Age, Scales, Long and Short Range Galleries, Photo, Novelties, Merchandise Wheels, Derby Racer. Can book in Frederick, Md., and balance of season.

SHOWS—Will book Minstrel Show with own equipment. Want couple of shows for new midway to run near lower entrance and back of exhibit buildings. W. D. Leavengood, please contact.

RIDE HELP—In all departments. Semi Driver preferred. Laying out midway this week.

All answer JOE PRELL, Hotel McGee, Bloomsburg, Pa.

JOHN R. WARD SHOWS

Want for 7 Outstanding Fairs and more to follow

DECATUR COUNTY FAIR

Parsons, Tenn., Sept. 20-25

NORTHWEST ALABAMA FAIR

Jasper, Ala., Sept. 27-Oct. 2

OKTIBBEHA COUNTY FAIR

Starkville, Miss., Oct. 4-9

EARLY COUNTY FAIR

Blakely, Ga., Oct. 11-16

BAY COUNTY FAIR

Panama City, Fla., Oct. 18-23

JACKSON COUNTY FAIR

Marianna, Fla., Oct. 25-30

HOLMES COUNTY FAIR

Bonifay, Fla., Nov. 1-6

ARMISTICE CELEBRATION

De Funiak Springs, Fla., Nov. 8-13

CONCESSIONS

Bingo, Jewelry, Diggers, Long and Short Range Gallery, Popcorn, Floss, Snow, Photos, Penny Pitch, Ball Games and Hanky Panks of all kinds. Also Penny Arcade, Agents for Skillo, Pin Store, Count Stores, Buckets, Six Cats and Bowling Alley. Pea Pool Dealer, Concessions, contact Fitzie Brown.

RIDES

Kiddie Rides, Tilt, Spitfire, Rolloplane, Caterpillar and Rockoplane. Fred Mullins, call me.

SHOWS

Freak, Fat Show, Big Snake, Midget Show, Illusion, Unborn, Mechanical City and Fun House. Any worthwhile Show not conflicting. Acts for Side Show, Girls for Girl Shows.

HELP

On all Rides, must drive and have license. First-class Truck Mechanic with tools.

Address JOHN R. WARD, Parsons, Tenn., this week.

STERLING CROWN Shows

Eddie Young's

CAN PLACE FOR TRI-STATE FAIR, CORINTH, MISS.
SEPT. 27 THRU OCT. 2—(6 BIG DAYS AND NIGHTS)

Followed with 6 more Progressive and Proven Fairs in Alabama and Georgia. Get your winter money in the next 7 weeks. ALSO TWO OF THE BIG FAIRS IN FLORIDA THIS WINTER. FLORIDA CITRUS EXPOSITION, WINTER HAVEN. (THE TOPS.)

Get your Reservations in by joining NOW.

CONCESSIONS

Positively no grift booked. Cookhouse, Grab, Floss, Popcorn, Foot Long, Novelties, Scales, Ball Games, Fish Ponds, Darts, Hoop-La, Custard, Ice Cream, Arcade, two Mitt Camps (exclusive)—must wear American clothes and take orders. Hanky Panks of all kinds. THIS IS THE SPOT.

AGENTS

Experienced Short Range Gallery Man for Office Outfit. (Must drive truck.)

SHOWS

Motordrome, Side Show, Monkey, Fun House, well-framed Girl Show or any well-flashed Show not conflicting.

RIDES

Will book Rock-o-Plane, Scooter, Octopus or any Ride we do not have.

RIDE HELP

Foremen for Ferris Wheel and Merry-Go-Round, also good Second Men for all Rides. (Must be licensed semi-drivers.) Positively no drunks. Also Man for Front Gate and Towers.

NOTICE: MAX SHARP is now Business Manager

All replies to: E. L. YOUNG, Mgr., ABERDEEN, MISS., this week.

MIDWAY CONFAB

Ruth and Oren Gold left the Lakeview Amusement Company at Michigan City, Ind., to join Ed Perls' Pronto Pup concessions in Louisville. Si Hirshberg, another of Perls' agents, has folded his valet shop in the Shore Club, Miami Beach, Fla., to hop on the P.P. bandwagon.

Joe J. Kois, mechanic for Harvey Griebing's Arcade on the World of Mirth Shows, has returned to work after doing a nine-week stint in a Worcester, Mass., hospital.

Frenchy LeGrand, of the LeGrand Amusement Company, reports that the show has concluded its season. Good business was enjoyed, writes LeGrand, with favorable weather prevailing throughout the show's tour. . . . Betty Milton, lecturer on the Snake Show on Beam's Attractions, suffered a broken arm in an automobile accident recently.

Frankie Bombino, who had his Human Ape and Jungle Killers Shows at the Michigan State Fair, took delivery of a new chimpanzee from a Northern Michigan supplier during the Motor City stand.

Joe Pearl, mail agent on Gold Medal Shows, was surprised by a visit of his brother, Nat, at Covington, Va. Nat was en route to Daytona Beach, Fla. . . . Flying Valentinos joined John H. Marks' Shows at Staunton, Va., as the free attraction. . . . Phil Cook, executive secretary of the Miami Showmen's Association, was a Marks visitor at Staunton as was Allen Travers, general agent of the Strauss organization.

Evelyn Curry has undergone surgery and is recuperating in the Park East Hospital, New York. Evelyn and her husband, Harry Curry, were concessionaires with the Crafts organization and booked independently into Southern fairs for many years before opening a string of games in Rockaways' (N. Y.) Playland, where they have been for two years.

Personnel of Virginia Greater and Marks shows visited with members of Beam's Attractions at the Chesterfield County Fair. . . . Willie Lewis reports he's contemplating putting another set of kiddie rides into a new Richmond housing development. . . . Eula Vaughn left the Strates' show at York to join Cetlin & Wilson. . . . Judson (Six-Cat) Williams visited friends on the Prell org at Goldsboro, N. C. . . . Bob Westermann is back with it after a short lay-off due to a sun stroke. . . . Raube Walters and Charlie Boyd passed thru Richmond, Va., recently en route to the Peanut Fair at Scotland Neck, N. C.

A wedding September 4 in Fort Wayne united Wayne White, boss canvasser of the Posing Show on the Cetlin & Wilson midway, and Anne Thompson, a Raynell chorus girl, in the Fort Wayne Cathedral. Raynell's boss canvasser, John Arroyo, was best man, and Virginia Bradley of the same show was maid of honor. Many C&W folks attended the large reception at the Fort Wayne Show Bar.

Mr. and Mrs. L. C. Reynolds, of World of Today Shows, hosted officials of the Western Canadian B fair circuit during the show's stand at Fargo, N. D. Guests included Mr. and Mrs. E. P. Rae, of the Estevan (Sask.) Agricultural Society, and Mr. and Mrs. M. W. Simond, of the North Battleford, Sask., annual.

Chuck Magid is at his Winnipeg home, recuperating from an illness which had hospitalized him at Yorkton, Sask. . . . Louie Leonard spent a few days in Chicago recently en route from the Nebraska State Fair, Lincoln, to Birmingham, where he will have

a concession at the Alabama State Fair.

Berney and Marie Smuckler, operators of Highland Park, Meridian, Miss., now also have a number of concessions at Prichard City Park. The Smucklers recently took over from W. A. Cannady, of Meridian, Miss., four rides formerly owned by the Cavalcade of Amusements. The rides are a Rocket, Octopus, Caterpillar and Rocket.

Marry (Whitey) Byus, of the James J. Strates Shows, is reported to have signed up enough new members for the Miami Showmen's Association to earn a gold life-membership card. . . . Harry Ettels, concessionaire back in his own country last week, playing the Rutland (Vt.) Fair, nearly exhausted the State's supply of maple sirup remembering friends and acquaintances throughout the country.

R. Steele and M. Helzer have joined the James E. Strates Shows with cookhouse, Arcade and other concessions. Capt. Earl Shoemaker is operating the Drew-owned Funhouse for his third year. . . . Recent visitors on Greater Dixieland included Leonard Henson, who is now in the Air Force, stationed at Belleville, Ill. . . . Bill (Pop) Self, of Dixieland, is up and around again after being sidelined with a bad leg. . . . James Gould reports that Nolan Amusements will close its season in a couple of weeks. Business has been just fair, he says.

Oscar C. Buck, of the O. C. Buck-Model Shows, and general agent Jim Quinn were New York visitors this week. . . . Another visitor to the city was Gerald Snellens, World of Mirth special representative, en route to Allentown, Pa., from Brockton, Mass. . . . An unusual amount of rainy, cold weather has the personnel of the World of Mirth on an antibiotic kick. The pill brigade includes Eddie (Mickey Mouse) Cenname, lot super who had previously wallowed in rain and mud for years with no ill effects. Lew Hamilton, talking on Nate Eagle's Hollywood Midget Revue, is having a nice season on WOM with grosses reported up every week.

Bob McCarty reports from Newark, N. J., that Peanuts Baker was a recent visitor there, sporting a new Buick convertible. Baker, who reported a successful season with the Ted Lewis Shows, will be back with Lewis next year with his popcorn and candy apples. He and his wife, Lulu Belle, are heading for their home at Hot Springs, accompanied by Little Patterson Joe Shaw. . . . Carnival Joe has dissolved his partnership with Joe (The

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FOR ROCKY MOUNT, N. C., SEPT. 27; FREDERICK, MD., OCT. 4, TO FOLLOW

Concessions—Eating and Drinking Stand, all kinds of Merchandise Concessions, Derby Racer. Shows—Want Snake Show, Girl Show Operator with girls (we have complete outfit), Unborn Show, Fat Show. Ride Help—Sober Ride Help, semi drivers preferred. All answer:

SAM PRELL, Mt. Airy, N. C.

GrinJer) Phillips, and is heading south to play the big ones with his artificial flower stand. . . . Broadway Cappy reports good times with Vivona Bros' Shows. . . . Leo Lassalie is in Reading, Pa., managing an independent midway for Harry Model and Bobby Baker. . . . Kid Dropper returned from his Canadian tour and is heading for Florida. . . . A testimonial is planned for Pete Glynn for his work in raising funds for a home for underprivileged Syrian children. . . . Legs Poole is still with Jake Kopple, talking on the Girl Show.

L. Harvey (Doc) Cann, former general agent, limits his show activities now to holding and operating the exclusive peanuts-popcorn franchise at the Brockton (Mass.) Fair. Doc, who has held the date for a number of years, recently built one permanent stand. The others are portable. After his one-week season Doc will return to his Sarasota home where he operates charter boat and deep sea fishing services.

Mickey Sakobie, wife of Jimmy Sakobie, has recovered from her recent illness and is recuperating on the Gold Medal Shows' midway.

Jennie Lee, the Bazoom Girl feature of Harry Seber's French Vani-Tease show at Toronto's Ex, drew a round of press notices when a tone-down of the show was ordered. The publicity didn't hurt business a bit. Also on the bill are Sheree Knight, Denise Dunbar, puppeteer Kan Mansfield, Farilyn Fain, Flame, Simone and Ramona and comic Bill Duncan.

Mar-Shan (Marsha Blue) has left Revere, Beach, Mass., and on September 16 opened for two weeks at the Fox Theater in Indianapolis.

Ray Oakes, owner of the Tampa games bearing his name, recently hosted the suburban Drew Park Chamber of Commerce at his establishment there. . . . Joby Martin of the West Coast Shows had company during the California State Fair when her parents, Mr. and Mrs. Robert Martin, and her brother, Robert Jr., drove up from El Cajon, Calif.

Page Biz Okay In Ky., Tenn.

SPRINGFIELD, Tenn., Sept. 18.—Page Bros' Shows have been doing okay business at Kentucky and Tennessee spots, with total grosses matching last year in most cases. Show moved here to its home base this week but will leave later this month for six weeks in Alabama.

Waverly, Tenn., played last week, was good and the Labor Day stand at Ripley, Tenn., came up with fair business for most of the personnel.

Jim Escobar joined with kid rides and concessions. Joe Mallory came on to the front end. Charles Griggs is sporting a new tractor and semi, which he picked up at Ripley. Jimmie Weaver, son of concessionaire Carl Weaver, has his leg out of a cast after a three-month siege. Joe Edwards is managing the office-owned concessions since Shorty Baker closed. Manager W. E. Page visited Volunteer Shows at Ashland City, Tenn.

W.G. WADE SHOWS

Now Contracting for the 1955 Season
RIDES—SHOWS AND CONCESSIONS

C. P. O. Box 1488
Detroit 31, Michigan

PRIDDY SHOWS

Now Booking Concessions

\$12.50. Need Stock Stores and other Concessions for Live Oak County Fair, Three Rivers, Tex., Oct. 7-8-9, now; Victoria, Tex., Sept. 20 to 27. In Silver City addition location.

WANTED

RIDE HELP for all Rides. CONCESSIONS: Can use good, clean Concessions of all kinds.

MOUND CITY SHOWS
Wardell, Mo., this week; then the big one in Charleston, Mo., next week.

Mighty Page Does Well, Plans 2d Unit

DUNN, N. C., Sept. 18.—Banner business reported at fairs here this week and last week at Ashboro, N. C., continued a string of good grosses the Mighty Page Shows have garnered at annuals.

Owner W. O. (Bill) Page reports nine fairs already signed for next year. With this good start on bookings he has decided to put a second unit on the road next year. The principal unit will start as usual around the middle of April. The second unit will open in August and play fairs only.

A jamboree held here for the Miami Showmen's Association netted \$726. The show was held in Pocketbook Harris' Club Harlem Revue top. Speakers included Curley Graham, business manager; Roland Page, concession manager; Jack (Slim) Lance and Bill Page. Phil Cook, association executive secretary, presided.

Also active in the affair were Sam Palitz, Al Edwards, Jack Stone, Mrs. Joan Page, Mrs. Bill Stone, Mrs. Winnie Edwards and Mrs. Sue Page. About 150 attended.

SLA Nets 1G From Collins Lincoln Party

LINCOLN, Neb., Sept. 18.—The treasury of the Showmen's League of America was enriched to the tune of \$1,000, the proceeds from a benefit jamboree held here Thursday night (9) on the William T. Collins' Shows at the Nebraska State Fair. Event took place in the gal show top.

Mr. and Mrs. Collins hosted the party and Mrs. Collins wrapped all the gifts sold at the auction. Max Friedman served as auctioneer, assisted by Al Sweeney. Sam Levy Jr., provided four acts from the grandstand revue with Joe McKenna emceeing the talent. Wally Black emceed the three acts provided by the Collins org.

Also active in the preparations were E. W. (Slim) Wells, Hank Shelby, Ned Torti and Jack Duffield.

Bridgeton Okay For Isser Unit

BRIDGETON, N. J., Sept. 18.—Business at the Bridgeton Fair has been good for the I. T. Shows this week. The earnings of the midway organization were considerably bolstered by a large turnout of free spending kids on their special day Wednesday (15).

Opening Tuesday (14) was also reported okay altho the weather remained threatening thruout the day. Some of the best business of the week is anticipated for today.

Some equipment has already been routed to Danbury, Conn., for the fair there. When the show leaves here tonight for the Gratz (Pa.) Fair additional equipment will be shipped to Danbury for the opening there a week from tomorrow.

Hottle Wins At Trenton

LAWRENCEBURG, Tenn., Sept. 18.—Buff Hottle's No. 1 show trucked here this week from Trenton, Tenn., where, despite a dip in attendance, rides and shows did a satisfactory business. Weather was good for most of the run and ride business on Monday and Saturday was especially good.

With Gem City Shows playing at nearby Dyersburg, there was much visiting. Gem staffers who came over included Don and Lynn Greco, John Reed, Pete Manos and Floyd Miller, who visited with Hottle's legal adjuster, Dolly Young.

Virginia McGee, president of the Tampa club's auxiliary, is making an afghan in club colors for the bazaar. Mr. and Mrs. Bill Herrington are back with the show after making a Labor Day celebration with their second unit.

"Let's Get With It..."

Cast Your Votes for

MISS OUTDOOR SHOW BUSINESS OF 1954

Help the worthiest cause we know ...

THE SHOWMEN'S LEAGUE OF AMERICA

YOSH
Jack Duffield

MANELL
Maxie Friedman

STOSH
Hank Shelby

C.C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED

FOR WEEK OF SEPT. 27, MISSISSIPPI FAIR & DAIRY SHOW, MERIDIAN, MISS. THIS IS THE OLD, ESTABLISHED FAIR. GROUNDS LOCATED WITHIN WALKING DISTANCE. FIRST FAIR HELD IN MERIDIAN THIS YEAR. FOLLOWED BY CHILDERSBURG, ALA., WEEK OF OCT. 4; THEN THE DOTHAN, ALA., FAIR.

CONCESSIONS—Hanky Panks and Prize-Every-Time Games of all kinds, Derby Racer, Penny Arcade, Six Cats, Buckets, Auction Store and direct sales of all natures. Open Midway for Meridian.

SHOWS—Snake, Monkey or any good Grind or Bally Show with own equipment. All address

C. C. GROSCURTH, Gen. Mgr. Columbus, Miss., all this week; then as per route.

Royal Exposition SHOWS

WANT FOR FOLLOWING FAIRS AND BALANCE OF SEASON

Burke County Fair, Waynesboro, Ga., Sept. 27 to Oct. 2; Toombs County Fair, Vidalia, Ga., Oct. 4 to 9; Jefferson County Fair, Louisville, Ga., Oct. 11 to 16; Warren County Fair, Warrenton, Ga., Oct. 18 to 23; Two-State Colored Fair, Augusta, Ga., Oct. 25 to 30, and two more pending.

CONCESSIONS: Want Fish Ponds, Ball Games, Pitch-Till-You-Win, Balloon Darts, Jewelry, Novelties, Floss and Custard. Very reasonable privilege. SHOWS: Want Snake Show, Fun House or any Show of merit with own transportation. RIDES: Want Tilt-a-Whirl, Live Ponies. AGENTS: Want P. C. Agents. Want efficient Help for Diner. RIDE HELP: Want Working Men in all departments who drive semis. Please Note: We pay cash every Monday and do not use meal tickets nor brass. All answers to Milledgeville, Georgia, this week; then as per route.

Royal Exposition Shows, W. H. "Splinter" Royal

COOKHOUSE WANTED

Can also place Grab. All Fairs. Need experienced Second Man for Wheel. Must drive. NOTE! Sheik Hennis, answer. All answer this week:

James H. Drew Shows
Newport, Tennessee

VIRGINIA GREATER SHOWS

MURFREESBORO, NORTH CAROLINA, SEPT. 27th-OCT. 2nd (This is it.)

Want French Fries, String Game, Custard, Photos, Basketball, Milk Cans, Hoopla, Fish Pond or Duck Pond, Coke Bottle, Short Range, Cigarette Shooting Gallery, Bowling Alley, Age and Scales, Penny Pitch, Balloon Darts. (No gypsies, no racket, no Glass Pitches.)
Want small Jig Show Troupe, Monkey Show, Wild Life, Unborn.
Now booking Hanky Panks for 1955.

All mail and wires to
WM. C. (BILL) MURRAY
Hertford, North Carolina, this week.

GOLD MEDAL Shows

WANT

LAST CALL FOR THE BIG SPINDLE CENTER FAIR, GASTONIA, N. C., FOLLOWED BY PETERSBURG, VA., FAIR AND WILSON, N. C., FAIR

CAN PLACE A-1 Ride Foremen for Twin Wheels, Looper and Tilt-a-Whirl. Also Second Men.

All legitimate Concessions open. Want Glass House, Fun House, Unborn, Snake and Monkey Show.

GOOD OPENING FOR PENNY ARCADE

WANT Bingo Caller and Counterman. Contact Ralph Flanagan.

All others wire JOHNNY J. DENTON, Concord, N. C., this week

WANT

WANT

Fresno District Fair

Fresno, California

OCTOBER 1st-10th INCLUSIVE

ATTENDANCE 250,000—UPTOWN LOCATION—PLENTY OF PARKING SPACE

NOW BOOKING CONCESSIONS

SPACE \$17.50 PER FOOT FOR THIS MAJOR WESTERN FAIR. WILL BOOK SIDE SHOW, GIRL SHOW OR WHAT HAVE YOU. CAN BOOK TWO GRIND SHOWS WITH OWN OUTFIT.

Can place sober, reliable Ride Help and Ticket Sellers. Extra mileage money for good Semi Drivers. No Gypsies or Flatties here.

Wire—Write
or Phone

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave., North Hollywood, Calif., Phone POplar 5-0909, or Crafts as per Billboard route.

CENTRAL AMUSEMENT CO.

Wants for the Following Seven Fairs, Beginning Legion Fair, Weldon, N. C., Sept. 27-Oct. 2. Please note the change in dates: Weldon, N. C., Fair instead of Murfreesboro, N. C., then Lewiston, N. C., Fair, Oct. 4-9; Carolina Yam Festival, Tabor City, N. C., Oct. 11-16; then Marion Co. Fair, Marion, S. C., Oct. 18-23; then the Great Loris Fair, Loris, S. C., Oct. 25-30; Legion Fair, St. Stephens, S. C., Nov. 1-6; Beaufort, S. C., 8-13.

Want Ride Help. Can place non-conflicting Rides. Hanky Panks, come on. Want Shows with or without own outfit. Want Girls for Girl Show. Want Concession Agents. Can place one more Free Act to join Tabor City, N. C., now; then as per route.

JOHNNY'S UNITED SHOWS

LAST CALL

JACKSON, TENN., A. M. & I. FAIR; SCOTTSBORO, ALA., JACKSON COUNTY FAIR; RANDOLPH COUNTY FAIR, ROANOKA, ALA.

Can place Six-Cats, Buckets, Glass Pitch and Hanky Panks of all kinds.

Help Wanted. Operator for Foot-Long Hot Dog Concession, Agents for Color Game and Penny Pitch. Musicians wanted for Minstrel Show.

All replies to JOHN PORTEMONT, Huntingdon, Tenn.

AGENT WANTED

FOR IOWA PARKS, TEXAS, SHEPPARD FIELD AIR BASE PAY DAY, SEPTEMBER 27 TO OCTOBER 3

Count Store, Pin Store and Six Cat Agents. Charlie Osten, Little Man, please contact. Wire or Call

LILA BERGMAN

CORAL COURTS, IOWA PARK, TEXAS

AGENTS WANTED

FOR EIGHT BONA FIDE FAIRS. COUNT STORE AND PIN STORE

Those who worked for me before, please contact. Also Stanley Levy, Charles Sakobie, Shirl (Chuddy) Siegal, Mose Kolin, contact me at once; have good proposition for you. All contact

MAXIE SHARP

Sterling Crown Shows or Parkway Hotel, Aberdeen, Miss.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

CONCESSIONS: Cookhouse, Custard, Hanky Panks of all kinds, Penny Arcade. EP GLOSSER wants Agents for Grind Stores, Pitch-Tilt-You-Win, Balloon Darts and Six-Cats. Wire, don't phone. SHOWS: Want Girl Show, Snake Show and Motordrome. (Have outfits and equipment for these Shows.) Can also place Wildlife Show. Want Grinder for Minstrel Show. HELP: Foreman for Ride-O, also Canvasman for Big Top. All address SHIRLEY LEVY Pine Bluff, Ark. (Fair), this week; Hope, Ark. (Fair), next week.

GROVES GREATER SHOWS

AMERICA'S CLEANEST MIDWAY

Want for following Fairs and balance of season: Sugar Cane Festival and Fair, New Iberia, La., Sept. 20-26; Louisiana Cotton Carnival, Ville Platte, La., Sept. 28-Oct. 3; Community Fair and Rodeo, Pitkin, La., Oct. 4-9; Sabine Parish Fair, Many, La., Oct. 11-15. Mug Joint, Mitt Camp, Candy Floss, Ice Cream, Novelties, Hoop-La, Clothes Pin Pitch, Balloon Darts, Addem Darts, any Merchandise Concession. SHOWS with own equipment, Live Pony Ride.

All replies MRS. ED GROVES, as per route

MECKLENBURG COUNTY FAIR

CHASE CITY, VA.,

Day and Night, Oct. 11-16

Concessions—Can place for the independent midway Hats, Novelties, Demonstrators, Eating Concessions, Jewelry and any other legitimate Concessions. Address all mail and wires to

GARLAND E. MOSS, Secretary

Phone: Drake 2-4184, Chase City, Va.

MOUND CITY SHOWS #3

WANTS

Ride Help, also Shows and Concessions. For Charleston, Mo., and Monett, Ark.

Address:

BENNY WEAR, Mgr.

Wardell, Mo., this week.

WANT

For Eupora, Miss., Fair, Sept. 27-Oct. 4, and three more Fairs. One Flat Ride or Wheel, Concessions that work for stock, any Show. Out till December.

H. G. HOCKETT

Red Ribbon Shows #2

BILL CHALKIAS

WANTS

Sword Swallower, Fat Girl, Bally Girls, Novelty Acts and Freak to feature. Also Cookhouse Help. (Bill Sylvan, contact me at once). Address:

c/o Buff Hottle Shows #1

Florence, Ala.

FREE FAIR

FOREST CITY, ARK.

2 in 1—First three days, white; last three days, colored; two Kiddie Days. Have locations for Shows (no Girl Show), Cookhouse, Grab, Custard, High Striker (2 Diggers open), Arcade, first class Pony Ride, Hanky Panks. Contact Hernando, Miss., this week; Forest City, Ark., next.

DYER'S GREATER SHOWS

FOR SALE

Major Rides, Kid Rides, #5 Eli Ferris Wheel, Octopus (short arm), Tilt, Smith & Smith Chairplane, Kid Autos, Kid Airplane, Miniature Train, Light Plants, Light Towers, Best Cable, Show Tops, Bingo, Concessions, Fronts, Miscellaneous, Trucks, Trailers, Tractors for all—A-1, no junk. Sacrifice—illness forces sale. \$25,000.00 (Twenty Five Thousand Dollars) for quick cash sale. P. O. Box 441, Pass Christian, Miss.

WANT

For Atlanta and balance of season, good Freaks to feature, also Bally Girls and Novelty Acts. State salaries.

Cherokee, N. C., this week; then Atlanta, Ga.

W. B. "WHITEY" SUTTON

O. C. BUCK-MODEL SHOWS

ADVANCE AGENT

who can produce. Open all winter. Want Octopus Foreman and Concessions for Searcy, Ark., Fair next week. Brownie, call me.

Moore's Modern Shows

VIVONA BROS. Combined SHOWS

CAN PLACE FOR

SANFORD, N. C., Sept. 27-Oct. 2, and an Outstanding Route of Fairs, Closing CHARLESTON, S. C., COLORED FAIR, Nov. 13.

CONCESSIONS: Hanky Panks of all kinds. Sell exclusive on Novelties. One Merchandise Wheel.

SHOWS: Operator with Performers for newly framed Jig Show. Free Act for Sanford, N. C., and Newberry, S. C.

Address: Lumberton, N. C., this week.

PROCTORIA AMUSEMENTS

First Annual Festival, Winston-Salem, N. C., Sept. 23-30

Patterson Avenue Lot

Will book Minstrel Show with own equipment, Unborn, Freak, Animal, anything except Snake. Will book Octopus, Tilt, Spitfire, Train Ride or Live Pony Ride. Low percentage. Want experienced Ride Help. Want Hanky Panks of all kinds. Privilege only \$20.00. Will give "X" on Frozen Custard. Will book clean Mitt Camp and Photos, Jewelry, Novelties, etc. Will give "X" on Cookhouse, excellent proposition. Will book Bingo. Will be on the lot Tuesday, Sept. 21. Come on, will place you. Long list of fairs to follow. If you missed Martinsville, be sure to make this one.

Jesse E. Proctor Jr., Mgr.; T. Holmes, Asst. Mgr. Wire c/o WESTERN UNION, WINSTON-SALEM, N. C.

PENN PREMIER SHOWS

DAY AND NITE—GUILFORD CO. FAIR, HIGH POINT, N. C.—DAY AND NITE
SEPTEMBER 27-OCTOBER 2

Concessions—Can place all types of legitimate Concessions. Want Hats, Novelties, Fish Ponds, Ball Games, Derby Racer, Palmistry and any other Concessions.

Address all mail and wires to

Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows

Lexington, N. C. All phone calls to the Fair Grounds.

Want for the Winter Bank-Roll Spots

WEEK SEPT. 27, VOLENS-REPUBLICAN GROVE, VA. A FEW MILES FROM BROOKNEAL
Don't let size of town fool you.

RIDES not conflicting. LEGITIMATE CONCESSIONS of all kinds. SHOWS OF MERIT. No Girl Show. Join the show with the long season. We close in Florida and will open the season there.

BARNEY TASSELL SHOWS

Wire this week, Red Springs, N. C.

DRAGO AMUSEMENTS #1

WANT FOR KOKOMO FALL FESTIVAL, SEPT. 27 TO OCT. 2

Few more Concessions that work for stock. Also want Bingo and Cookhouse. Will book any Show for small percentage.

Wire or call Roann, Indiana, this week.

Want for No. 2 Unit—Edinburg, Ind., on Main Street, Sept. 29 thru Oct. 2.

Will book any Concessions that work for stock. Call or wire

CHET PIERCE

Millville, Indiana, or Shirley, Ind., or come on.

WANTED

For HIGH POINT, N. C., FAIR and Balance of Season
1 GRIND STORE AND 1 WHEEL

Tobacco money is plentiful here. ALSO WANT TO BOOK FOR WEEK OF OCT. 4
FREE ACT FOR HENDERSON, N. C.

Phone Harry (Buster) Westbrook, Penn Premier Shows
FAIRGROUNDS, LEXINGTON, N. C.

VAL'S EXPOSITION SHOWS

Opening week of Sept. 26, Augusta, Ga.; then New Ellington, S. C., downtown; Barnwell, S. C.; Colored Elks' Fair, Augusta, Ga. Open all winter.

Want Pen Store, Razzle, Skillo and P.C. Agents. Man and Wife to take charge of Sit-Down Grab. All Hanky Panks open. Will give ex on Glass Pitch. Shows—Girl Shows; Johnny Ryan and Frenchy Moore, contact. Rides—Ferris Wheel, Merry-Go-Round, Kiddie Rides.

VAL IRELAND, Mgr.

2526 MILLEDGEVILLE RD., AUGUSTA, GA.

PHONE 3-9224

FUNLAND SHOWS

TANEY COUNTY FAIR, FORSYTH, MO., SEPT. 29-OCT. 2

Want Agents for office-owned Concessions. Ball Games, Slat Rack, Pin and Count Store Agents. Can use Fishpond, Jewelry, High Striker, Glass Pitch and Mitt Camp. Can use any good Sideshow. Have own Girl Show.

Ozark, Mo., this week. Contact Manager or Phone 67720, Springfield, Mo.

AGENTS

Experienced. Want Man and Wife for Pan Game, Over and Under Dealer, Bucket Agent, Razzle Agent, one Skillo Agent. Five good Alabama Fairs, two Georgia, two Florida. Close Dec. 1. No 10%. All wires to

Sheffield, Ala., c/o Western Union

CHARLES GRIGGS

GIRLS WANTED GIRLS

Girl Novelty Acts, Exotics, Dancers, Musicians, Waitresses for Night Club. Steady work. Good pay. Big tips.

Contact

TOMMY THOMAS

Club Mardi Gras Key West, Fla.

FOR SALE

FUN HOUSE

2-story, dark walk-thru. 1941 CHEV-ROLET (has not gone one mile since motor overhauled). COMPLETE \$750.00. Stored in Pueblo, Colo.

W. P. STEPHENSEN

Contact by Western Union, TOPEKA, KANS., this week; by mail; BOX 155, WYMORE, NEBR.

WANTED HIGH FREE ACT

For Enfield, N. C., Fair, week Sept. 27 to Oct. 2. All replies:

GEORGE CLYDE SMITH SHOWS

Fair Grounds, Farmville, Va., this week; Enfield, N. C., next week.

WANT

Foremen for Chairplane and Kiddie Train; must have driver's license and drive semis. Second Men on all Rides. Want Agents for the following office-owned Concessions: \$1.00 Blower, Milk Cans, Pan Game, Age and Weight and Penny Pitch.

Frank W. Peppers
Haleyville, Ala.

WANT

Geek for Snake Show, must be capable; also Rouser for same. Bally Girls who can work inside show, Ticket Seller and Grinder.

WALLY WHITE
c/o Virginia Greater Shows, as per route.

WANT CARNIVAL RIDES and CONCESSIONS

Fall Festival week of Sept. 27 or October 4. Contact
A. J. HAMMONDS
526 E. 4th St. Winston-Salem, N. C. Phone 4-3464

THE MIGHTY GEM CITY SHOWS

LOOK!!!—DIXIELAND'S MOST OUTSTANDING FAIRS—LOOK!!!
6—BIG BONA FIDE ANNUAL EVENTS—6

ETOWAH COUNTY FAIR, CADSDEN, ALA.
MISS-LOU DISTRICT FAIR, VICKSBURG, MISS.
SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.
DECATUR COUNTY FAIR, BAINBRIDGE, GA.
NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA.
SHOW CLOSURES AFTER THE SIX REMAINING FAIRS, AMONG WHICH THE ABOVE ARE INCLUDED, FOR TWO WEEKS, AFTER WHICH WE PLAY OUR FLORIDA ROUTE. Those joining now will be given preference at these annuals and in Florida.

- SHOWS**
- SIDE SHOW**
- PONY RIDE**
- NO GYPSIES**

Will book Fun Houses or Glass Houses, Monkey Show, Big Dog, Little Horses or any worth-while Grind or Bally Shows.

Want for these dates an outstanding well-framed Side Show. Will give the first money to the right people. (Milo Anthony, Leonard and Hall, Bill Chalkias and John Hutchens, get in touch with us.) Will book same for balance of season and Florida dates. Can use either one or two sets.

WIRE:
THOMAS D. HICKEY, Mgr.
BOAZ, ALA.

CONCESSIONS

Will book Prize-Every-Time Games of all types, such as Fish Ponds, String Games, Ball Games, Coca-Cola Bottles, Duck Ponds, African Dip and other center Games.

DIRECT SALES

All Food and Drinks open, such as Candy Floss, Snow Cone, Ice Cream, Custard, Jewelry and Direct Sales of any type.

PHONE OR WIRE:
DON GRECO, Con. Mgr.
Thomas Motel, Boaz, Ala.
Call Daytime Only, Phone 6208

NO RACKET

ROSS MANNING SHOWS

STATESVILLE, N. C., FAIR
SEPT. 27-OCT. 2
3 KID MATINEES

LAURENS, S. C., FAIR
OCT. 4-9
2 KID MATINEES

CONCESSIONS: Hankies, Ball Games, Novelties, Cookhouse (Williams, come on), Eats, Drinks, Hats, Coke Bottles.
RIDES: Can place Kid Rides not conflicting or Big Whip.
SHOWS: Can place Girl Show Operator, have complete set-up.
Dutch Whiteside can use Dealers for Pan Game and General Concession Help, also one Grind and Peek Store Agent.
Wire or call
ROSS MANNING
SHERATON HOTEL HIGH POINT, N. C.

WHEELS
ALL SIZES—ALL NUMBERS
CARDINAL PRODUCTS CO.
Les Berger
49 West 27th Street
New York 1, N. Y.
MU 6-8268

HILL'S Greater SHOWS

WANT FOR EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. M., OCT. 5-9
Have space for 3 Cookhouses, Pronto Pups, Foot Long, Corn Dog, Frozen Custard, Chocolate Dip, Ice Cream Sandwiches.
Have opening for one Bingo. Will sell "Ex" on Long and Short Range Shooting Galleries. Will book Hanky Panks of all kinds. (No exclusives.) Six Sats, Set Outfits, Buckets, any Alibi Outfit for stock.
Want Shows of all kinds. (Cliff Knox, wire if coming. Nasworthy, come on.)
Want Rides: Dodgem, Ferris Wheel, Round-Up, Boat Ride, Sky Fighter, Roller Coaster or Dipper. Those joining now will be given preference on location. All address:
H. P. HILL, Mgr.
Levelland, Tex. (Fair), this week; Reeves County Fair, Pecos, Tex., Sept. 27-Oct. 2.

PRINCE GEORGE CO. FAIR
SPRING LAKE—ROUTE 154—HOPEWELL, VA.
ALL NEXT WEEK, SEPT. 27 THRU OCT. 2
VIRGINIA'S LARGEST COLORED FAIR
HORSE RACING—FREE ACTS—AQUACADE
Can book all kinds of legitimate Game Concessions at \$4.00 per ft. Shows 30 per cent. This is an outstanding event. Fairgrounds located between Petersburg and Hopewell on Route 154. For space contact
WIRE—WRITE
STANLEY M. HUTCHERSON
P. O. BOX 1144 Telephone PETERSBURG, VIRGINIA

WANTED FOR TWO BIG ONES
DANVILLE, ARK., NEXT WEEK; FOLLOWED BY RINGGOLD, LA.
Athletic, Girl, Monkey, 10-in-1 or Drome. Good Ride Help who drive. Agents for Fish and Pitch, other Stock Concessions. Open Watonga through Sept. 23; Pawnee, 25; Both Oklahoma. Call
ROSA M. RAINES
RAINES AMUSEMENT

INTERSTATE SHOWS

Want for LAWRENCE COUNTY FAIR, Moulton, Ala., Sept. 27-Oct. 2; MITCHELL COUNTY FAIR, Camilla, Ga., to follow. All Fairs till Nov. 13.
SHOWS: Side Show with or without own equipment. Committee money only. Girl Shows with own equipment. Will book any non-conflicting Grind Shows. Good opening for Fun House, Glass House, Penny Arcade, Motordrome. RIDES: Will book for balance of season Spitfire, Octopus, Caterpillar or any Flat Ride not conflicting with what we have. Will book set of Kiddie Rides. RIDE HELP: Want Foremen for Merry-Go-Round, Twin Wheels; Second Men on all Rides. CONCESSIONS: All legitimate Concessions open. All Eating and Drinking Stands open. Good opening for Long Range, Short Range, Hats, Novelties, Jewelry, High Striker, Age and Weight, Gadgets. Want Man and Wife capable of taking complete charge of up-to-date Cookhouse. Must know how and will cater to show people or will book Cook House for balance of season. Want high, sensational Free Act to join on wire for balance of season. Want Mechanic with tools for fleet of late model trucks to join on wire.
Replies to
H. B. ROSEN
CARE WESTERN UNION, BOLIVAR, TENNESSEE

WANTED FOR FIREMEN'S FAIR, Enfield, N. C., week Sept. 27 to Oct. 2
Ball Games, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Swinger, Buckets, Penny Pitch, Hoop-La, Candy, Floss, Photos, High Striker, Grab, all Hanky Panks open, Girl Show, Side Show, Monkey Show, Wildlife, Motordrome. Wanted—Spit Foreman, General Ride Help, Truck and Tractor Trailer Drivers, Agents for office Hanky Panks. Wanted—Free Act for Enfield, N. C., Fair. Replies to
GEORGE CLYDE SMITH SHOWS
Fair Grounds, Farmville, Va., this week; Enfield, N. C., Fair, next week.

T·E·N·T·S
CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT & AWNING CORPORATION
One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

SOUTHERN STATES SHOWS

Want experienced Ride Men to join at once. Preference to those who can and will drive truck or semi. If you drink, please save your time and mine; drinking is the cause of this ad. Have room for a few more Concessions, especially Long or Short Range Lead Gallery, Ball Games that work stock only. Can use Fun House, Dark Ride or any Show with own equipment and catering to ladies and children. Also Free Act if priced right and can join at once. All answers to
JOHN B. DAVIS
Fair Grounds, Apalachicola, Fla., this week; Blountstown, Fla., next week.

Zebulon, N. C., Fair, Sept. 27 to Oct. 2
Littleton, N. C., Fair, Oct. 4 to 9
WANT BINGO, COTTON CANDY, CUSTARD, DUCK POND, BALL GAMES, PENNY PITCHES, STRING GAME OR ANY LEGITIMATE CONCESSIONS. WANT FREE ACT FOR ZEBULON FAIR. WILL BOOK KIDDIE RIDES. ALL ADDRESS
LOU RILEY, Mgr. — Dumont Shows
BENSON, N. C., THIS WEEK

WANTED TO BUY
Portable Scooter Building with or without Cars, Fun House, Crystal Maze, Derby Racer.
BOX 1123
South Miami, Fla.

WANTED FOR THE FOLLOWING FAIR ROUTE:
JOHNSON COUNTY FAIR, WRIGHTSVILLE, GA., SEPT. 27-OCT. 2; JENKINS COUNTY FAIR, MILLEN, GA., OCT. 4-9; CANDLER COUNTY FAIR, METTER, GA., OCT. 11-16; ATKINSON COUNTY FAIR, PEARSON, GA., OCT. 18-23; PULASKI COUNTY FAIR, HAWKINSVILLE, GA., OCT. 25-31; THOMAS COUNTY FAIR, THOMASVILLE, GA., NOV. 1-2; PUTMAN COUNTY FAIR, PALATKA, FLA., NOV. 8-13.
Hanky Panks of all kinds, Custard, Cookhouse, Photos. Shows catering to families. Will book Coaster and Dark Ride. Want Foremen and Second Men on all Rides, must drive semis. If you drink, stay where you are. All address
LEO LANE SHOWS — Sparta, Ga.

BIG CHEROKEE COUNTY FAIR, Murphy, N. C., Sept. 27 to Oct. 2; FRANKLIN COUNTY FAIR, Lavonia, Ga., Oct. 4 to 9.
Followed by circuit of Bona Fide Fairs in the Great State of Georgia.
CONCESSIONS—Eating & Drinking Stands and Legitimate Merchandise and Hanky Panks of all kinds. Good opening for Long Range, Custard, Photos, Foot Longs, Live Ducks, Hats, Age & Weight, Novelties, etc. NOTE: Booking now for the Big Seven County Fair at Brunswick, Ga. All address this week
JAMES H. DREW SHOWS
c/o WESTERN UNION, NEWPORT, TENN.

CAN PLACE
Photos, Sno, Floss, Grab, Dart, Glass Pitch, Stock Concessions not conflicting. Blackie McLemore, lost your address; call me.
MIDWAY OF FUN SHOWS
C. E. HAGENSICK, Mgr.
Tupelo, Okla., Sept. 21-25; Weatherford, Okla., Sept. 27-Oct. 2.

WANT FOR TWO COUNTY FAIRS
BRANDENBURG, KY., SEPT. 22-25; HARDINSBURG, KY., SEPT. 29-OCT. 2
Hanky Panks of all descriptions, Eating and Drinking Stands, also Ice Cream, Bingo, Class, Lead Gallery, Palmistry, Photos, Scales, Age and Basketball. Popcorn, Jewelry and Punk Racks sold. Want Ride Help for Merry-Go-Round and Ferris Wheel. Want Shows: Girl Show, Grind and Bally. What have you to offer? Concessions and Shows, come on, will place you. Rates reasonable.
DOUG ELLIS SHOWS

COMPLETE CARNIVAL FOR SALE
Consisting of 7 Major Rides, 2 Kid Rides, 14 Trucks and Trailers, Diesel Light Plant, Cable Transformers, Junction Boxes, 2 Show Fronts, Tops, etc.; Concession Equipment, etc. All this equipment is in A-1 condition. May be seen in operation. Will sell with or without route of 15 Fairs. \$15,000.00 cash. Will handle to reliable parties. This Show is priced to sell, and have good reason for sale. Prefer to sell as a whole, but will sell piecemeal. If you mean business, contact at once.
BOX 925
Care The Billboard, 390 Arcade Bldg. St. Louis, Mo.

BEN GLOSSER WANTS
1 PIN STORE AGENT
1 RAZZLE AGENT
Address: c/o CAPITAL CITY SHOWS
ONEONTA, ALA., this week.

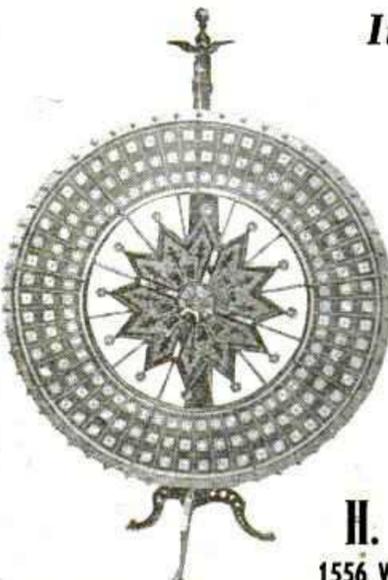
UNITED EXPOSITION SHOWS
WANT CONCESSION AGENTS FOR SKILLO AND COUNT STORES. Come on—Soldiers' pay day at Belleville, Ill., Sept. 27-Oct. 2. WANT GIRL SHOW TALENT AND OUTSIDE TALENT FOR ATHLETIC SHOW.
FOR SALE: COOKHOUSE. Stored at Kennett, Mo. 24-ft. Semi-Trailer. Completely modern in every respect. If interested, phone me c/o V.F.W., Edwardsville, Ill.
All Address: C. A. VERNON, Mgr., Edwardsville, Ill., this week; then Belleville, Ill. P.S.: FOR LEASE: ELEPHANT (Big Babe) for all winter's work.

MILLIKEN BROS.' SHOWS
Want now and balance of season, including Liberty Co. Fair at Hinesville, Ga., week Oct. 4-9. Biggest and best Colored Fair in South Georgia. Camp Stewart pay day. Hanky Panks all kind, any kind that work up to 25¢. No flats, P.C. or camps. Grab, Apples, Pop Corn open. Two or three Grind Shows. All replies to
J. A. MILLIKEN
NAHUNTA, GA., WEEK SEPT. 20.

BORDER LAND SHOW WANTS
Stock Concessions that work for Stock. Fish Pond, String Game, Bumper, Glass Pitch, Floss and Candy Apples, Hoop-La, Dart Balloon, or any Concession that will work for Stock. No flats. Want for following spots—O'Donnell, Texas, Sept. 20-25; then Slaton, Ralls, Florida, Lockney, Hale Center, Olton and Earth, all in Texas, in the cotton.
HOWARD DEASON, Mgr.

WANTED C. A. STEPHENS SHOWS
For Georgia spots: Conyers, Manchester, Barnesville and Statesboro. All County Fairs. CONCESSIONS working for stock. Need Pin Store and Count Store Agents. Al Girard, contact Jack Renfro. RIDES: Place Spitfire, Octopus and Rolloplane. SHOWS: Any worth-while Grind Shows.
DUNGANNON, VA., THIS WEEK.

It's the Original!
EVANS' JUMBO DICE WHEEL
 THE FINEST EVER MADE

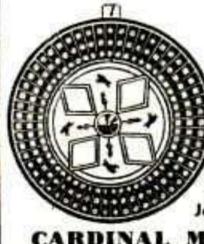


Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

Shipped anywhere in the United States.

H. C. EVANS & CO.
 1556 W. CARROLL AVE., CHICAGO 7, ILL.

ALL TYPES OF WHEELS



Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
 1944 West 28 St., Brooklyn 24, N. Y. ESplanade 2-7510

WANTED
FOR DANBURY, CONN., OCT. 2-10 AND MINEOLA FAIR & INDUSTRIAL EXPOSITION

2 SHOWS—Must be outstanding. NOW BOOKING Concessions for Mineola. Everything open except grab and ring over Coca-Cola bottles.

Write or call:
PHIL ISSER
 1916 AVE. K (Phone: Sheepshead 3,2702) BROOKLYN, N. Y.

IDEAL RIDES
WANT FOR
BROWN COUNTY FAIR, NASHVILLE, INDIANA, SEPT. 23 to 25
 Hanky Panks of all kinds except Jewelry, Popcorn, Floss, Balloon Dart, Novelties, Six Cat.

WOODLAWN FESTIVAL—ON STREETS AT FOUNTAIN SQUARE INDIANAPOLIS, IND., SEPT. 30-OCT. 3
 PRE-TICKET SALE ON RIDES—Given away by merchants assures enormous crowds day and night. Will be on lot 28th and 29th.

Anyone who played these two spots with me last year knows what they are, only they are bigger and better this year.

Absolutely no racket, gypsies or shows wanted.

All wires answered (don't phone).
PAUL T. ROBERTSON NASHVILLE, IND., THIS WEEK

PARAKEETS

• Priced for Concessions. Live delivery. Perfect birds guaranteed.
 • Orders by air day received. Write or wire for latest price list.

BLUE RIBBON PARAKEET FARM, Dept. 5
 2814 Adams St., Hollywood, Fla. Ph.: 2-7412

SUNSET AMUSEMENT CO.
AMERICAN LEGION FAIR, CARUTHERSVILLE, MO., OCT. 5-10
JACKSON COUNTY FAIR, NEWPORT, ARK., SEPT. 29-OCT. 2

Want Concessions including Cookhouse, Grab and Foot Longs that can operate in Missouri. Want Long and Short Range, Derby, High Striker, Ball Games and Hanky Panks. Can use Six Cats and Buckets with Hanky Panks. Opening for Jewelry, Hats, Ice Cream and Custard.

Can place Shows with own equipment, also Motordrome and Fun House. No Ding Shows, Flats or Gypsies.

Dexter, Mo., Fair, this week; Newport, Ark., Fair next.

P.S.: J. T. Hutchins wants Side Show Attractions, Impalement, Musical, Girl for Sword Box, Ticket Seller, Man and Wife preferred.

PLASTER

Small—10¢ Large—22¢
 Same Plaster. No Deliveries.

Shirley Statuary Co.
 Route #1 Alto, Georgia
 Phone: Gainesville—LE 4-4866

MIGHTY PAGE SHOWS
Want for SNOW HILL, N. C., FAIR (LITTLE WORLD'S FAIR), Sept. 27 thru Oct. 4; followed by a solid route of Fairs, including JACKSONVILLE, FLA., COLORED FAIR, Nov. 18 thru 28.

CONCESSIONS—Eating and Drinking Stands, Hats, Novelties, Derby Racer, African Dip, Short Range, Hi-Striker, Water Games of all types, Glass Pitch, Knife Rack, String and Bumper Concessions. SHOWS—Monkey, Wildlife, Mechanical, Wax, Motordrome. Want Minstrel and Side Show Performers. Also Penny Arcade. RIDES—Fly-o-Plane, Rock-o-Plane and Live Ponies. RIDE HELP—Foremen for Tilt and Dipper, Second Men who drive on all Rides. Top salaries.

All replies to **W. O. (Bill) Page, Bennettsville, S. C.**

VICTORY EXPOSITION SHOWS

WANT FOR TEXAS-OKLAHOMA FAIR
IOWA PARK, TEX., Sept. 27-Oct. 2 inclusive
SHEPPARD FIELD AIR BASE PAYDAY

CONCESSIONS: Want Penny Arcade, Age and Scales and Hanky Panks of all kinds.
 SHOWS: Can place Wildlife, Monkey, Mechanical, Motordrome and Snake.
 RIDES: Can place Loooper, Rock-o-Plane, Fly-o-Plane.

Contact **ALVIN VANDIKE, Mgr., Iowa Park, Texas, now**

CAN PLACE RIDES, FUN HOUSE, DARK RIDE, COASTER, SHOWS.

OPEN SATURDAY, SEPT. 25, MID-SOUTH FAIR, MEMPHIS.

Wire or Phone NOW (Phone: 7-5641).
CLIF WILSON

A-1 AMUSEMENTS
WANT FOR GIDEON, MO., FAIR, SEPT. 20-25; THEN WALNUT RIDGE, ARK., AROUND THE COURTHOUSE, SEPT. 27-OCT. 2; AND SIX MORE COTTON FAIRS TO FOLLOW. OUT UNTIL DECEMBER.

Want Ferris Wheel Foreman, Merry-Go-Round Foreman and Octopus Foreman. Must be sober and drive semi. Best of wages.

Can place Photos, Novelties, Country Store or any non-conflicting Stores working for stock. Will book P-Pool and Pan Game. Cookhouse wants A-1 Griddle Man. Contact

JOHN HANSEN, Mgr.
 A-1 AMUSEMENTS, GIDEON, MO.

BAKER UNITED SHOWS
WANT FOR TOLEDO, ILLINOIS, CENTENNIAL, OCT. 7, 8, 9 'ROUND THE COURTHOUSE SQUARE.

Can place clean, legitimate Concessions. Especially want Popcorn, Floss, Photos, Fish Bowl, Glass Pitch, Age & Scales, Grab, Ball Games, Novelties, Short Range and Long Range. All replies to

ERNIE ALLEN
 Newton, Ill., Sept. 20-25; Robinson, Ill., Sept. 27-Oct. 2; Toledo, Ill., Oct. 5-9.

WANT CONCESSIONS & SHOWS
 For the 26th ANNUAL PUMPKIN SHOW at Bradford, Ohio, Oct. 12-16.

P. C. MEEK, Secy.
 Box 66, Bradford, Ohio

GREATER DIXIELAND EXPOSITION
WANT FOR THE FOLLOWING FAIRS
JONESBORO, MARKSVILLE, WINNFIELD, FERRIDAY, LA., AND BALANCE OF SEASON

Can place Grab, Mug, High Striker, Age and Weight, Slum Spindle, Hoop-La, Watch-La, Ice Cream, Slum Blower, Bowling Alley, Bumper or any legitimate Stock Concession. Can place sober Ride Help on Tilt, Roll-o-Plane, Caterpillar, Wheel, Spitfire, Merry-Go-Round.

ALL REPLY TO:
JIMMIE HENSON, Mgr.
 Jena, La., this week; Jonesboro, next.

GLASS CITY SHOWS

Want Concessions of all types that pass on Michigan Fairs. This is the big one of the year. Don't write or wire—come on, can place you. Also can use Shows with own outfits. (No girls) (no flats).
 Chelsea, Mich., Sept. 22-25.

RALEY BROS.' EXPO.
NO GRIFT ANYTIME

SCOTLAND NECK, N. C., this week; JACKSON, N. C., to follow. Then the GREAT PEMBROKE INDIAN FAIR, PEMBROKE, N. C., week of Oct. 4.

WANT Motordrome, Shows not conflicting, with own outfits. My tops all in use. Stock Concessions always welcome.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent

THANK YOU
RUTH G. and JOE G. HOFFMAN
 Independent Concessionaires for your automobile purchase.
 "Save Money With Johnny"
JOHNNY CANOLE
 Altoona, Pa.
 Phones 9347 or 3-0003

GIRLS WANTED GIRLS
For the Great Atlanta Fairaganza, Starting Sept. 30
GIRLS-ACTS-DANCERS

\$100.00 to \$200.00. We want the best. Attractive Girls for Bally (No experience necessary). Chorus Girls, Parade Girls, like to hear from Organized Line, Novelty Acts, Drummer, Vocalist, Johnny Gambino, Kitty and others, get in touch.

ESPECIALLY WANT A-1 DANCE TEAM—CARLOS LEAL, ANSWER.

All wire
MITZI — c/o O. C. Buck Shows, Cherokee, N. C.

CASH WAITING

For #5 Wheel, 32-Ft. Merry-Go-Round, 75 Kw. Transformer or Transformer Truck and Kiddie Rides. Must be good equipment and priced right. Write
BOX 177, Pacific, Mo.

A.M.P. SHOWS
Juggy

Bookings for the following: Sept. 27-Oct. 2, Durham, N. C., Colored Fair; Oct. 4-9, King, N. C., White Fair; Oct. 11-16, High Point, N. C., Colored Fair.

Good opening for a few more Concessions, including Age and Scale, Hi-Striker, String Game, Dart Store, Hoop-La, Devil's Bowling Alley, Bumper, Shows—Animal, Fat Show, Wild Life, Girl Show, with or without equipment. Want Pin Store and Count Store Agents for office owned stores. Can place a few Ride Men who drive semi. All replies: **A. M. PODSOBINSKI, this week Troy, N. C.; then as per route.**

FLYING SCOOTER FOR SALE

Bargain. Must be sold. Can be seen in operation with Cottin & Wilson Shows, Richmond, Va., until Oct. 2.

MR. YOFON

WANTED CONCESSIONS
 that do not conflict in fruit harvest and packing locality for week of Sept. 28-Oct. 3, Medford, Ore.

DAVIS AMUSEMENT CO.
 JOHN DAY, ORE., SEPT. 20-25

RED RIBBON SHOW
WANTS FOR 8 FAIRS

Concessions of all kinds, open midway; Bingo, Shows of all kinds, 25 per cent. Want Minstrel Show. Will book Rides of all kinds. Want Free Act.

Iuka, Miss.; Athens, Ala.; Waynesboro, Miss.; Newton, Miss.; Yazoo, Miss.; two army pay days.

Contact **BOB MEYER, Iuka, Miss.**

60" SEARCHLIGHT CARBON
 Our Low, Low price—\$3.75 per can. Spare parts, lamp mechanisms and complete 60" searchlight units for sale.

PUBLICITY SEARCHLIGHT CO.
 52 West 53rd St., New York 19, N. Y. PLaza 5-6980

WANT FOR DAIRY CATTLE CONGRESS, Waterloo, Ia., Oct. 2-9
 Have space for Hanky Panks

FOR SALE—SUPER ROLLOPLANE
 Excellent condition, complete with fence. Making room for large park ride.

LARSEN & TRUEBLOOD RIDES
 ELECTRIC PARK WATERLOO, IOWA

PLASTER CONCESSIONAIRES

If you play Louisiana this year you must have plenty of stock. Look Phil up. He has it, also Slum.

PHIL'S STATUARY
 9861 New Hammond Hwy. Baton Rouge, La. Phone 2-9614

WANT CONCESSIONS—FREE ACTS
HOMECOMING, Utica, Ohio, Sept. 30-Oct. 1 and 2

Gooding Rides Booked. Legitimate Games. Sensational Free Acts. Contact

STEWART ANDERSON
 29 EAST 5TH STREET LONDON, OHIO

CONCESSIONS WANTED
 For Parks, Ark., Fair this week, and Clarksville, Ark., Fair next.

Short Range, Fish Pond, Duck, Penny Pitch, Six Cats, Buckets, Hit & Miss, or what have you? Come on.

BURKHART SHOWS
 Paris, Ark., this week.

ROLL TICKETS
 PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000	\$31.50
10,000	\$10.00
20,000	\$12.75
50,000	\$19.75

WANT
 Girl Show Workers, P.C. or salary. Out all winter. Ten weeks of Fairs with Virginia Greater Shows. Contact

Babe and Tony Nelson
 Hartford, N. C., now; Murfreesboro, N. C., next.

WANTED WANTED WANTED
 Hanky Panks that do not conflict. Will book Photo, Bingo, Mechanical Show or Fun House. Ride Help on all Rides. Must drive semi; sober. Lushes, stay away. New Madrid, Mo., Sept. 20 to 25; Malden, Mo., Sept. 27 to Oct. 2; Leachville, Ark., Oct. 4 to 9; Manila, Ark., Oct. 11 to 16; then per route.

BIG TOWN AMUSEMENTS
 ON MAIN ST., NEW MADRID, MO.

FOR SALE CHEAP
 32-foot Cook Trailer with Deep Freeze, Ice Box, Range and Steam Table. Pulled by 1951 one and one-half ton Ford Truck-Tractor. Contact

Joe Bonelli Jr., Southern Trailer Distributors
 PHONE 3775, VICKSBURG, MISS.

ROADSHOW REP

T. L. TWOMBLY, who has had a family show for several years in the Far West, tells us that due to the heat and general poor business conditions, the celebrations which he has been making in Western Oklahoma have produced some pretty sad takes. He intends moving toward Wyoming, where he will be met by his family, and then start on his regular winter dates. He has been working all summer in stroller style and has made a few indoor dates. The family has been wintering in Bakersfield, Calif. . . . **Ernest Robishaw** infers that he will make a few towns with his amateur promotions in New Hampshire before going into Quebec, where he will begin his trek toward Western Canada. He says that he has been doing some fairs with a novelty musical gadget but the weather knocked him out of the box. . . . **Anthony Curran** writes from Bretteboro, Vt., that he has been making some fairs with his music and musical horn, which he has been promoting and selling. He intends making a few spots with a hobby show which is being angeled by some local Brattleboro sponsors. . . . From Granger, Idaho, we learn that **L. L. Talbot** and family have been making small towns and some fairs in the Western part of that State. He will have a family show around the end of September and is planning a Canadian trip. According to Talbot, his show has been on the road 11 years. . . . Out of Vicksburg, Miss., comes word that **G. G. (Gag) Myers** will soon try a few amateur minstrel shows in that area. Says Myers: "While it is the general opinion that the

burnt-corkers have slipped, I am starting in with four towns that I'm sure of, and if I can do it in four, I'm sure I can do it in 44. There are still a flock of people who like the old black-up opry.

FROM Red Hook, N. Y., **George Bowman** pens: "In the old days you got the real thing with the traveling show, no matter whether large or small. Now you can't tell whether it's the real thing or a phony. They can cover up and cut in with a bit of film here and a bit there and the triple somersault can be done by any acrobat." Bowman believes that the old-time small show was more chummy and not so mechanical. He looks back on the days when he was with the Graig Bros., when the natives were well acquainted with the showfolks. . . . **Norman Franklin**, who for the past several years has made his home in Fresno, Calif., has been making some of the celebrations in Central Pennsylvania to fair returns. On his way back to the West Coast, he intends making several towns with his Ripley Show and picking up some jobs with his music. . . . From Winnipeg, **George De Verge** breezes thru the info that he has been making some outdoor stands with his stroller show. However, he hasn't been able to push much merchandise because it seems that business is a little on the rugged side in the area. "I will tap some schools in Western Canada and will also promote some amateur shows in towns where I have done this before." "You Can't keep a willing man idle," says De Verge.

Drivin' 'Round the Drive-Ins

FEATURING a screen 110 feet wide, the Super Skyway Drive-In, Kuhnsville, Pa., opened its new outdoor CinemaScope and high-fidelity stereophonic sound installation. The opening attracted the 1,000-car capacity, and close to an additional 1,000 were turned away. Favors went to all children. Opening highlights were a fireworks display and a concert by the Reinsmith-Kulowitsch orchestra. The steel tower supporting the screen is 70 feet high and is described as one of the biggest of its type ever fabricated. The screen surface has been designed to provide perfect visibility from any angle on the field. The theater is owned by Super Skyway Drive-In Theater Corporation, **Sol Schocker**, president and general manager. His business associates are **Melvin Heimbach** and **Alfred Mazar**, Saint Clair, Pa. Schocker, manager and director, Franklin Theater, is also general manager of Pocono Drive-In, Stroudsburg, Pa., and Starlight Drive-In, Shenandoah, Pa. **Tony Nastasee**, assistant manager, Franklin, is serving also as assistant Super Skyway. **John Orendack** is managing the concessions. Work still scheduled includes land-scaping, playground area, horseshoe pitching and shuffleboard installation and an ice rink and swimming pool for next year. . . . Friday the 13th held no qualms for **Harold Hirshberg**, Bethlehem, Pa., who opened the Bethlehem Drive-In, Butztown, Pa. Hirshberg's 1,000-car drive-in boasts a 105 foot screen. Hirshberg has been manager, Bethlehem's Palace theater for

20 years. . . . A suit charging unfair practices has been filed by the New Haven Drive-In Theater, Inc., North Haven, Conn., against 11 film industry concerns. Filed in the New Haven (Conn.) Federal District Court, the complaint alleges that the defendants have failed to provide the drive-in with a fair share of pictures in comparison with other outlets in the area. The suit is brought under provisions of the Sherman Anti-Trust Act, permitting filing of a civil action for claimed injury due to unfair competition, monopoly practices and the like. Filed by attorney **Bernard P. Kopkind**, the complaint requests the court to grant triple damages in whatever amount may be awarded by a jury's decision. Defendants include Loew's, Paramount, Warner, RKO, Connecticut Theatrical Corp., and New England Theaters, Inc. . . . An unidentified gunman took about \$100 from **Mrs. Clyde Bostwick**, cashier of the Corral Drive In, Lubbock, Tex., according to **Naomi Reagan**, manager. . . . **John Reed**, manager of the Mathis Drive In, Mathis, Tex., has announced that CinemaScope has been installed at the drive in. . . . **Jack Farr** of the Trail Drive In, Houston, has been elected new president of the Texas Drive-In Theater Owners' Association. He succeeds **Preston Smith**. . . . **Mrs. Charlotte Morris**, on the job the first night at the Mission Drive-In Theater, San Antonio, was robbed of about \$69 by a lone bandit. Just a half hour earlier she had turned in more than \$300 to the drive-in manager.

BROOKS STOCK COMPANY

CLOSED SUCCESSFUL TENT SEASON AT STOCKTON, ILL.

43 Years in Same Territory

This well-equipped Dramatic Tent Show with everything complete to open from stakes to trucks.

FOR SALE

Thanks to an excellent territory in Wisconsin and the thousands of Brooks Show fans, my late husband, Jack Brooks, left me well provided for. Will make attractive deal with right person. For particulars write to

MRS. MAUDE T. BROOKS, Sabula, Iowa

Weather Hurts Barrington

Continued from page 69

mutuel handle fell off where it had been up earlier in the week.

Spotty Weather Hurts

It has rained on and off all week to discourage the area's residents from attending. The unpredictable Berkshire Mountains weather has produced cold nights this week, whereas for previous fairs there have been times when mild nights have been a boon to all elements of the annual, now in its 113th running.

Good weather today and tomorrow were expected to allow a recouping attendance-wise after the spotty mid-week business. Final Saturday and Sunday usually do better than 20,000 apiece here.

Yesterday was kiddies' day with the entire grandstand show offered free at 10 a.m. About 3,000 moppets attended, most of them staying on the grounds afterward. Several prizes including bikes were given away.

Kids' Price Upped

Ward Beam's thrill show was in for the opening day, drawing a good afternoon crowd but the turnout slimmed at night when the weather turned cold. One admission price change was instituted this year, and that at the front gate on opening day. Kiddies were charged 50 cents instead of the previous 25 cents, and no difference in attendance was noted.

General Electric in Pittsfield has had several layoffs recently and this has been reflected in spending on the grounds. Attendance has been encouraging thru

Rain at Reading

Continued from page 69

the grandstand show, featuring the Fontaine Sisters, Lanny Ross, Peg Lee Bates, and the beauty contest preliminaries, drew only a handful of people. Prices were scaled from 75 cents in the paddocks to a top of \$2 for reserves.

On Monday Joie Chitwood was in with his thrill show and drew only about 500 people. The Hit Parade Revue with Peg Leg Bates and more beauty prelims drew a light house at night.

Two Days' Racing Lost

Grand Circuit harness racing got started on Tuesday and the attendance there was up slightly over the same day last year, but the grandstand revue was weak again at night. The race cards for Wednesday and Thursday were called off due to wet track, and the fair's biggest race card ever was slated for Friday (17). There were 14 heat races on the program and a total of \$54,000 in prize money. The mid-week rain also forced cancellation of Wednesday night's revue.

Chitwood is in again today, and the beauty finals and grandstand revue tonight. Sam Nunis brings in AAA big car racing tomorrow, and the fair will hold its first closing night show in history with the Band of the Irish Guards giving a marching and musical demonstration.

School children from six counties who were issued special tickets were being admitted to the grandstand for 25 cents this year, instead of the half-price admission as in former years.

Saginaw Down

Continued from page 69

tendance. Skies cleared Friday (10) and Clarence Harnden, veteran secretary, figured that the fair would regain some of its attendance loss before its wind tonight.

Grandstand patronage was hard hit by the threatening weather. Harnden estimated that grandstand receipts for the first five days were down 50 per cent from last year. Night grandstand bill consists of a Barnes-Carruthers revue, plus circus acts, while the matinee bill includes some of the circus acts, plus horse-pulling competition or other special events.

The Gooding Amusement on the midway held close to last year's ride and show receipts thru the first five days. Harnden expressed the belief that many of the fair patrons who passed up the grandstand offerings because of the threatening weather took in the midway instead.

the run but money is tight, it was reported.

Al Martin provided 10 acts for the grandstand show, with Chet Nelson's circus band playing the music, and Paul Rogers as emcee.

Improvements completed prior to the opening included a new food stand at the north end of the grandstand, reconstruction of the inside rail around the track, aisle rails on the grandstand mezzanine steps, two new film patrol towers for racing, enlarged ladies rest rooms in the grandstand, and several stretches of blacktopping.

Sturdy Spencer

Continued from page 69

track had been ironed rain fell. But the rain abated and the crowd sat patiently as the track again was ironed out before the show presented, a good hour behind schedule.

Speed Up Starts

Most of the other grandstand shows were started ahead of schedule in an effort to beat the rain. In opening night was a barber shop quarter presentation, with a Barnes-Carruthers revue following for the remaining nights. Matinee offerings, besides the Chitwood show Monday and the stock car races that pinch hit Thursday, were big car races Tuesday, horse races Wednesday, and stock car races Friday, with a combination motorcycle-stock car race program set for the final afternoon. Auto race programs were staged by Winkley.

The World of Today Shows on the midway felt the lower attendance but the ride and gross business held up far better than grandstand patronage.

Despite the inroads made by the bad weather, Bill Wood, fair secretary, said the event would wind up in the black. He noted that entries were up in almost every classification and that commercial exhibits were greater in number than last year. A new \$200,000 commercial exhibit building, used for the first time, was filled to capacity.

Quebec Expo

Continued from page 69

that some patrons believed the show was a carbon copy of last year's presentation.

The Sullivan-Conklin midway reportedly had bigger crowds during the week but lost two nights and one afternoon to the weather. Final day was a big one.

A total of 200 agricultural exhibitors vied for \$30,000 in premiums and the Industrial Hall had 172 exhibits, a new all-time high. Horse race programs had to be scrambled but all 14 events were held. Track attendance reached 33,000 and the pari-mutuel handled aggregate \$801,524.

Closing night was highlighted by prize distributions including two automobiles, one for the lucky holder of an advance ticket, the second to the holder of the winning souvenir program. Total awards amounted to \$5,000.

W. B. McMillan Dies in Denver

DENVER, Sept. 18.—William B. McMillan, 35, partner in the Rinx Record Company and professional at Carl Johnson's Skateland, died here recently in Rocky Mountain Hospital.

A native of San Antonio, McMillan, in addition to his interests in the record business, was active for many years in the Society of Roller Skating Teachers, having served on the board of representatives of that organization for eight years.

He was recognized as one of the country's leading teachers, having been responsible for 19 United States champions.

During his career as a skating teacher, McMillan taught in various cities thruout the country including Oakland, Calif.; Toronto, Cleveland; Greeley, Colo.; Spokane, and for the last five years in Denver.

McMillan's interest in the Rinx Record Company will be carried on by his widow, Margaret, in partnership with Fred Bergin.

New Rink for Arcadia

ARCADIA, Fla., Sept. 18.—City council here has approved a license for S. C. Hargraves to operate a skating rink on South Brevard Avenue.

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Ringling Registers Despite Weather

Business Continues High Against Rain, Cold in Wisconsin, Iowa

CEDAR RAPIDS, Ia., Sept. 18.—Rain and cold weather followed Ringling Bros. and Barnum & Bailey Circus thru Wisconsin and into Iowa this week. But despite the worst that weather could do, business for the show held remarkably high.

Janesville and Fond du Lac, Wis., on Tuesday and Wednesday (7-8) were clear and business added up to three-quarter and near-full houses afternoon and night.

Appleton, Thursday (9), was hit by rain in the afternoon and it became a downpour at night. Never-

theless, enthused audiences nearly filled the top each time. In Sheboygan (10), Green Bay (11) and the Sunday stand, Wausau (12), weather continued rainy and cold while business generally was good.

Eau Claire had rain all day and night on Monday (13). The afternoon show drew two-thirds of capacity and the night house was better than three-quarters filled. Show lot was muddy and the move out of Eau Claire was slow.

Arrival in Winona, Minn., Ringling's only stop in that State this year, was late because of the slow departure from Eau Claire. The weather remained cold and wet. But the afternoon house was half filled and the night house was three fourths of capacity. Dubuque, first of a string of Iowa towns, was played in cold weather on Wednesday (15) to half and near-full houses.

The Thursday stand was Cedar Rapids, where the afternoon show drew a half house in cold weather and the night performance was three-quarters filled despite more rain.

Kelly-Miller's Business Fair; Ia. Town Good

LE MARS, Ia., Sept. 18.—Al G. Kelly & Miller Bros. Circus rocked along to fair business as it completed a long stay in the Dakotas and moved into Iowa. At Le Mars, Wednesday (15), the show reported a three-quarters afternoon and near-full night.

The show's Side Show top has been damaged by continuous winds and has been replaced by the menagerie top. Show expects to complete the season with present canvas altho a new layout is ready.

At Milbank, S. D., Wednesday (8) the show experienced one of its worst lots of the season. The swampy land was covered with four-foot grass. Rain during the afternoon and night made a quagmire of the site and when the show moved out the next morning most trucks sank a foot or more into mud. All tractors and elephants were pressed into service to pry the show loose.

In Brookings, S. D., Thursday (9), Kelly-Miller had a half house in the afternoon and near-full house at night, with rain and cold weather hampering farm work.

KING'S BUSINESS OFF IN CAROLINA

Textile Towns Dip; Farmers Busy; Sumpter Gives Surprise Returns

DILLON, S. C., Sept. 18.—King Bros. Circus played to break-even business at most stands in recent days. Textile towns were only fair, and drought and heat slowed business in agricultural centers.

Co-owner Floyd King said that Lexington, Statesville and Concord, N. C., gave light afternoon business and three-quarters to near-full at night. Lots were dusty and weather was hot. Jethro Almond, former show owner, visited at Concord on Friday (10).

The show got some attention in the Concord newspapers when the mayor refused to ride at the head of the parade because one of the banners on an elephant was a boost for the Republicans, placed by the Young Republican Club. When the banner was removed, the mayor headed up the march, saying that he didn't believe circuses should "take part in politics."

Columbia Off

Columbia, S. C., the Monday (13) stand, with Grotto auspices, was off from previous spectacular years. This time the afternoon was one-quarter filled and the night was near-full. In 1951 the show gave four performances there and in both 1952 and 1953 it gave three performances.

A surprise was Sumpter, S. C., which gave one of the best grosses of any recent day, King said. Afternoon was a three-quarter house and at night the show's top was nearly filled. Shrine club was

the auspices. Hagen Bros. was there September 8.

King noted that in farm regions people were kept busy in the fields and that with schools in their first week it was difficult to get classes dismissed for show days.

Gosh Launches All-American On Fall Route

CENTRAL CITY, Ky., Sept. 18.—The All-American Indoor Circus, booked by Bryon Gosh's Auditorium & Fair Booking Co., Knoxville, opened here September 9-10. Gosh is managing the unit. Mitch Mitchell assists the sponsors and Thelma French has the concessions.

Acts with the show are George and Bessie Geddis, Walter and Elsie Bixler, Emory Lee and Hannah Allen, Tommy Sales, the Wyoming Duo, Pana and Her Pets and trained horse.

The show is filling in with dates at a string of drive-in theaters for the Crescent Amusement Corporation, Nashville. Sponsored dates in auditoriums include those at Campbellsville, Ky.; Celina, Lafayette, Crossville and Pulaski, Tenn.; Piedmont and Haleyville, Ala., and Booneville, Miss., plus others with Lions Club and school band auspices.

R-B, Beatty Fail to Meet On '54 Treks

CHICAGO, Sept. 18.—The "annual" meeting of the Ringling-Barnum and Clyde Beatty circuses failed to come off this year. While the two shows usually have crossed paths some place in the central part of the country in past seasons, they didn't come close this time.

Probably the closest the nation's two rail circuses will be is Sunday (19), when Beatty is at Lincoln, Neb., and Ringling is at Ottumwa, Ia.

Each show, however, will clash with King Bros. The Ringling show, scheduled to start east with a long jump from Springfield, Mo., to Memphis, will find King's promotion going there. King and Ringling also have run across each other's route in Virginia and elsewhere in the Southeast.

King and Beatty, meanwhile, will be vying in Texas. Both will play Beaumont and Longview, Tex., with King to follow Beatty by about five weeks.

Woekener Escapes Bearss Hotel Blast

PERU, Ind., Sept. 18.—A blast rocked the Bearss Hotel here Friday (10), scattering debris thru the lobby. Eddie Woekener, former circus bandmaster, escaped injury when he left the lobby a moment before the explosion. A chunk of concrete and other material fell where he had been sitting. There were no injuries and no fire.

The hotel is well known as the winter home of many troupers with shows that used to winter at Peru. The explosion came from a water heater in the basement.

Beatty Reported Going To Deming After Nov. 1

KEARNEY, Neb., Sept. 18.—The Clyde Beatty Circus will stay out until shortly after November 1 and then go into winter quarters at Deming, N. M., it was learned unofficially this week. The show wintered in Deming last year and made side trips into Phoenix to do movie work.

Meanwhile, the circus hit some strong towns on its zig-zagging course thru the Western plains.

Rudy Opening Tour of Calif.

SOUTH SAN GABRIEL, Calif., Sept. 18.—Rudy Bros. Circus will launch its fall and winter tour of sponsored dates at El Monte Friday (24) with Optimist Club auspices. Owner-manager Rudy Jacobi said this will be the show's third time in for the same auspices.

Performance will include the DeWayne Troupe, teeterboard; Four Belfords; Dick Berg's Seals; Eastons, trampoline; Phil and Dotty Phelps, table balancing; La-Pearle's Dogs, a casting act, and a six-girl ballet for web and ladder numbers.

The circus will play a number of dates in the San Joaquin valley, according to Jacobi, who also is general agent.

After top business in Denver, the show moved out to Pueblo and drew more big crowds for a day. Weather was fine as the show continued in other Colorado towns.

At Kearney, Neb., on Tuesday (14), the show stepped into a good situation when schools were dismissed for a teachers' meeting. The afternoon performance attracted a near-capacity house and at night there was a three-quarters house despite a brief rain.

After another sweep across Nebraska, this one along the southern edge, the circus plays one stand in Kansas and dips into Oklahoma for several stands en route to Texas.

William Moore, general agent, has been under a doctor's care.

Carson Circus Wins Best Day

THACKERVILLE, Okla., Sept. 18.—The Tex Carson Circus scored its banner day for the season Monday (13) at Terral, Okla., it was reported. Owner Jack Moore reported the winner Tuesday (14), when A. Morton Smith and F. E. Schmitz, both of the Gainesville Community and Ward-Bell circuses, visited. The Carson show, which has had spotty business much of the season, was said to be the first to play Thackerville in 28 years.

Gainesville Idles in '55; Ward-Bell Names Staffers

GAINESVILLE, Tex., Sept. 18.—Present plans do not call for the Gainesville Community Circus to go out in 1955, it was learned this week. F. E. Schmitz, president of the Community show and an associate in the new Ward-Bell Circus, made the announcement.

The unique city circus will complete its 25th year with a route of seven fall engagements. Its winter quarters building, big top and property are to be used next season by the Ward-Bell Circus.

Meanwhile, Harold Ward and Gus Bell, co-owners and managers of the new show, announced some staff appointments.

Robert R. Clark will be Western representative. Bell will be program director. Paul McGehee of the Gainesville show will be superintendent. Other staffers

will include Russell Nafus, props; Marshall Tharp, transportation; Andre Fox, ring stock; Harold Ward, concessions; Bob Porter, assistant concession superintendent; Mayme Ward, wardrobe superintendent, and A. Morton Smith, press.

Several acts have been signed and all will be announced soon, it was reported.

Harry Hunt In Hospital

BALTIMORE, Sept. 18.—Harry Hunt, of Hunt Bros. Circus, is in Union Memorial Hospital here for treatment of a heart condition.

MILLS BROS. CLOSES SEPT. 30; SEEKS QUARTERS

WEST CHESTER, Pa., Sept. 18.—Mills Bros. Circus will close its 1954 season September 30, it was announced this week by Jack Mills, co-owner and manager. The final stand, he said, will be at Johnstown, Pa., on Thursday (30).

Mills said that the site of a winter quarters for the show had not yet been selected. Last year the show wintered at Greenville, O.

The decision to close will give the circus a 24-week season. This compares with from 28 to 30 weeks

Buck Reported Opening Under 5th 1954 Tent

LITTLE ROCK, Sept. 18.—Edgar B. Buck Circus reportedly returned to the road this week with a tent purchased from an evangelist here. While there has been no word direct from Owner H. N. (Doc) Capell since a storm ruined his fourth big top of the year, it was presumed that the show is in operation.

Its canvas was lost in a storm recently at Harrisburg, Ark. Business for the show has not been good this season.

Macon Shrine Sets November Show Run

MACON, Ga., Sept. 18.—A total of seven performances have been scheduled for Macon Shrine Circus during the week of November 22. W. J. Bailey, circus chairman, announced. There will be one performance each night for six nights and one Saturday matinee. Al Sihah temple is resuming its old policy of booking acts direct. Total of 18 will be used.

Texas Good to Gray

KERRVILLE, Tex., Sept. 18.—The Gil G. Gray Circus won good business with Shrine Club auspices here Tuesday (14). In Sweetwater a week earlier (7) the show had a light afternoon and strong night. School started that day and weather was threatening. Sweetwater also was under auspices of a Shrine Club.

BRITISH SHOWS WAR

Chipperfield's, Mills In Day-Date Competition

LONDON, Sept. 18.—Two of Britain's leading circuses are having a pitched battle, day-and-date for several weeks, using aerial banners and loudspeakers, and taking full-page ads in local papers. The parties are the Bertam Mills and Chipperfield's shows.

Last year Mills took out a permit to play Salisbury this month. The following week Jimmy Chipperfield applied and was turned down. Then the excitement began.

Chipperfield hired a lot outside town and planned to pre-date Mills by one week. Mills pushed up his date two weeks to beat Chipperfield, who then also hopped back two weeks. The re-scheduling compelled both to cancel prior bookings at other cities as they kept advancing their dates in order to be first in Salisbury.

This week both outfits hit town simultaneously and sent out their

publicity crews. Chipperfield hired a plane to tow its banner over the city, and Mills replied by sending up a low-flying helicopter equipped with loudspeaker.

Large display ads were run side by side in the papers, with copy like "Chipperfield's Are the Largest Circus in Europe" and the rival Mills show claiming "The Value of an Article Depends on Quality, Not Size!"

Chipperfield got the bigger house on opening day, but a cramped parking lot made it awkward to spill the matinee crowd before the night customers started coming in. The owner, Jimmy Chipperfield, announced he had juggled his upcoming dates to coincide with Mills' appearances for the next few weeks, and he has also managed to acquire a block of Mills stock and will attend the rival's next annual business meeting.

Hagen Closing At Tuscaloosa

TUSCALOOSA, Ala., Sept. 18.—Hagen Bros. Circus ends its summer tour here Saturday (25). Personnel will disperse from here and equipment and stock will be taken to winter quarters at Edmont, Okla.

Preparations are going ahead for opening Clyde Bros. Indoor Circus on October 14. Both shows are owned and operated by Howard Suez.

UNDER THE MARQUEE

By TOM PARKINSON

JoJo Lewis writes from Mills Bros. Circus that Johnny and Maria Dubsky celebrated their 23d wedding anniversary with a party at which a group of performers attracted attention with European songs. . . . CFA Lou Johnston came on for a day and clowned the show. . . . Mrs. Jack Mills and daughter, Arline, closed and returned to Cleveland for the school year. . . . The trailerites had a big day at Morristown, N. J., where the clothes lines looked like rainbows. . . . Sixteen house trailers on the show are new 1954 models. . . . Al Foster has the cookhouse waiters on their toes. Bill Jennings keeps the coffee ready and Richard Funk keeps the water tanks filled. . . . Visitors included Joe E. Minchin, Alex and Niata Newberger, the Mike Mallis family, Jack and Margaret Joyce en route to a New York TV date, Steve and Raymond Hills, Paul Horsemann, Art Gunther, the Bill Donahues and son, Billy; Joyce Missbach, niece of the 24-hour man, and Thurman Bare.

Karl Cartwright, Norfolk, visited Ray Brison with Hagen Bros. Circus at Portsmouth, Va., recently. They were together on the Sam Dock Circus. Cartwright commented on Brison's Punch and Judy cabinet, which was designed by Leland Brison. Cartwright caught King Bros. at Norfolk and visited with Tom and Maxine Kennedy, Charlie Rouark, Raymond Johnson and M. Woods. Cartwright now works at a dock in Norfolk and formerly was with tent ped and vaude shows as well as circuses.

Harry Shell will have his steam callopie at the Mid-South Fair in Memphis. . . . John and Gertrude Shubert, formerly performers with Cole Bros. and other circuses, were in Chicago last week and visited with Nat Green, of the Ringling office. . . . Earl Shipley is in Chicago after closing with the second unit of Earl Newberry's thrill show. . . . R. M. Harvey was in Chicago on business.

From the George W. Cole Circus, Leona Hill writes that Mrs. Norman Anderson and children, Susan and Clinton, left by car for Norwalk, Calif., where the youngsters will enter school. . . . Harry Wahls and Paul Zump are with Norman Anderson on concessions. . . . Jack Todd returned to the show after a trip to Canada and Mrs. Todd remained in Canada for the time being. . . . The Glen HARRISES of Drexel, Mo., visited Leona Hill, show's organist.

Harry Thomas advises from King Bros. that a number of visitors have been traveling along with the show, with Joe Sauer, Richmond, putting off an operation a week so as to spend the time with King Bros. . . . Visitors included the L. Wilson Poarches, Reg McFarland, Tony and Claire Conway, Dr. William Mann, Mrs. Kline, Johnny Weikel, Mr. Wiggins, Casey Holt and the Joe McKennons. . . . Dorothy Herbert is doing well for the show on radio and TV. . . . The Walter Jenniers' children returned to school at Peru, Ind., and others will be leaving shortly. . . . Johnnie Herriott is driving a chariot opposite Matt Laurish in the race finale. . . . Mitzie LaForm threw her shoulder out of joint recently in a fall to the net, but she didn't miss a performance. . . . Lolita Perez has been out of the

wire act for several days because of a badly sprained wrist. . . . Ira Watts is back on the show after spending some time in the Duke Hospital, Durham, N. C. . . . Joe Gilligan is the one who gets the trick over the highways. . . . That 15-mile mountain drive into Asheville was made without accident. . . . Mrs. Floyd King was hostess to the entire show in the big top at Asheville for a celebration of her birthday. . . . Young Harry Thomas and Ruby Enos also celebrated birthdays.

On the Hamid grandstand show "Land of Enchantment" managed by Lee Barton Evans, are Naaito's Canines, the Corona high wire act, the Wazzan Troupe of tumblers, and Pedro Morales of the Mexican circus family, teamed with George Durand in a head-to-head balancing act in which Pedro Jr. is featured. Michael Edwards is featured vocalist and emcee with the production. Also with the show are the Ganjow Bros. & Juanita adagio act; Bobrow Bros. accorion duo, and Sanger, Ross & Andree, comedy dance team.

Flying Romas Troupe, during their recent appearance at the Gainesville (Tex.) County Fair, exchanged visits with the personnel of the Gainesville Community Circus, including A. Morton Smith, the O'Neals, the Brewers and Mr. and Mrs. Paul McGehee. . . . Billy DeArmo cards from the Canadian National Exhibition, Toronto, that he is clowning with the Roy Rogers grandstand show there. . . . E. H. Stewart visited King Bros. and Mills Bros.' circuses and Playtime Shows recently.

John Facer, who clowned on the Beatty show, worked the Iowa State Fair and talked with Tiny Gallagher and her husband; Happy Kellems, Karl L. King, Jess Darling and Mike Barnes of Barnes-Carruthers, Chicago.

More news from Albert White and Ringling: Carmen Slayton, wife of the Side Show manager, flew to Sarasota. . . . Emerick Mroczkowski returned to Sarasota for school. . . . Helen Harrington closed and returned to New York. . . . Annette Roberts married Bill Clarke, non-pro. . . . Lillian Kyntana and Jerry Reagan, usher, were married in Chicago and left the show. . . . Joe LaPlante, clown, celebrated a birthday. . . . Chicago visitors included Louie Ozawerk, the Orrin Davenport, Harry Covey, Phil Fein, Mrs. Jon J. Griem, Mrs. Lucio Cristiani and son; Bella Atardi, Blutch Peters, the Joe Snaveleys and son; Jimmie Smith, Joyce Shoemaker, Greta Dahl, Mieth Willis, Mazie and Brack, the Bokaras Troupe, Herm and Mary Linden, the Ketchels, Glen and Anna Townsend, Carl Haussman and the Otto Hausman family, Chappy and Dorothy Chapman, John B. Harrop, Bea Heidi Bates, John and Dorothy Heidl, Frank Shepherd, Ben Kubly, the George Hollands, Bob Raupfler, Auggie Augstad, Donahue and La Salle, Harold Lowry, Doc and Ivy Wilson, Marion Hiller, Jake Disch, the Sverre Braathens, George Lutz, Bill Griffith, the Dean Youngers, and Arthur and Lorraine Kilpatrick.

Ben Davenport was on the road this week, seeing the Bailey-Cristiani Circus at Irving, Tex., and Paul Van Pool at Joplin, Mo., while en route to Green Bay, Wis., to meet Bert Siebert for a trip to Rochester, Minn. Davenport expects to visit on the Hunt Bros. Circus soon. He recently had word from South America that one of his elephants with Circo Razzore had died. . . . Butch Cohn, formerly a staffer on Davenport's circus, rode with him to the Van Pool home, where he stayed over in the hopes of seeing some circuses before returning to Gonzales, Tex., this week.

Harry Bert, handling advance promotions in stores for Ringling, was in St. Joseph, Mo., early this week. . . . Ringling contractor Emmett Sims was in Virginia. . . . Ringling General Agent F. A. (Babe) Boudinot was taking a swing thru Missouri and Kansas, including a stop in his home town, Pittsburg, Kan., where the show plays October 1. Assistant general agent, Charles Turner, was making Kansas City and Memphis this week.

Mae S. Hong is in charge of radio, TV and newspaper public-

ity on the Kelly-Morris Circus, and Red Maynard is general superintendent of Kelly-Morris. It was erroneously reported earlier they had joined Kelly-Miller. . . . J. C. Admire reports that Northern Alabama and Mississippi territory was bad for his school circus unit and he is heading for Michigan.

The Flying Valentinos, with Freddie Valentino, Barbara and Don Winters and Ben Gibson, have joined the Marks carnival for three fair dates. . . . The Flying Siegrists, free act at Paragon Park, Nantasket Beach, Mass., were guests of Mrs. Boucher, mother of Eddie Boucher of the Flying Tommies, casting act. The Siegrists were the first flying act to use the new stage at Paragon.

Clowns Jack Harrison and Roy Barrett are making Doc Braley's fair dates this season, running thru Tupelo, Miss., October 9. Irv Romig and Jack LeClair are living at Detroit and Milwaukee respectively and are not on the road this season. . . . Count Popo DeBathe is making Western fairs and recently worked dates with George Perkins, comedy car; Emerson Duo, Wiere Brothers and Harris & Shore. . . . Clown Frank Cain played Streator, Ill., on Labor Day along with Hoffman and Kay, comedy acrobatics; Francisco and Sula (Zoppe), unsupported ladder; Andy and Martha Bacali, parallel bars, all booked by the Tom Swift Agency.

Otto Griebing, featured Ringling clown, will be off the road for the remainder of the season. Now being treated at Worrell Hospital, Rochester, Minn., for a heart ailment, Griebing has been advised to rest six months, and he will go to his St. Louis home soon.

Jake J. Disch visited clowns on the Ringling show at Madison, Wis., including Emmett Kelly and Walter Guice. With him were Jack Guill, Charles Tiede and Warren Langlois, fans, and they met the Charles Kittos and Sverre Braathens on the lot. Disch recently clowned the Northwestern Wisconsin Steam Club's steam engine rodeo at Luxemburg. . . . Clown Kenneth Waite is circulating a poem, "Echoes of the Past," recounting the glories of draft beer and free lunches. He's in Detroit now.

Mabel Stark, veteran tiger trainer, left Los Angeles for Tokyo via San Francisco to resume her work as a feature of the Japanese Traveling Zoo. She just completed a vacation of several weeks in Southern California after completing a year with the zoo. She has signed a new contract for a year with an option. The pact provides Miss Stark is to be provided with a chauffeur and automobile, private railroad car and personal maid while with the show.

Happy Harrison and her dogs and ponies were playing Eastern parks when the recent hurricanes struck. At Lincoln Park, New Bedford, Mass., for the first one, she lost the tent in which her animals were kept, and there was no electricity for five days. Her truck and animals were under cover for the second one at Worcester, Mass., but some props were damaged. She makes Gloversville and Endicott, N. Y., before returning to Hartford, Mich.

George Martin, San Antonio zoo man and animal trainer, lost an arm after it had been mangled by a chimp recently, reports Otto Martin Locke, Texas reptile dealer. . . . Capt. Eddie Frisco and his comedy car played the Canadian National Exhibition, report. Bee Frisco. . . . Ray Bickford will clown the Knights of Columbus Circus, Buffalo, September 16-18. . . . At the Greenfield, Mass., fair were Roland, hand-balancing; Cimses Colliers, and Brick Brothers, chimp.

Playing the Puyallup, Wash., Fair are Dwight Moore's dogs, Marquis' chimps, the Novellos, Toni the Monkey Girl, the Rhodins, Romanos Brothers, Rick Roy, Lola Dobritch, Eric Badicton and Happy Kellems. . . . Gus Sun and his son were at the Stark County Fair, Canton, O., reports Henry Varner. Acts on the bill included the Sensational Kays, aerial; Theron Troupe, bikes; the Olivers, skates; Willy Keo, diving, and the

Olympic Bears, worked by Charlotte Walch. . . . Acts at the Great Barrington (Mass.) Fair included the Heerdinks, parallel bars; Connie Welde, slack wire; Gretona Family, high wire; Aerial Ortons, Weldes' Bears, Five Antaleks, perch; Brick Brothers chimp; Flora Zacchini, cannon; Chet Nelson's band and Buck Leahy's clowns.

Flora Zacchini, human cannon ball, played Riverside Park, Agawam, Mass., for the Labor Day closer. . . . After an illness and the addition of a boy to her family, Ala Ming, wire walker, is back on the road and has played parks at New Orleans, Dallas and Oklahoma City. She plays the Jung Hotel, New Orleans, starting September 28, reports Dick Fritz.

T. Dwight Pepple, Polack Bros.' general agent, is making the regional Shrine meeting at Denver. . . . Vin Carey, the Baltimore magical tycoon, caught Hagen Bros. and visited with Jack LaPearl, Bert Wallace and Ray Brison. The Careys visited with the DeRiskie Family on Richards Bros.' Circus. At the Union City, N. J., police circus, booked by Frank Wirth, the Careys talked with the Sensational Ortons, the Jack Joyces, Miss Luxem, the Kovacs, Dippy Deers and Al Florenz. They caught Hunt Bros. again and were to see Mills Bros. this week.

Roland K. Wilde, Wauwatosa, Wis., fan, will donate his Old Woman in the Shoe pony parade float to the Baraboo circus museum after he and his family complete restoration of the old Barnum & Bailey parade relic. . . . M. G. Gorrow, Appleton, Wis., fan, spent several days with Ringling in Wisconsin and left it at Winona, Minn. He reports rain at almost all Wisconsin stands. At Rochester, Minn., he visited Otto Griebing.

Johnny Fulghum, of the Marks Shows advance, visited with Floyd King and Harry Thomas on King Bros. and Bill Morris and Pat Kelly on Kelly-Morris.

The Miami Herald on Sunday (12) carried a two-page spread and a magazine section cover with color pictures and a story about the miniature circus built by Bill Sadler, Miami fan and model builder.

JoJo Lewis advises from Mills Bros. Circus that after a short jump to Green Lane, Pa., personnel found the cookhouse set up in a park pavilion building as a novelty. . . . Virgil (Ky.) Sargaves received an ovation after the elephant act at Allentown, Pa., with the American Legion commander as cheer leader. . . . The Marco Trio usually is last to arrive, but no matter how small the lot they always find a spot to park. . . . Now the show is on level ground and the sun is shining, there is no Hurricane Edna to bleach the big top, and there is no high wind and the natives act as if nothing has happened. . . . Some of the acts are planning to be on "Super Circus," after the season ends. . . . Visitors included the Willie Hartzelles, H. R. (Rube) Ray, Lew Easby and the Howard Y. Barys.

From Siebrands Bros., Joe Hodges Hodgini reports that at Twin Falls County Fair, Filer, Idaho, the business was profitable and the lot was all grass and shade trees. . . . Birthday party was given there by Barbara Gordon. . . . There were several picnics at nearby Shoshone Falls. . . . The Peach Festival at Brigham City, Utah, was good for the show and show people came away loaded with peaches. . . . Most of the personnel made the side trip into Salt Lake City. . . . Visitors included Earl Dean, Bill Jolly,

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P.S.: Barney, Sid, Ralph, Lou, Jake and Smythe, contact me here.

Bobbie Faulkner, Bud Raymond, Lee Frey and Doc and Mrs. Messman. Milo Roche joined Pancho and Da. 'ta.

From King Bros.: Billy Dick has joined with his Snake Show on the midway. . . . Mrs. Arnold Maley is back from spending several days in Macon and with her mother in Atlanta. . . . Mr. and Mrs. Phil Enos entertained the personnel Sunday with a birthday party for their son, Rudy. . . . Slats Beeson was on the lot in Greenville. . . . Mrs. Lillian Sadowsky visited. . . . Fred and Ono Williams, former circus concessionaires, visited. . . . Tommy Pettus now is receiving letters and has to tip the mail agent. . . . In the Southern States' heat, many are rushing to the swimming pools between shows. . . . A new trailer from Macon was delivered to Napoleon Reed.

Ringling-Barnum visitors included Charlie Zemater, the Cliff Cowens, E. Binner, August Moulton, Charlie Lewis, Jeff Murphree, the Milt Herriotts, Dusty Rhodes, John Wilson, Frank VanEpps, Tom Nooyen, Sandy Samuelson, Betty Kilich, Harry Brown, Whitey and Helen Haven, Alfred, Walter and Honey Shyretto; Oscar J. Ashman, the Tom Lawless family, the Roy Hendersons, the Arthur Kildows, Connie and Kathie Baker, Frank Westerman, Don Sexton, Jack Kolar, Paul H. Bowers, Wallace A. Ahlberg, the Jule Griems, the George Lutz family, Bruce Stevens, Pal Worden, Robert Weyenberg, Ronnie Griem, Happy Starr, the Lang teeterboard troupe, Mike Vesner, Alfred Schwalve and Jackie La-Claire.

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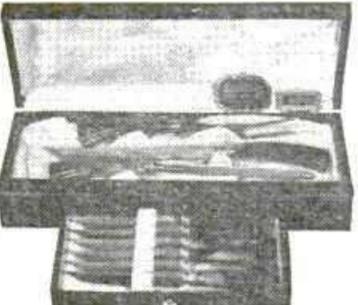
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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Owners and operators of specialty, gift and toy shops will be interested in the Mexican products offered by **Francisco L. de Arkos**, Laredo, Tex. Firm carries such items as pottery, hats and caps, curios and novelties, and currently has a special on bamboo baskets for earrings at \$6 per gross and tulle baby chairs, which are decorated, at \$72 per gross. An illustrated catalog showing the colorful products from Mexico is available.

Providence Ring Company, Providence, is showing its new **Miracle Cross**. The nickel-silver cross is fitted with a special center piece which, when placed to the eye, reveals clearly and distinctly the Lord's Prayer. In addition to this novelty feature, the cross is set with 12 brilliant cut stones and comes complete with a nickel-silver chain with soldered links. The crosses go for \$4.25 per dozen or \$48 per gross. If a heavier chain in gold finish is desired, they are \$6 per dozen or \$66 per gross.

Pitchmen, demonstrators, workers and distributors will be interested in the cake decorator offered by **National Cake Decorator**, Springfield, Mo. The eight-piece set, which includes the tips on how to make the roses and a two-piece giveaway, has the lure and appeal to attract the housewife. It is also adaptable to a good pitch every demonstrator wants. Complete information will be sent promptly.

Tee Jay Toys, Inc., New York, reports that their 30-inch super plush bear with the vinyl nose, priced at \$21.75 a dozen, has proved itself a good number this carnival season. They feel the number is a sure-fire all-year-round number. Fair orders are coming in at an unprecedented rate, they report.

Bingo operators with counterfeiting problems should contact the **H. A. Sullivan Company**, Lawrence, N. Y. By using their perforated and printed serialized tickets, counterfeiting, which is prevalent especially at larger games, can be completely eliminated, the firm claims. In addition to handling this specialty, the company carries a complete line of bingo supplies. A free catalog will be sent upon receipt of your name on a post card.

Tanross Supply Company, Miami, have cut the price of their 7 x 35 I. T. binoculars. They are now offering this size at \$15.60 per pair and will send a sample at \$1 additional. Other sizes which they carry are 7 x 50 at \$19.10 per pair, 7 x 50 C.F. at \$21.10 per pair, 7 x 35 C.F. at \$17.60 per pair and 16 x 50 at \$28.50 per pair. Another item which they are getting good results on is their three-turret microscope at \$5 each. This microscope has 100x, 200x and 300x power and includes hardwood case and slides.

Women who need extra protection against intruders will welcome the tear-gas pencil being distributed by **Hagen Supply Corporation**, St. Paul. The tear-gas pencil discharges smothering clouds of tear gas which will instantly stop, stun and incapacitate any person or animal. An effective substitute for dangerous firearms, it will leave no permanent injury. Stores, banks, autos and homes also are prospects. No skill is needed to discharge the unit. For \$4.25 the firm will send a complete demonstrating outfit of automatic pencil with 10 demonstrators and three powerful tear-gas cartridges.

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Pipes for Pitchmen

MAX RUBIN... for the last 20 years known to demonstrators as the egg-dye promoter, formerly with Gypsy dyes, and the last four years with Belmont Laboratories' Ruby egg dye, now is affiliated with Dorothy Flicek Industries, Inc., Chicago, running a number of spots on rhinestone setters. He also has a chain of stores lined up for the Christmas season on Flicek Glitter and Styrofoam.

J. S. ROACH... of J. S. Roach's Baboon Show and father of Mrs. Bob Noell, of Noell's Ark Gorilla Show, politely reminds us that we were talking thru our fedora just a wee bit when we reported in the Pipes column (September 4) that Charlie, the baboon, had to have all of his tooftums pulled out. We were also of the opinion that Charlie belonged to Mrs. Noell. Lettering from Atkinson, N. C., Roach takes us to task in this manner. "Charlie, who belongs to J. S. Roach's Baboon Show, is very much supplied with teeth. Only his two big dangerous fangs were removed after they became diseased. Jo Jo, the baboon, purchased from Dug Dugan when he had the Hagan Wallace Circus, still remains the featured attraction, wrestling with three at a time from the audience nightly. Mrs. Noell, of Gorilla Show fame, is my daughter, and this is probably how the error occurred. Another part of the family, J. W. and Hellon Roach, are opening their walk-thru show soon. Enclosed is a newspaper account of Charlie's operation which was carried by most of the larger papers in North Carolina." The newspaper clipping carries three big pictures showing a flock of medics in the process of relieving Charlie of his teeth, an operation which required almost two and a half hours.

SEEN AT THE... Champlain Valley Exposition, Essex Jct., Vt., were Ray Taylor, working slicers; Sylvia Malouf, with graters; Jack Haskins, can openers, and Charles and Ruth Lamere, joke shop and novelties. According to reports, the last three days of the event provided some good business after bad weather had put a damper on the first few days.

MANY PEOPLE... including Henry H. Varner, are very much interested in knowing just what happened to Tom Kennedy.

A COUPLE WEEKS AGO... we inquired as to whether anyone had ever heard from Big Al Wilson. Well we're happy to report that the big boy is apparently up and about and in there pitching again, because he postals that after taking in the Spencer, Ia., Fair, he's going to mosey on down to Port Gibson, Mexico, to pick up some monkeys for the Christmas trade.

SEEN AT... the Pan Pacific Glamorama Show, Los Angeles, was Myrtle Hutt, doing a pretty piece of business with the Hollywood Jewel Setter; Pauline Fielding, with the Hawaiian Ti Log; Mary and Al Weisman, with their well-flashed jewelry booth. We have also been wised up to the fact that Betty Brown is in the Santa Monica Newberry store with her rug braider, and Victoria Devlin and Patty Shells are at Woolworth's in Los Angeles.

FIVE YEARS AGO... in the realm of pitchdom: Ben and Polly Lexcell were working horoscopes at the Calgary Exhibition and Stampede... Cowboy Williams had med at the Grand Forks, N. D., Fair... Jack Kahn was using rabbits, ducks, mice and trained guinea pigs as a magnet for tips at the three hand-writing analysis layouts which he was operating on New York's Conard Island Boardwalk... Richard Arcand was picking up a few stray bucks pitching mechanical toys in front of the W. T. Grant store in downtown Los Angeles... In the same area, Marge Goodman and Bernie Dunn were working Wipe-On... Jim Corry was taking off from the West Coast to make the fairs in the East... Lila May Doran was in Chicago and spotted the following working to big tips: Betty Stanfield, with pastery cloths; Valerie Rennie, with shampoo; and Ida Mae Green, with Toaster-ette... Harry Maiers had returned to his home in Danville, Ky., following a trek thru Alabama. We wonder what some of these people are doing now?

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 25% Dep., Bal. C.O.D.
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 #NA #10 Knobbies & Spirals Balloons... \$6.00 Gr.
 #1242 Giant Airship Balloons... 6.50 Gr.
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 New Hydrogen Bomb Balloons... 7.20 Gr.
 25% Dep., Bal. C.O.D.—F.O.B. Chicago
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 See Your Jobber
The OAK RUBBER CO.
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 Airship Balloons—#1242... \$6.50 gr.
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 #15 K Balloon... 6.00 gr.
 Balloon Hand Pump... 3.25 ea.
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OAK BIG FLASH BALLOONS
 NA 10 Spirals... \$6.00 gr.
 14 Kat Mottled... 6.50 gr.
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 Complete Novelty List On Request.
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 150 Park Row New York 7, N. Y. WORTH 2-2495

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 Instant DRY INK
 Guaranteed Not to Leak Not to Smudge
 Press Button—It Writes Press Clip—Point Disappears
 Immediate Delivery—Any Quantity
 25% Dep., Bal. C.O.D.—2 Samples, \$1.00.
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 28 East 22nd St. New York 10, N. Y.

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 Stainless steel roast slicer, sandwich knife, utility knife, paring knife and carton steel cleaver, all in attractive display gift box. Handles are electronically sealed to each implement so that they will never come apart, and each handle is slotted for hanging... **\$1.70** each set
 Guaranteed nationally known retractable pens, \$2.00 per doz. assorted colors...
 Special close-out. Musical Lazy Susan. Tray revolves as musical unit plays... \$2.00
 FREIGHT PREPAID ON ORDERS OF \$10.00 OR MORE.
SYLVAN CO.
 767 Milwaukee Ave. Chicago, Ill.

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 No. 901 No. 902 No. 903
 NECKLINES WITH HEART, CLOVER AND DISC
 \$1.20 Doz. (101-84)
\$14.40 Gross
 Grab Bag Ident. \$7.50 per Gross All Aluminum Hand Polished Mirror Finish
 New Teen-Age Ragel \$14.40 per Gross
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 \$4.75 DOZEN
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 This is not aluminum garbage. Minimum Sold—One Dozen Any No. 25% Deposit—Balance C.O.D.
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 To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.
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All the news of your industry every week in The Billboard...

A TRIAL ORDER WILL CONVINC YOU!!

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For MEN and WOMEN

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Original Gold-Filled Expansion Band. 75c extra.

25% with order, balance C.O.D. 5-Day Money-Back Guarantee. If not satisfied, Write for circular.

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 Sold Only for Amusement Purposes. Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick. Sample, \$1.00. Wholesale, \$6.00 per doz. Remit Full Amount. We Pay Postage. DEALERS: Write for No. 10 Wholesale Catalog 1000 fast selling Tricks & Jokes. Please mention your line of business.

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PLASTER
NU-NAK NOVELTIES
 Waycross, Ga. (Airbase)
 Phone: 2403

Over 67,000 ACTIVE BUYERS read
 The Billboard classified columns each week

COMING EVENTS

<p>Arizona Tombstone—Heldorado Celebration, Oct. 22-24.</p> <p>Arkansas England—Fall Festival, Oct. 18-23. Heber Springs—Oeburne Co. Livestock Show, Sept. 23-25. J. T. Edwards. Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers. Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy. Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter. Pine Bluff—S. Ark Livestock Shows, Sept. 20-25.</p> <p>California Chula Vista—Fiesta de la Luna, Sept. 22-26. Delano—Harvest Holiday, Oct. 6-10. Lamont—Cotton Carnival, Oct. 20-24. Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews. Los Angeles—International Horse Show, Oct. 16-23. Oakland—Pacific International Motor Show, Oct. 9-17. San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7. Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.</p> <p>Colorado Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors. 3832 Wilshire Blvd., Los Angeles. Grand Junction—Farm Show, Oct. 6-10.</p>	<p>Illinois Chicago—International Pet Fair, Sept. 21-26. Chicago—International Dairy Show & Rodeo, Oct. 8-17. Chicago—International Livestock Expo., Nov. 26-Dec. 4.</p> <p>Indiana Mitchell—Persimmon Festival, Sept. 28-Oct. 2.</p> <p>Iowa Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S Estel, 307 Rainbow Drive.</p> <p>Kansas Lawrence—Centennial, Sept. 23-28. Wichita—Territorial Centennial, Sept. 19-26. Harry Peebles, 431 S. Main. Wichita—Do-It-Yourself Show, Oct. 20-24.</p> <p>Kentucky Villa Platte—Cotton Festival, Sept. 25-26. Mervin E. Vidrine.</p> <p>Louisiana Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7. Crowley—International Rice Festival, Oct. 27-28. Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge. Leesville—West Louisiana Forestry Festival, Oct. 25-30. Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducote. Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith. Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.</p>
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Maryland
 Princess Anne—Livestock Show, Oct. 1-10. Howard H. Anderson.
 Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

Michigan
 Ionia—Ionia Fat Stock Fair, Nov. 2-10. Abram P. Snyder, Courthouse.
 Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

Mississippi
 Aberdeen—Monroe Co. Livestock Show, Sept. 21-25. Robert C. Couch.
 Beizoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
 Booneville—Prentiss Co. Livestock Show, Sept. 23-25. W. T. Smith.
 Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadioc.
 Calhoun City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.
 Eupora—Webster Co. Livestock Show, Sept. 27-Oct. 2. Cecil C. Randie.
 Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2. Fred Dulany.
 Lucedale—George Co. Livestock Show, Oct. 2. B. J. Hilburn.
 Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.
 Newton—Newton State Dairy Show, Sept. 23-25. W. P. McMullan.
 Poplarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair.
 Sardis—Panola Co. Livestock Show, Oct. 8. Thatchet Bishop.
 Starkville—Oktibbeha Co. Livestock Show, Oct. 4-9.
 Tylertown—Walhall Co. Livestock Show, Oct. 4-6. Ansel Estess.
 Wiggins—Stone Co. Livestock Show, Sept. 24-25. F. S. Baison.

Missouri
 Joplin—Jr. Beef Show, Sept. 27. Chas. Joffitt, 112 W. Fourth St.
 Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodward.
 Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2.
 Urbana—Four-Co Dairy Show, Sept. 2-10. H. R. Klein.

Nevada
 Carson City—Admission Day Celebration, Oct. 31.

Ohio
 Bradford—Pumpkin Show, Oct. 12-16. P. Meek.
 Cincinnati—Do It Yourself Expo., Oct. 9-11. Jaycees.
 Portsmouth—Street Fair, Sept. 27-Oct. 1. Jaycees.
 Toledo—Food Show, Sept. 19-26. And Mulligan.
 Toledo—Do-It-Yourself Show, Oct. 3-11. H. P. Van Horn, Jaycees.
 Toledo—Better Living Expo., Oct. 23-31.

Oregon
 Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

Pennsylvania
 Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.
 Pittsburgh (Heers Island)—Jr. Beef Lamb Show, Oct. 19-21. Chas. L. M. Adams.

South Dakota
 Sioux Falls—Tepee Days, Oct. 1-3.
 Sioux Falls—Auto Show, Nov. 24-28.
 Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Texas
 Beville—South Tex. Hereford Show Sale, Nov. 8-9. Edward M. Neal.
 Flores—Peanut Festival, Sept. 24-25. Robert P. Spence.
 Fort Worth—Home Show, Oct. 16-23. Dukey Foster.
 Houston—Appliance Show, Oct. 2-10.
 Kerrville—Southwest Sheep Dog Trial, Sept. 24. Jim Tucker.
 San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

Utah
 Ogden—Ogden Livestock Show, Nov. 12-14. E. J. Fleidsted, 506 Kiesel Bldg.

West Virginia
 Shinnaton—Frontier Days Celebration, Sept. 16-18.

Wyoming
 Laramie—Western Square Dance Festival, Oct. 29-30.

CANADA
Alberta
 Johnny Scallan, 11311 110th Ave.
Ontario
 Toronto—Royal Agrl. Winter Fair, Nov. 12-20. G. S. McKee.
Quebec
 Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.
Saskatchewan
 Regina—Home Show, Oct. 14-16. Max McAr.
 Saskatoon—Dairy Cattle Show & Sale, Oct. 14.



Check and order your Christmas prize, premium, promotional, gift, souvenir and novelty merchandise from

THE BILLBOARD 56th CHRISTMAS MERCHANDISE SPECIAL



ISSUE DATED
OCTOBER 23, 1954

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- Distributors
- Streetmen
- Novelty Workers
- Gift Stores
- Novelty Shops
- Souvenir Stands
- Variety Stores
- Arcades
- Coin Machine Operators
- Carnivals
- Circuses
- Parks
- Fairs
- Rinks
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- Night Clubs
- Theaters
- Advertising Agencies
- Sponsors
- Radio & TV Stations
- Record Manufacturers

NOTE TO ADVERTISERS: Don't miss out!

Feature your hottest items of the season in
 The Billboard CHRISTMAS MERCHANDISE SPECIAL.
ADVERTISING DEADLINE: OCTOBER 13.

Oregon Record

• Continued from page 69

pulled 26,996 to the grandstand compared with 28,568 in 1953 while the circus in the stadium drew 29,850, compared to the 25,794 attending last year's rodeo. Receipts for the revue were \$29,521, for the circus \$30,406 and the horse races \$11,661. Of the total money wagered 87½ per cent goes back to bettors as winnings and 1½ per cent goes to the State Racing Commission. A major share of the remainder goes to support of fairs and exhibitions in Oregon.

FLASH—FLASH
 Electric Shaver only \$4.95. Fully guaranteed; gift boxed, beautiful pigskin case. Looks like \$25.00 value. Big hit for bingo door prize or raffle. Biggest flash on the lot. Sample \$4.95 postpaid. Agent's profit 100%.

SPECIALTY PRODUCTS CO.
 Murrysville 2, Pa.

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 Made on Kleen-Stix weather-resisting stock. 3" red letters on white background. Size over all 3"x4½" high. Use indoor or out. Only 5¢ ea. by the 1000. Sample of 12 letters, \$1.00 PP.

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 Albia, Iowa

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 Special Designs for Clubs, Celebrations, Centennials.
FREE CATALOG Write to
PHILIP'S NECKWEAR
 20 W. 22nd St., Dept. 355
 New York 10, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

George, Donald .35 Peters, Bert .35
Gallagher, Regan, Louis .35
Arthur .35 Terrell, Lerby .35
Herriott, John .35 Triplett, Paul .35
Mertie, Martin .45
Morse, Leon .35
Cawley, John R. 12c
(License Plate)

Ackley, Jim
Adams, Steve P.
Akers, Donald
Alderman, Ralph E.
Aldorf, James F.
Allard, Maurice
Allen, Geo. S.
Allen, Geo. Wolfe
Alpaugh, Edna F.
Ambrose, A. "Porky"
Anderson, Andy
Andrews, Jack
Antoni, Pat (Trainer)
Argus, John
Atkins, T. E.
Bailey, Mrs. Fay L.
Baker, Blanche
(Hawlaan Show)
Baker, E. O.
Barfield, Helen
Barnes, Letcher W.
Barnhill, K. & Ena
Barron, Ted
Barry, Martin E.
Bays, Dick
Beck, Don
Beckly, Paul
Bell, Jack
Bender, J. J. E.
Bennett, Albert
Berman, Mike
Berosini, Vaclav
Bicio, Peter Paul
Bickett, J. H.
Bimbo, Miller
Black, Martin W.
Blackman, Elvin L.
Blakely, B. H.
Blakely, Mrs. B. H.
Blue, Joe Geo.
Blumenthal, Al
Boley, James E.
Bonk, Anton R.
Borowiec, John J.
Boullian, Frenchie & Mrs.
Bowen, Clyde
Bowman, Wm. H.
Boyd, Frank
Boyd, F. H.
Brady, Hardy Michael
Brady, Lorraine
Braunstein, Benj



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.

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222 Calumet Bldg. Miami, Fla.



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100 DOZEN
16" DOLL

- Fully Dressed
- Composition
- Arm and Leg
- Stuffed Body

\$12.00 Per Doz.
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P. O. Box 6737 Chicago 80

Collier Jr., L. N. (c/o Doc Collier Rides)
Collins, (Digger) & Mrs.
Conlon, Jimmy
Converse, Art
Cooke, Daro & Irene
Cooper, Jack Britton
Cooper, Laurel
Cooper, Arthur
Cooper, Nelson
Cooper, Noah
Cooper, Ottaway
Cooper, Sam
Coplant, N. H.
Cordery, Jack
Corey, Joe
Costa, Geo.
Couture, Wm. J.
Cousins, John
Cox, Doe Boy
Cox, Thurman
Crabb, Mrs. Harold
Craig, Martha Hoag
Crawford, A. F.
Crowe, Chas. H.
Cuba, Joel & Mrs.
Cunningham, Bill
Curtis, Mrs. Martin
Cutler, Paul
Daniels, Anna Louise
Davis, Clyde
Davis, Daryl R.
Dawson, Ken
DeCoste, Romaine
DeMay, L. B. (Hot Shot)
Del Moral, Manuel
Dearo, Ed. (Cowboy)
Decker, Elmo
Deibert, Ed
Demetrio, Archie
Demtro, Johnny
Detwiler, Ann
Detwiler, Arthur B.
Diaz, Louis C.
Dilbeck, Robt.
Diller, Ralph
Dingee, Lester
Dombroski, John
Dombroski, Michael
Dombroski, Theodore
Donnelly, Russell
Drouillon, Frank D.
Dunnivan, Wally H.
Duffie (Cotton Candy)
Eddy, Capt. (Trained Animal Circus)
Edwards Jr., C. M.
Edwards, Chas. L.
Edwards, L. B.
Edwards, Leon
Emerson, Miss Richie
Exline, Emmett D.
Fagerberg, Arvid
Falkner, R. J. & Mrs.
Ferenzi, James V.
Field, Harry
Finley, Harry
Fish, James E.
Fisher, Durwood
Fisher, Jake
Fitch, H. H.
Flaig, Geo. (Red)
Flower, Lawrence
Fogleman, S. A. & Mrs.
Fogleman, Theodore
Foy, John J.
Fontnotem, Mrs. Willie
Forrest, Darla
Fouler, Wm. H.
Fournier, Wm. J.
Fowler, F. J.
Fox, Geo.
France, Marie
Fraser, H.
Frawley, Dennis C.
Frederick, Forrest
Fugate, Herman
Fullerton, Dewey
Gates, Mrs. Jack
Gate, O. A.
Gaughn, Harry
Gebro, Freda
Gelineau, Gladys & W.
Gelineau, Wilfred
George, Elizabeth
George, John (Gypsy)
Gentry, Eugene
Gerard, Mrs. Edna
Gerber, Jos. Moses
Ginther, Mrs. Homer
Gladden, Jim (Majestic Greater Show)
Goldich, Harry
Gooding, W. L.
Goodrich, H. R.
Goodrich, W. H.
Goroso, John J.
Gowin, D. R.
Grant, Charlie
Granger, M. V.
Gray, Martin
Greenie, Joe
Gross, Charlie
Grosso, Jos.
Habe, Walter
Haley, Joe Donald
Hall, Margaret
Harmon, Tex
Harrell, Robt. E. (Bob)
Harris, Al & Mrs.
Harris, Mrs. Maisie R.
Harris, Wally
Hartwick, H. D.
Hawkins, E. H.
Hayes, Edie (Anato)
Hays, John A.
Hazelwood, Mrs. Bery
Heidoff, Mr. Peggy
Henderson, Mrs. Ruth
Henry, Pat
Hicks, Peter M.
Hileman, Alfred G.
Hinkel, Milt
Hodge, Mrs. Cliff
Hoffman, Mrs. Cleo
Hoffman, Peasley
Hoge, Mack
Hoge, Monroe & Mrs.
Horbett, Jack
Horsman, Bill
House, Cecil V.
Huffie, Tom Steiger
Huggins, Riley
Hunter, Robt. E.
Ive, Lillian
Jackson, Wm. John
James, Al
Johnson, Elwood J. or Mrs. Beatrice
Johnson, Dr. Franklin & Hershel
Johnson, Harry
Johnson, Harry Lee
Johnson, H. C.
Joseph, Frank
Joseph, Peter
Juliano, Jos. & Mrs.
Lane, Mrs. Maxwell
Lason, A. Harold
Kellam, Corky (Morris)
Kellough, Robert
Kelly, Mrs. Edith
Kerr, Sylvester A.
Kelly, Mrs. Mable
Kirkman, Mrs. Eddie
Klein, Seymour
Knight, Herb Wolfe
Knot, Mrs. Jerry
Krause, Freddie
Kriel, Mrs. Pat (Kriel Family)
Kuhl, Charles
La Bombard, V. F.
La Mack (Concession Agent for Sylvia E. Keener)
Lall, Ben
Lambert, Connie E.
Lane, H. J.
Lane, Thomas
Lason, G. L.
Late, Joe
Lau, James L.
Lauber, Fritz
Lay, John
Lazar, Edward
Leathers, Douglas

Leavitt, Robert
Lee, Steve O.
Lerliche, Deila
Levitt, Maurice & Mrs.
Lewis, Artie
Lewis, Freddie (Sasso)
Lilly, Mrs. Rachael
Linare, Mrs. C.
Linckhorst, Chuck
Lippitt, Perry
Lorenz, Slim
Lowe, George D. & Mrs.
Lutz, White
McCarroll, J. T.
McCarte, Mrs.
McCarte, Marion
McIntyre, John William (Bill)
McGill, Frank
McGill, Leo
McGill, Raymond
McLendon, Leon (Little)
McSpadden, John
Mace, Herbert
Mackey, Marchien
Magee, J. P.
Maggino, S.
Maki, E. J.
Mancoske, Frank
Marino, Carmen
Marks, Frank W.
Marshall, Richard J. & Mrs.
Martins Grab Joint
Martin, Kurt
Martin, Sam
Maynard, Red (Boss)
Mayer, Cayas Man
Mazer, Lewis
Menzel, Shirley
Mercer, Clarence
Richard
Mikloic, Joseph
Miller, F. W.
Miller, Mrs. Margaret I.
Miller, R. A.
Miller, Ralph Allen
Miller, R. E.
Mills, Raymond (Congo)
Minden, George V.
Mintz, Walter
Mitchell, Steve
Mooney, Tommie
Moore, Leo P. Jr.
Moore, or Frances Moore
Moore, Lloyd
Moore, Steve
Moore, W. J.
Morales, Del
Moran, Chester John
Morgan, T. J.
Morris, E. C. & Barbara
Morris, Shellier
Morris, Mrs. Shirley
Morse, Leo
Murphy, Mrs. E. J. (Marg)
Murphy, Edward J.
Myers, Dilman E.
Myers, Jo Anne Louise
Nash, Larry
Newell, Douglas
Netherfield, Peg
O'Brien, Mickey
O'Connor, James J.
O'Day, Jimmy
O'Hearne, Fred
Oakleaf, O. & Mrs.
Owens, W. W. (Red)
Padgett, James
Pagel, Bill
Palmer, Ivel Monroe
Palmer, Minnie Wade
Pappas, Martin Neil
Patterson, Tony
Parise, Joe
Parkes, Bob
Paxton, Hank
Payne, Jack
Pearman, Mike
Pennney, Ralph E.
Perkins, Lonnie
Perry, James Gordon
Petrie, Bob (Jewelry)
Phillips, Joe L. & Mrs.
Phillips, Robert (Rajah Phillips)
Phillipson, David
Pippin, James M.
Pizzanelli, Mrs. Doris
Pisciole, James
Plastex, James
Pollis, Jane & Mike
Porter, Lloyd
Powell, Henry (Speedy)
Powers, Mrs. Gladys
Legans or Terrell
Lucky
Prebor, Douglas
Prel, Joseph
Price, Helen
Purrington, Eddie
Raices, Bernard R.
Ramey, James Terry
Ranger, M. S.
Raymer, Ford E.
Reed, Miss Billie
Reichert, Gilbert (Giant)
Renee, Cleo
Rescott, Jos.
Reynolds, R. C.
Richardson, Buddy
Richardson, Kenneth
Riding, Abe C.
Riley, Melvin
Ripley, Charles Lee
Rivers, Mrs. Lena M.
Roberts, Wilburn
Roehman, Al Mrs.
Roebuck, H. P.
Rody Bros. Circus
Rose, Jack (The Greek)
Rosenfeld, Anita
Rowe, Texas Mickey
Rubens, Si
Rudy Bros. Circus
Russell, Mrs. Robert A.
Russell, Mrs. Vaughn P.
Ryan, Jack P.
Ryan, Faith
Sable, Jack
Safford, Norman
Salyana, John
Samdahl, Carl
Santich, Mrs. L. P.
Sayer, Speedy
Schmitt, Walter
Schultheis, Eugene
Schwartz, David M.
Seogins, Ben
Scott, Dorothy Elaine
Scott, Richard Le Roy
Seifer, H. L.
Shaffer, Wm.
Sharkey, Gene & Mrs.
Sharp, Mrs. Virginia
Sharpton, Mrs. Shellia
Shelton, Marvin E.
Shimkus, Stanley A.
Shipley, Leonard
Shivey, Leo
Shreves, Edmond
Simons, Charles
Sims, C.
Sinclair, Bobby
Smetona, L. P.
Smith, Van Helman
Sniffen, Charles E.
South, Mrs. Lottie
Spain, Buddy
Sperho, Marvin
Spain, O. N. Tosts
Sparton, Buddy
Speanburg, H. N. & Mrs.
Spitzer, H.
Standen, Mrs. Winifred
Steel, Eddie
Stevens, Dennis
Stokes, Eleanor Irene
Stone, Mrs. Babe
Stone, J. W. Jack
Strause, Clarence

Striegel, Mrs. R. P.
Striet, Claude C.
Stutes, Mrs. Jack
Swain, Marie E.
Swain, M. S.
Swain, Sam L.
Swart, Ernest Benar
Sykes, Mrs. Bea
Sylvester, S. G.
Teahan, John
Tate, Mrs. Essie
Tate, Mrs. Lester
Tate, Lester
Taylor, W. E.
Teahan, John
Tetrell, Lucky
Terry, Donald
Terry, Henry Carroll
Thanes, Mr. & Mrs.
Thomas, Mae (Thomas?)
Theodore, Mack
Tokowitz, Sam
Tovarnak, Clendora
Tovarnak, John & Mrs.
Towns, Paul & Mrs.
Treadwell, J.
Tucker, Barbara
Turner, Tommy
Umberger, Chas Wm
Unger, Ronald F.
Van Hooser, M. B.
Vaudiver, H. C.
Varnier, Roy E.
Victor, Blackie
Villeneuve, Wm. H. & Mrs.
Vince, Salvatore
Vivona, Mariano
Wade, Bill (Skating)
Wagner, Rusty Act)

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Blatt, Johnnie
Cannanme, Edward
De Baron, Fred
Garver, Maynard
Harris, Pat
Hill, Will E.
Keegan, Alfred
La Mare, Grant
Marks, Dewey
Michaelson, Henry

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Allison, J. B.
Akado, Jack
Ashley, Jeanette
Averill, Garfield
Barnett, Robert
Birdthay, James & Earl
Bible, Roy
Bush, Mr. Tom
Cain, Quilman
Causey, Sylvia
Chester, Harold
Clewis, John
Conrad, Ralph
Dufour, Roger
Florie, Irene
Knodell, E. R.
Langdon, Al

La Plante, Joe
Leweday, Jack
Mahon, Jack
Metzger, Burt
Myers, Jo Anne
Negland, Fish
Nixon, Francis
Nison, James
Nichols, Les
Parks, W.
Parrish, Dale
Sierist, Babe & Joe
Korman, Carroll
Lannan, James H.
Larue, Edward
Lason, George
Leahy, James
Lee, Jack

Jennings, Harold F.
Johnson, Everett
Johnson, J. F.
Johnson, Edward D.
Johnson, William Mack
Jones, William T.
Kendall, Chas.
Kernes, Jim
Kinsley, Eva L.
Kinsley, Ralph
Koopell, Erna
Korman, Carroll
Lannan, James H.
Larue, Edward
Lason, George
Leahy, James
Lee, Jack

Gruszczak, Mike M.
Hagen, O. L.
Hallock, W. A.
Harper, Lowell Gene
Harvey, Uncle
Hoke, Whitey
Holcomb, Dolores Lea
Houts, Mr. & Mrs.
Huter, Walter I.
Jennings, Harold F.
Johnson, Everett
Johnson, J. F.
Johnson, Edward D.
Johnson, William Mack
Jones, William T.
Kendall, Chas.
Kernes, Jim
Kinsley, Eva L.
Kinsley, Ralph
Koopell, Erna
Korman, Carroll
Lannan, James H.
Larue, Edward
Lason, George
Leahy, James
Lee, Jack

Lebright, J. R.
Levitan, M.
Linger, Mr. & Mrs.
Howard O.
McCarter, Ralph
McCarte, Sally
Bennett, Elbert M.
Black, Joe
Blackburn, Thomas
Bly, C. W.
Bouillon, Wm. Frenchy
Brommell, Frank
Bullock, Miss Suzanne
Bungardner, Mrs. Lee
Burge, Lloyd A.
Burton, Jack C.
Cagle, J. L.
Calkins, Fred
Caldwell, E. S.
Campbell, William H.
Canipe, Walter
Caravella, Frank H.
Caraway, Mrs. Evelyn
Carson, Mrs. W.
Cassidy, James
Chandler, Bill
Charles, Michael
Clark, Buddy
Claus, John
Coghlan, Miss Pat
Coleman, Vernon R.
Cunningham, Arthur
Darrell, Dickie
Davis, Clarence
Davis, Harry Jr.
Dunn, David B.
Eagle, Chief Ed
Evans, Johnnie Don
Evans, William E.
Finley, Evelyn
Foltz, Russell Norman
Foltz, Charles
Ganote, Kent W.
Garner, Floyd E.
Gawie, Walter P.
Gayor Enterprises
Goss, Chas. T.
Goss, Mrs. Grace
Gravelly, Bernard
Griffin, Tex & Poo
Harris, Walter I.
Harris, Mike M.
Hallen, O. L.
Harper, Lowell Gene
Harvey, Uncle
Hoke, Whitey
Holcomb, Dolores Lea
Houts, Mr. & Mrs.
Huter, Walter I.
Jennings, Harold F.
Johnson, Everett
Johnson, J. F.
Johnson, Edward D.
Johnson, William Mack
Jones, William T.
Kendall, Chas.
Kernes, Jim
Kinsley, Eva L.
Kinsley, Ralph
Koopell, Erna
Korman, Carroll
Lannan, James H.
Larue, Edward
Lason, George
Leahy, James
Lee, Jack

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Ackley, Mrs. J. W.
Alfredo, Mrs. A. I.
Anderson, Leslie E.
Bahn, William
Baies, Pete J.
Barefield, Sally
Bennett, Elbert M.
Black, Joe
Blackburn, Thomas
Bly, C. W.
Bouillon, Wm. Frenchy
Brommell, Frank
Bullock, Miss Suzanne
Bungardner, Mrs. Lee
Burge, Lloyd A.
Burton, Jack C.
Cagle, J. L.
Calkins, Fred
Caldwell, E. S.
Campbell, William H.
Canipe, Walter
Caravella, Frank H.
Caraway, Mrs. Evelyn
Carson, Mrs. W.
Cassidy, James
Chandler, Bill
Charles, Michael
Clark, Buddy
Claus, John
Coghlan, Miss Pat
Coleman, Vernon R.
Cunningham, Arthur
Darrell, Dickie
Davis, Clarence
Davis, Harry Jr.
Dunn, David B.
Eagle, Chief Ed
Evans, Johnnie Don
Evans, William E.
Finley, Evelyn
Foltz, Russell Norman
Foltz, Charles
Ganote, Kent W.
Garner, Floyd E.
Gawie, Walter P.
Gayor Enterprises
Goss, Chas. T.
Goss, Mrs. Grace
Gravelly, Bernard
Griffin, Tex & Poo
Harris, Walter I.
Harris, Mike M.
Hallen, O. L.
Harper, Lowell Gene
Harvey, Uncle
Hoke, Whitey
Holcomb, Dolores Lea
Houts, Mr. & Mrs.
Huter, Walter I.
Jennings, Harold F.
Johnson, Everett
Johnson, J. F.
Johnson, Edward D.
Johnson, William Mack
Jones, William T.
Kendall, Chas.
Kernes, Jim
Kinsley, Eva L.
Kinsley, Ralph
Koopell, Erna
Korman, Carroll
Lannan, James H.
Larue, Edward
Lason, George
Leahy, James
Lee, Jack

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

Mitchell, Steve
Morris, Joe
Paess, Signor Al
Andrea
Pike, Billie
Ross, Diane
Thompson, Robert
Webber, Eva
Evans, Edward
Evans, Arthur

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113	EKCO HOMEBAKER SET—5 Most useful kitchen tools, rock, & baking pan	10.95	3.93
114	CAPRI (Product of Hickok) MEN'S ALLIGATOR WALLET	10.00	4.43
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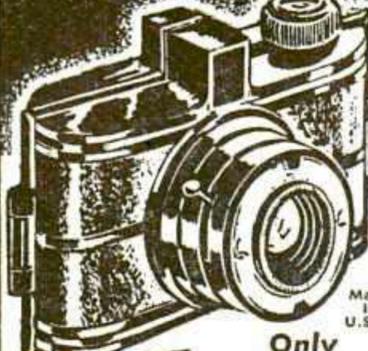
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GIRL MUSICAL TRIOS-QUARTETS, SINGING Female Pianists, Exotic Ensembles, all kinds acts, Rush photos, Joseph Martone, Plaza 4-3677, Waterbury 2, Conn. oc2
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MISCELLANEOUS

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THE FOLLOWING UNIT OF ACTS HAS some open time in September for fairs and celebrations: Comedy acrobatic act, foot juggling, big dog act. Miller Troupe, 1895 North Kansas Avenue, Springfield, Mo. Phone 4474. oc25
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Fall, Winter Coin Outlook 'Never Looked Better': Ops

CHICAGO, Sept. 18.—The outlook for fall and winter in coin-operated amusement games, phonographs and vending machines has never looked better, according to results of a nationwide survey conducted by The Billboard this week.

The majority of coin machine manufacturers, distributors and operators surveyed expected that the coming seasons will add substantially to company profits and stabilize the industry as a whole. The steady economic scene over the past months has encouraged manufacturers to expand their organizations and offer the market a bigger quantity and a wider choice of games, juke boxes and venders.

Distributors have generally

built up their stock of machines in anticipation of the greater fall and winter demand, and operators, while hit harder than usual by higher operating expenses, are pushing for profits by placing a greater number of new machines on location.

Altho every section of the nation has problems of its own to contend with, a generally healthy economic outlook, and thus, a promising coin machine view, prevails.

NEW YORK

The outlook for operators in the New York area this fall is only fair. While there is no great wave of unemployment, there are more persons out of work than there have been during the last few years, and overtime money is a rarity.

There will be a lack of luxury money on the part of the consumer, altho employment conditions are still stable. Operators will have greater investments, pay out more to locations, and

operate on a tighter profit margin.

The money situation is fairly good. Banks and factoring firms usually require a third down and six months for games; and 25 per cent down and 18 months for phonographs.

A lot will depend on what the manufacturers do this fall. The new Seeburg has done much to stimulate business, and game operators feel that some new ideas are needed in this field. Meanwhile, shrewder operators are rotating their equipment to squeeze out the last drop of novelty.

HARTFORD

Population and building trends are up in Connecticut, and the majority of coinmen contacted are optimistic about fall and winter business prospects.

A number of operators, however, expressed concern over "the lack of new developments in the game field." One noted: "There hasn't been anything to" (Continued on page 98)

PUBLIC SELLING

Salaried Rep. Pays Off for Conn. P-R

HARTFORD, Sept. 18.—Connecticut's State-wide music operators' group, Music Operators of Connecticut has discovered that its newly-initiated policy of a full-time, salaried public relations representative is paying off.

Abe Fish, owner of General Amusement Games of Hartford, and four-term MOC president, said that George Savilli, in the new public relations post, is charged primarily with "selling" the coin machine industry to the people of Connecticut.

"By 'selling,'" Fish said, "we mean educating the Connecticut public—the same people who use" (Continued on page 91)

WIS. TV FADES

End of Baseball Season To Usher in Coin Boom

MILWAUKEE, Sept. 18.—Music and game operators thruout Wisconsin are preparing for a record-breaking season this fall, according to a survey made by The Billboard.

Already the upswing is underway, judging from equipment-buying, but the big surge is not expected until the National League baseball season comes to a close.

Coinmen are agreed that as soon as the Braves fade from the TV screens, juke box and game collections will soar. Another

reason for optimism results from expected employment boosts this fall in most of the Milwaukee region's heavy industry.

Sam Cooper, sales manager of Paster Distributing Company, said that equipment sales thruout the summer held up fairly well, and that with fall approaching, there should be a good deal of route building.

Another distributor, Harry Jacobs, of United, Inc., pointed out that up-State operators had not been affected by TV competition during the summer and as a result, collections had held up. He added that altho the area was soon to get video, operators would not find the collection drop long. (Continued on page 98)

AUTO LAYOFFS HURT

Detroit Gross Down Due to Unemployment

DETROIT, Sept. 18.—The local coin machine market is in a slump, reflecting the critical unemployment situation in the Detroit area, major layoffs by Chrysler and others and some strikes. Recent reports showed 200,000 out of work here.

The frequent initial reaction to a layoff—increased spending on machines as the workers took a two or three-week holiday—has disappeared this time when layoffs lengthened into several weeks.

Another adverse factor has been a temporary drop in population, chiefly of workers and their families from Southern States who have simply packed up and moved back home until plants resume production. This has decreased spending, notably in the juke box field.

Cautious Spending

Reports from the up-State area, especially Northern Michigan resort sections, indicate that people are spending their money for

recreation but cautiously. Thus taverns in the resort area, which normally do a good all-week business, are deserted during the week but jammed on weekends, the traditional night out. This condition is, in lesser degree, true right in the metropolitan area as well.

Juke Adjustment

The juke box business, which has been undergoing a general face-lifting in this area, is facing a difficult readjustment period, reflected in gross takes down about 20 per cent from a year ago. There is considerable talk among operators about a shift to (Continued on page 98)

Pittsburgh Ops Tee-Off First Golf Tourney

PITTSBURGH, Sept. 18.—The first annual golf tournament and banquet of the Pittsburgh juke box and record industries tee-off here at the Chartiers Country Club recently, with representatives from every branch of the music business present.

The idea was that of coinman Jerry White who found that a similar event pulled from 500 to 600 persons in Chicago last July. (Continued on page 90)

OPERATORS ON COMMERCIALS

Ads on Juke Boxes Could Offset High Costs Say Music Operators

• Continued from page 1

on the idea from most of the major manufacturers of automatic phonographs (The Billboard, September 11). The manufacturers, with a single exception, said commercials on juke boxes would ruin the coin-operated music business.

How Plan Works

What touched off the debate was an announcement that MOA's executive board had agreed to explore a juke box commercial plan offered by Rodney Pantages, Los Angeles music operator who formed the Pantages Advertising Agency. In its barest details, the Pantages plan would work like this: Pantages would attempt to sell

national advertisers brief spot commercials at the end of special recordings. The recordings will be made under the general supervision of MOA and would probably run close to two minutes of vocal or instrumental followed by a 30-second jingle-type advertising message.

The special recordings would be offered only to members of MOA who would receive a flat weekly or monthly rate (the exact amount not yet determined) for placing the messages on their machines. Each machine using the commercials would be equipped with an automatic device so that the commercial would play at regular intervals.

Calendar for Coinmen

September 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 21—Los Angeles Division of the California Music Machine Operators' Association, monthly meeting, Hotel Glendale, Glendale.

September 30—Automatic Music Operators' Association of Dade County, first fall meeting, AMOA headquarters, Miami.

September 30-October 2—Indiana Tobacco & Candy Distributors' Association, seventh annual convention and merchandising fair, Hotel Claypool, Indianapolis.

October 4—United Music Operators of Michigan, monthly meeting, UMO headquarters, Detroit.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 16—Music Operators of New York, Inc., 17th annual banquet, Grand Ballroom of Waldorf-Astoria, New York.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.

October 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

AMI Bows Model F Phono to Distribs

Sked Operator Showings October 9; Model Available in 40's, 80's & 120's

GRAND RAPIDS, Sept. 18.—Persistent trade rumors that AMI, Inc., would introduce a new phonograph model were confirmed this week as distributors from all over the country, as well as from Canada and Mexico, converged here at the Rowe Hotel for the unveiling of the company's Model F.

Beginning Wednesday (15) and continuing Friday (17) afternoon, AMI officials conducted tours thruout the plant, where the new model is reported in full production, and held private meetings in the hotel to acquaint distributors with the various changes and features of the Model F.

Details of the new phonograph were withheld in an effort to supply distributors with enough time to set up shop for operator showings. However, it was learned that the new model would be available in 40, 80 and 120-selections and that the cabinet design had been changed considerably.

Bill FitzGerald, sales promotion and advertising manager of the firm, said that operator showings were scheduled for October 9 thruout the country. He added that distributor shipments would be underway early next week, giving the firm, ample time to stock distributors with show models.

In addition to the new phonograph, it was learned that a full

line of auxiliary equipment was introduced at the distributor meeting, including speakers and wall boxes.

Other changes in the new model were rumored to be a new sound system, called sonoramic sound, and a new record mechanism.

Operator Disk Club Launches 13-Week Show

LOS ANGELES, Sept. 18.—The Juke Box Operators Record Club launched its 13-week radio show, "Juke Box Record Reviews," over KABC here today. The purpose of the show is to acquaint the public with the philanthropic activities of the organization.

The program originated in the KABC studios on Vine Street, and featured recordings and interviews with recipients of machines donated by the club—members of youth clubs, hospital ships, service clubs and similar groups.

The club show is on from 11 to 11:30 p.m. and is conducted by Will Kennedy, executive secretary of the group.

Calif. Distribs Gear For Record Season

LOS ANGELES, Sept. 18.—Phonograph, vending and game distributors here agree that the seasonal outlook for sales is one of the best encountered in recent years.

Much of the optimism is based on business during the past few weeks, plus an expected boom in population increases in certain sections of the State. The latter

is a result of large government expenditures for defense and other projects thruout the State.

One distributor explained the situation when he said that the new areas would "pay off when furniture and appliance payments were settled."

Gross margin of profit to distributors is down. Like other businesses, the coin machine jobber is faced with the problem of increased costs.

Charlie Daniels, of Paul Laymon, Inc., distributors of Wur- (Continued on page 88)

Western Holds 2-Day Rock-Ola Service School

PORTLAND, Ore., Sept. 18.—As another phase in the coin machine servicing program being conducted by Western Distributors, the firm's servicemen this week attended a two-day training course conducted by Frank Schulz, service supervisor of Rock-Ola Manufacturing Corpo- (Continued on page 90)

Sisney Named By Magnecord

CHICAGO, Sept. 18.—Henry T. Roberts, vice-president and general sales manager of the commercial music division of Magnecord, Inc., this week announced the appointment of Charles Sisney, head of Peoria Telematic Company, Peoria, Ill., as distributor of the firm's background music service.

Peoria Telematic, 107 N. Glendale, will cover eight counties in Central Illinois, Roberts said.

Sisney, who entered the coin machine business in 1944, operates both a juke box route and a wired music service. He is president of the Central States Music Operators Association.

AMI

Originator of the Automatic Selective Juke Box in 1927

Ahead Then

Ahead Now

Ahead Tomorrow

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN - AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

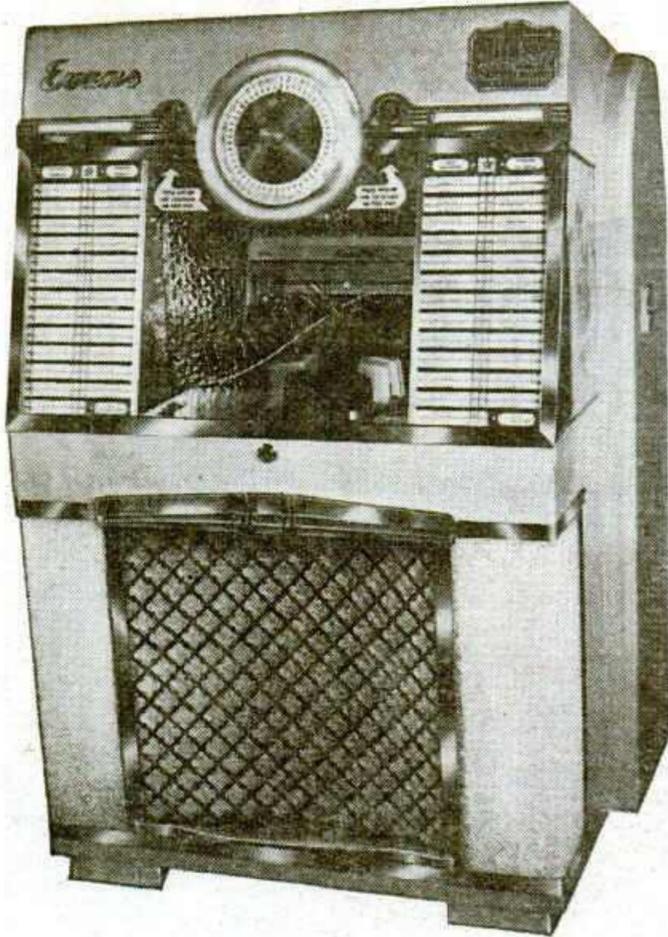
Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

SAY YOU SAW IT IN THE BILLBOARD!

Can. Jukes Tune For Top Fall, Winter

TORONTO, Sept. 18.—Fall and winter expectations of the juke box industry were "never better." At least that's the consensus of phonograph distributors and operators thruout Canada.

Dime play, four-for-a-quarter, is the major trend in the industry here and probably the underlying reason for much of the optimism. Almost all new equipment going out on location has been set at this increased price within the past few months, altho the majority of equipment is still at nickel play.

The basic argument used to support the transition to dime play has been the high cost of equipment. And the public doesn't seem to mind the increase. Location owners also were said to be happy to co-operate with operators making the switch, realizing it means more money for them.

Indicative of the response to the four-for-a-quarter play is the fact that 75 per cent of the collections are now in quarters.

Another indication of good business is the entry of newcomers into the field. Competition is getting tougher, and surveys show that the newcomers are the ones who are spreading the newest equipment in locations at dime play.

One distributor said that he found new operators paying off their machines faster than the old timers. But there are still old timers in the field that are reluctant to go along with the change in price per play on new equipment. As a result, there have been 17 new operators in Toronto alone, in just one year.

Generally speaking, the buying terms of new equipment are one-third down and the balance of payments spread over 18 months. Charges for financing are usually about 8 per cent.

Potential Big

Distributors agree that the juke box potential here is tremendous. Most feel that only the surface has been scratched.

It was pointed out that while most equipment was found in metropolitan centers, operators heading for the hinterlands were also building up sizable routes. Two such operators are Wes Van Dusen, of Edmunton, and Jerry Linnell. Van Dusen has found the oil fields in Alberta a boon to the juke box business, while the latter has taken advantage of the uranium rush in Northern Saskatchewan.

Other sections of the country promising to open doors for the juke box operators are Labrador, where new iron mines are being opened up, and along the new St. Lawrence Seaway.

While these new sections are opening, the juke box is often the

only form of entertainment for miles.

Cites Caution

But in spite of the general optimism, there are still a few who are not leaping before they look. Jack Campbell, of Music, Inc., said that because summer collections were down compared to last year, he remained a little wary.

Campbell pointed out that in his territory a large number of layoffs had hurt his business and that as a result people were hanging on to their money.

However, Campbell added, this situation existed only in the outskirts of town, in the shadow of big factories. He said that city locations seemed to have held their own.

As to new equipment, Campbell, like many aggressive operators, feels that a juke box route must be handled as tho the equipment were a string of trucks. "A trucker trades in his equipment every 18 months," he said.

Blatt, Skolnick Merge Juke Routes

MIAMI, Sept. 18.—Merger of the music operation of Willie Blatt, Supreme Distributors, and the juke box route owned by Lucky Skolnick, Lucky Amusement Corporation, was announced this week.

The amalgamation involves 250 phonographs on location, Blatt said, and the new company, to be known as Music Makers, Inc., will be the largest of its kind in Dade County.

Blatt explained that altho he will be a partner in the new juke box company, he plans to devote most of his time to the manufacture of games under the Supreme banner. His initial assembly line product, after an absence from this field of 11 years, is Bull's Eye—a gun game which offers 20 shots for a nickel.

In addition, according to Blatt, Supreme Distributors also will function as a distributor for various nationally known coin-operated machines. He stated he had already acquired Florida distribution rights for the Drive-mobile made by International Mutoscope.

Skolnick is to direct the operations of Music Makers, Inc., and was moving his headquarters this week to Supreme's building at 416 SW Eighth Avenue.

Calif. Distributions

Continued from page 86

litzer music machines, Bally games and cigarette machines, said that business during the past few weeks has been on the upgrade and that from all indications it would continue thruout the fall and winter months.

Tronick also pointed out that while distributors were aware of the tightening of credit, the basis for granting it still remained the same. He added that altho the number of delinquent accounts were not appreciably increased, distributors were strengthening their collection activities.

Most distributors also feel that business in the coming months will be transacted on a solid basis as a result of tightening credit. Equipment sold, it was explained, would be well secured before it goes to the operator and then the location.

Hank Tronick, of Minthorne Music, is optimistic over the coming season because of business the past 30 days. He said that altho business during the first part of the year was not too strong, indications pointed to a substantial up-swing for the remainder of the year. Minthorne represents Seeburg, a number of amusement game and cigarette vender manufacturers.

Aubrey Stemler, who moved into the cigarette machine business after years in the music field, based his prediction for a good fall and winter period on the new equipment being introduced.

Stemler also pointed out that the San Fernando Valley was growing rapidly and that the new bars and restaurants would open

CHI JUKE OPS USE JINGLES TO BUILD P-R

CHICAGO, Sept. 18.—"It takes all kinds" of promotions and campaigns to keep the name of the juke box in front of the public, according to Ray Cunliffe and Phil Levin, of Recorded Music Service Association, and Bob Lindelof, of Music Operators of Northern Illinois.

Following this theory, the associations, which blanket the Chicago area, long ago set up programs calling for constant public relations efforts. Last week the groups combined forces with a short jingle in the Beverage Dealer & Tavern News. Here's what tavern owners were reading this week:

If you'd like your business To take an upward swing, A juke box on location Is just the proper thing.

KEYSTONE HIT

Gutter Balls Ring in AMOA League Play

MIAMI, Sept. 18.—It was more fun than a Keystone comedy when the AMOA Bowling League got under way Monday night at the Paradise Bowling Lounge.

Foul lights flashed, bells rang and gutter balls were the order of the evening as some 30 coinmen, obviously rusty and out of practice, rolled three games for a average in accordance with American Bowling Congress rules.

Advance Music Company captured the top honors with two of the team's members accounting for highest individual scoring for one game (Leon Falcon with 179), and highest average for three games (Leon Guss with 150). This immediately stamped Advance Music as the team to beat over the long season's haul.

Eli Ross' average for three games of 149 placed him directly behind Guss in this department, followed by Lawrence Friedman who bowled for American Operating Company.

Roy Gullo, who organized the league and rolls for Marino Music Company, explained that the floors were extremely slick and this impaired the coinmen's efforts. He voiced the opinion that after the keggers get a few more games under their belts, they would begin to fatten their averages.

Art Nezzian, owner of the bowling alleys, was pleased with the coinmen's debut. He said that altho the alleys at times sounded like a room full of pinball machines, what with foul lights blinking and bells clanging, none of the pin boys were wounded in the line of duty.

new locations to operators, particularly cigarette venders. Along with this growth, he added, would be a need for machines used in plant-feeding programs.

All in all, he said, the entire coin machine picture looks better than it has for years in this State.

How Was Your Timing on . . .

"IF I GIVE MY HEART TO YOU"

DENISE LOR MAJAR 27

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

AUGUST 24, 1954

Title Strips Ready for Top Juke Profits

AUGUST 24, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	37.00
60 (1200 strips) . . .	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

LIABILITY INSURANCE

For the Amusement & Entertainment Field

BROADWAY BROKERS CORP.

150 Broadway, New York 38 REctor 2-2195

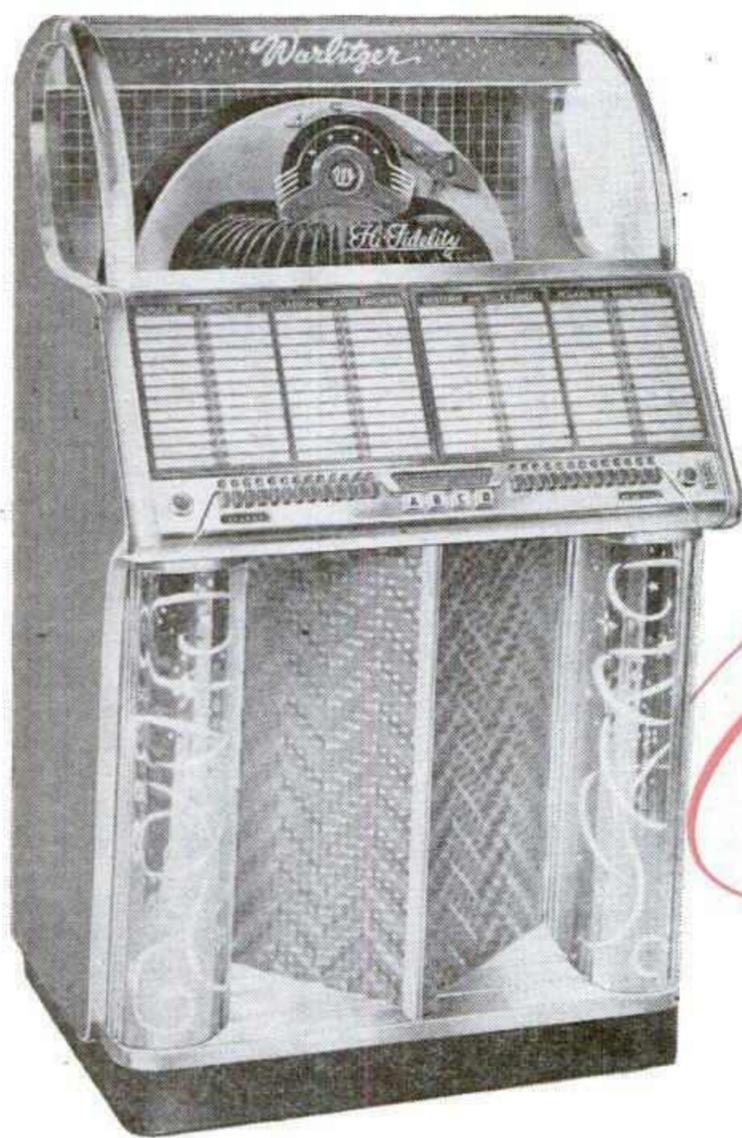
YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

WURLITZER HIGH FIDELITY



**NOT ONLY TAKES
THE MASK OFF
THE MUSIC**

**IT TAKES TOP HONORS
IN UPPING EARNING POWER**



You've got to hear it to believe it! The Wurlitzer 1700HF, equipped with perfectly matched, full range speakers, the famed Wurlitzer Dynatone amplifier and the Zenith Cobra Tone Arm, the ultimate in full fidelity pickup, puts out the finest High Fidelity music of any automatic phonograph.

It's the kind of music that people want to hear over and over again. It's **MONEY-MAKING** music for you—available only on the Wurlitzer 1700HF Phonograph.

**SEE IT • HEAR IT • BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

Wurlitzer **1700HF**

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856.

Pittsburgh Ops

Continued from page 86

White said that the outing offered record companies an excellent opportunity to acquaint themselves with juke box operators, and also gave operators a chance to talk over their problems with one another on an informal basis. He

hopes next year's fete will have an attendance near the 1000 mark. Attending from out-of-town were: Pat Houser, Bellefonte, Pa.; Dave McKean, Ridgeway, Pa.; Frank Guerrini, Burnham, Pa.; Ed Slogan, Butler, Pa.; Jack Villotti, Washington, Pa.; Chuck Welch, Clairton, Pa.; Al Syrek, Ambridge, Pa. Among those locally were: Dom Rizzo, Rusty Smith, Phil Green-

burg, Herbert Rosenthal, Henry Jasek, Oliver Volpe, Clyde Siegel, Sam Chaban, Myer Davis, Al Syrek, David Zimmerman, Eugene Wojack. Prize winners were Al Syrek, of Ambridge, Pa., awarded a cup for a low gross score of 78; Chuck Welch of Clairton, Pa., for low net (score less handicap), and Dave McKean of Ridgeway, Pa., who won the door prize.

Ads Could Offset High Costs

Continued from page 86

of Rock-Ola Manufacturing Company. John W. Haddock, president of AMI, Inc., reserved opinion on the idea until a later date.

In essence, the manufacturers said the public would take a jaundiced view of commercials on juke boxes and might as a result simply give up patronizing those places in which the phonographs were installed. Some of the music operators contacted by The Billboard admitted that the commercials might cause public resentment, but urged a test to actually determine results before closing the door to the plan.

Miller, reached in his office in Oakland, Calif., said he would go to Los Angeles Monday (20) to attend a meeting of the Los Angeles Division of California Music Merchants Association which he also heads. While in Los Angeles, Miller said he intended to sign a contract on behalf of MOA authorizing the Pantages Advertising Agency to set the plan in motion. Miller said the contract contains a clause which would permit MOA to cancel the arrangement if time proved critics of the program right.

Across the nation, music operators viewed the program strictly from a dollars and cents angle.

"Emotional Outbursts"

Albert S. Denver, president of Music Operators of New York, and vice-president of MOA, expressed a majority opinion: "Since the executive board of MOA decided to approve the (Pantages) plan, I have heard nothing except emotional outbursts in opposition. Be assured that if any sound and convincing arguments or opinions are presented opposing the plan, which would prove detrimental to the interests of the operators and the industry at large, I shall be the first to oppose it vigorously."

Denver said that he and Sidney Levine, who is counsel for the New York group as well as for MOA, "never advocated or approved any propositions, plans or policies... unless we received an affirmative answer to the following questions: Will it benefit the operator? Will it benefit the industry at large? In the absence of any sound reasons in opposition to the plan, which could conceivably benefit the operator, the distributor, the manufacturer and the location owner, we feel that we could tentatively sponsor the advertising plan."

Willie Blatt, president of the Automatic Music Operators Association in Miami, said he favored the plan because juke box collections on a national level had dropped from 15 to 25 per cent.

"The big problem in the music industry today," Blatt said, "is how to offset this serious decline in revenue. The operator must either augment his collections by some means as yet untried or face disaster."

Past Experience

Blatt said he recalled a similar juke box commercial program which was offered about 18 years ago. "They used inferior artists," he declared, "and the whole project was handled in a slipshod manner. This time an intelligent program would be worked out by the Music Operators of America. The artists making the commercial recordings would be of the highest caliber. Only tunes having maximum entertainment value would be used, such as the 'Look sharp, feel sharp, be sharp' Gillette theme."

Eddie Green, secretary-treasurer of the Summit County Music Operator's Association, Inc., in Akron, said he felt the plan ought to be tested before it is put into effect.

"We feel," said Green, "that the proprietors of various locations would object no end about the ads. We tend to agree with the manufacturers that the introduction of paid commercials would seriously jeopardize or conceivably wreck the entire coin-operated music business. Therefore, until the operation could be tested and proved otherwise, the opinion of the (Summit County) association is that this undertaking would not prove successful."

Hirsh de La Viez, president of Hirsh Coin Machine Corporation, Washington, D.C., and a member of MOA's executive board, said he could not "understand all the excitement over the Pantages plan." De La Viez said he for

one would not want to agree to a plan which would not be good for the music machine industry, but he added that the public is conditioned to commercials.

"I have talked to Pantages," de La Viez continued, "and he informed me that his idea is to contact the different firms which place advertising that now have a recording artist already on their payroll, like Perry Como for Chesterfield, and have him make a record with a commercial hidden in the lyrics to put over the message to the public with plenty of 'sugar coating' on the 'pill' for the public to swallow. After all, while most commercials are objectionable, the public is conditioned today to accept them. It was also Pantages' plan to have the (advertising) agency submit the record they want placed on our machines to a board composed of members of MOA, to accept or reject the record. I feel sure that this board will be capable of making the proper selections that will not be objectionable to the public."

De La Viez said, "One thing is sure: Anything that is good for the operators is good for me, and if everyone connected with this industry thinks otherwise I will still have the privilege of my own convictions and of stating my opinions. Thank God we have trade publications that will present both sides to this important issue. You can put me on record that I am 100 per cent for this plan and will fight with anyone who says it is no good."

Gordon Stout, president of the Gordon Stout Company in Pierre, S. D., said he was opposed to the plan at this time but that he has "the utmost confidence in the good judgment and the good intentions of President Miller."

Stout said he agreed with the critics of the plan who feel that the public will resent commercials on the nation's juke boxes. Stout said, however, that Miller "knows our industry has been struggling for its very existence, battling threats of copyright amendments while trying to combat the rising costs of everything connected with the operator's business, nearly every phase of which is more than double pre-war standards."

Stout said he was currently opposed to the commercial proposition, but he added "it may well be the last straw which can keep us afloat."

Dick Steinberg, director of the Music Guild of New Jersey, Newark, said, "In principle we're in favor of the (commercial) idea. If, in practice, it should prove to be disadvantageous, we would oppose it."

Steinberg scored the argument against commercials as "spurious." He said that the American public is conditioned to commercials on radio and TV "between the acts of entertainment unselected by the viewer. Allowed to select the music he wants to hear, the customer, we believe, would not object to a tastefully arranged commercial."

The potential revenue in the idea, in Steinberg's opinion, warrants music operators' trying the plan. "The sponsors of this new mass advertising media," Steinberg concluded, "will not be discouraged by these (adverse) statements. They have the courage and the funds to develop this needed source of revenue for music merchants."

Western Holds

Continued from page 86

ration, who flew to Portland from Chicago.

Schulz held service and maintenance classes on both the new 50-selection and 120-selection machines Wednesday (15) and Thursday (16).

Budge Wright, head of Western, explained that Schulz' visit was part of the firm's program to keep the servicemen's training up to date on all types of coin-operated machines. Western's staff—Al Roe, Danny Lowther and Stan Erickson—boasts a coin-operated experience that totals 40 years, much of it obtained at the factories.

Besides phonograph service training the staff keeps briefed on new developments in games. Earlier this year, Al Thoeke, of the engineering department of United Manufacturing Company, was here from Chicago to train Western's and operators' servicemen in game maintenance.

Another **ROCK-OLA** *First*

True HI-FI Components

The ROCK-OLA 12" Acoustically matched speaker teamed with the ROCK-OLA heavy-cast 7 1/4" rectangular horn loaded compression driver unit "Tweeter" Speaker.

Get **ROCK-OLA** for *Greater Listening*

ROCK-OLA Manufacturing Corp. 800 North Kedzie Avenue Chicago 51, Illinois

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **ASSOCIATION ACTIVITIES** keep operators on their toes. From Canadian public relations to local banquets and regular meetings, operators drive toward a tight knit industry. (See seven separate association stories on page 70, The Billboard, September 18.)
- **MAGNECORD SEES FACTORIES** as best type location for background music. Announce electronic equipment firms to be appointed distributors in addition to juke box outlets. A. J. Kendrick, Eastern manager, points out typical operator selling problems. (Page 70, The Billboard, September 18.)

- **AMI CALLS DISTRIBUTORS** to plant for special meeting. Sure sign of a manufacturer getting ready to introduce a new model phonograph. Dates of meeting set for September 15 and 16 (Page 70, The Billboard, September 18.)

- **BAN PINBALLS** in third large Utah city within last month. Provo City Commission, following in footsteps of Salt Lake City and Ogden, bans the games within the city limits. Continues growing trend in the State. (Page 84, The Billboard, September 18.)

- **GAME TAKES LOOK UP** as fall bowling season starts across the nation. Indications are that more than 1,000 coin-operated amusement games are located in some 400 bowling alleys in Chicago. Shuffle play to get boost as well as new crop of gun games. (Page 84, The Billboard, September 18.)

- **50 MILK VENDERS** bought by milk producers' association to rent to its dealers. Dealers purchase milk on pro rata basis depending on sales volume thru the association. First plan of its kind yet reported. Aim: Stir dairy interest in milk vending. (Page 66, The Billboard, September 18.)

IF YOU MISSED READING THE SEPTEMBER 18 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**

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 2f
AMI				
Model A	\$129.00 150.00	\$129.00 150.00	\$129.00	
Model C				\$235.0f
Model D-40	329.00	329.00	329.00	350.0f
Model D-80		469.00	469.00	495.0f
EVANS				
Constellation	240.00	240.00		
MILLS				
Constellation	175.00	175.00		
ROCK-OLA				
Rock-Ola Fireball		382.50		375.0f
1422			89.00 175.00	
1428			175.00	175.0f
1432		265.00		
1434	325.00	325.00	365.00	365.0f
1436 Fireball 45 RPM	395.00	395.00	350.00 395.00	395.0f
SEEBURG				
100				65.0f
M 100-A (78 RPM)				425.0f
M-100-B				545.0f 575.0f
M-100-81				
146	99.00	99.00	99.00	99.0f
147	119.00	119.00	119.00	119.0f
147 M	55.00			
148 M	149.00	149.00	169.00	169.0f
148 ML	169.00	169.00	189.00	189.0f
WURLITZER				
1015	125.00	125.00	110.00 125.00	125.0f
1080	99.00	99.00	99.00	99.0f
1100	180.00 225.00	180.00 225.00	250.00	185.00 250.0f
H 1217	159.00	159.00	159.00	159.0f
1250	265.00	265.00	265.00	265.0f
1250 Hideaway	150.00			
1400		389.50		

Denver Music Ops Eye Fall Collection Boost

DENVER, Sept. 18.—In spite of a feeling of "tight money" and recent unemployment, music operators here are looking at fall and winter business with an optimistic eye.

The primary reason for this outlook had been credited to the continuous increase in population experienced in Denver during the past two years and which shows no signs of abating.

Surprisingly, none of the restrictions which have been placed on consumer buying have affected phonograph operators in obtaining loans for new equipment purchases. Most operators report bank financing, on either short-term or long-term notes, remains as available as in the past, altho banks seem to be carrying on a more detailed credit check than usual.

According to major distributors in the area, there has been little no-money-down purchases of new phonographs, nor has there been a need for such.

An indication of the population increase—28,000 new homes are under construction in the Denver area at present. Since Colorado became an oil center, a wholesale movement of personnel from the Southern States has brought well-paid customers to increase phonograph play.

Another major factor for the enthusiasm is that despite intense competition from horse racing, greyhound racing and night baseball, the juke box business has held its own. Now, with the close of these activities, the winter months, it is felt, will usher into taverns a far larger segment of the population.

For the first time in many years, there are no particular problems in legality, licensing, new taxes, etc., facing the music operator. The gross margin of profit remains approximately the same, veteran operators report, with only a slight squeeze caused by the higher cost of equipment.

Public Selling

• Continued from page 86

our services—to the fact that the coin machine industry is a growing business in a growing country. He does this 'selling' by speaking before various groups at meetings and banquets and also by calling on charitable organizations thruout the State, offering use of MOC juke boxes in recreational programs. Free records are also provided for these juke boxes, to back up our claim that the coin machine industry is out to help community affairs."

Savilli attends every meeting, usually held at a restaurant in Hartford or vicinity, and explains his progress to the membership delegates.

Savilli also contacts newspapers thru the State, explaining the charitable interests of MOC. Association membership, representing all sections of Connecticut, now is at an all-time high of 80. The group was formed here some five years ago, with Fish serving as president. James Tolisano, of Superior Music, who was president several years ago, is executive vice-president.

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UTILITY

Right now, millions of men and women are relaxing at clubs all over America . . . forgetting their problems . . . the tensions of a busy day.

The reason is "atmosphere" . . . comfortable surroundings, good friends, and, in the background, perfectly-planned music scientifically blended for the time, place and occasion.

Yes, you offer your prospects far more than just music when you offer them the Magnecord System. You're offering the experience of Magnecord's trained engineers . . . experts in sound . . . pioneers in high-fidelity magnetic tape playback.

And, you're offering the world-famous music library of RCA . . . plus the hard-earned leadership RCA has won in the field of planning and programming psychologically perfect background music.

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- Complete with no external wiring or telephone service needed
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 - Choice of payment plans tailored to the prospects' precise needs
- (And there are no franchises to buy . . . no population minimums to meet . . . no operational licenses to handle.)

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Survey Shows Consumers Favor Bottles Over Cans in Philadelphia

But Tins Make Healthy Stride in Year; Venders Have Stake in Container Tiff

NEW YORK, Sept. 18.—It is axiomatic in the vending trade that a consumer preference for a product, thru normal retail channels, must be established before any degree of success in automatic merchandising can follow. The pundits point to cigarettes,

candy and soft drinks as proof of their theory.

Historically, soft drinks have been merchandised at the retail level by means of bottles and cups. It has also followed that soft drinks have been merchandised at the automatic level by means of the same two containers. In both cases the pattern of retail sales was established before vending sales amounted to anything.

A new factor entered the soft drink field last year when Cantrell & Cochrane began canning soft drinks in a cap-top container. Since then a score of soft drink firms have entered the can field, with a can vs. bottle fracas assuming greater proportions.

Test Market

One of the first test markets for canned carbonated beverages was Philadelphia, with Canada Dry running its first experiments

there, and Super-Coola (C&C) and Booths making a pitch for business.

The Glass Container Manufacturers Institute, a national organization with headquarters in New York, engaged Ford Sammis, a Los Angeles marketing economist, to run a survey of canned soft drinks in the Philadelphia area.

If the results of the survey are accurate, canned carbonated drinks may have a long retail row to hoe before they can achieve any vending volume.

5 Conclusions

The survey came up with five conclusions, four of which are hardly calculated to cheer adherents of canned drinks. They are:

1. Cans have a strong novelty appeal and may expect a good opening sale in markets where

(Continued on page 94)

Paramount Sets Nat'l Sales on Qt. Milk Vender

NEWARK, N. J., Sept. 18.—The Paramount Freezing Equipment Corporation, manufacturer of outdoor quart milk venders, this week launched a national sales campaign.

More than 30 of the firm's venders are now on location in the North Jersey area. Ed Dembek, Paramount president, said that promotional pieces had been sent to 2,500 dairies thruout the nation in an attempt to sell the milkmen on the merits of vending.

The unit holds 200 quarts in vending position, with room in reserve for another 1,500 quarts. It sells for \$2,500.

On Labor Day, Dembek said that one operator with six units had the highest daily average ever achieved with his unit—385 quarts a machine. Average weekly, he said, is 110 quarts a machine.

The firm is currently producing a vender a day.

Dari-O-Matic Maps Expansion

LOS ANGELES, Sept. 18.—In line with a major reorganization and expansion program, Dari-O-Matic, Inc., Monday (13) named Howard W. Lewis president and increased its board from three to seven members.

Of the expansion move, Lewis said, "It's one involving significant

(Continued on page 94)

Quicker Depreciation Aids Charm Industry

NEW YORK, Sept. 18.—A provision of the new Internal Revenue Act, providing for a three-year depreciation on equipment, may be a shot in the arm for the bulk vending industry, according to Sam Eppy, local charm manufacturer.

Under the old law, equipment could be depreciated in five years, with 20 per cent taken off for tax purposes in each of the years. Current regulations provide for a three-year write off, with 50 per cent the first year, 33 per cent the second year, and the balance the third year.

In other words, equipment which previously had required 30

months for a 50 per cent write-off may now be written off in 12 months.

Full Advantage

Eppy is taking full advantage of the new depreciation program in applying it to new charm molds. The policy of the firm had been to shoot for two new charms a month, with the high cost of molds dictating that policy.

(Continued on page 94)

2. Exhibit employees take shorter "breaks," being able to satisfy their thirst from a nearby machine.

There are only two buildings in which the machines are not located: The Food Building, where manufacturers give away food samples, as well as sell beverages; and the Automotive Building, where there is an exclusive canteen franchise.

A uniformed attendant at each machine provides change, advises the office when the machine needs refilling, takes care of breakdowns and keeps the machine clean.

An office is maintained right on the grounds. Supplies are kept in the office. Servicemen are dispatched from the office

(Continued on page 97)

FAIR \$\$ IN TWO WEEKS

Op Vends 120,000 Cup Drinks at CNE

TORONTO, Sept. 18.—Annual fairs provide profitable plus-business for vending.

That's been the experience of Canadian Automatic Confections, an operating firm headed by Frank Streen, which operates soft drink machines in the major exhibition buildings of the Canadian National Exhibition—the largest annual exhibition in the world—during its yearly two-week runs.

During this year's CNE—which closed Saturday (11)—Automatic's 12 four-selection drink machines vended over 120,000 drinks. Altho sizable, volume was down from last year primarily because of cool weather.

Well over 2,500,000 persons attend the CNE each year, and the majority visit the buildings where the machines are located. The venders provide the only source of soft drinks in the buildings.

Help Exhibitors

Building exhibitors like the machines, too, for two advantages the machines provide them:

1. They keep patrons within the building.

Production Set On 20-Col. Cig Vending Unit

LYNBROOK, L. I., N. Y., Sept. 18.—Plans of the National Vending Corporation to build a \$500,000 plant for the manufacture of 20-column cigarette venders are running on schedule, according to Bob Hirsch, National secretary and officer of the firm's new manufacturing subsidiary, the Continental Vending Machine Corporation.

Hirsch said the entire pre-production run of 50 units is now on location, in most cases replacing older units. He added that the

(Continued on page 95)

G. Washington Banks on Smaller Locations to Aid Coffee Volume

Cafe Pak May Help Open Marginal Stops; Vender Sells Cups, Ingredients

NEW YORK, Sept. 18.—The G. Washington Division of American Home Foods, Inc., is banking heavily on smaller locations opening up as profitable coffee stops in its attempt to up its share of the vending market.

According to Lou Powell, industrial products manager of the firm, G. Washington's soluble coffee sales to vending operators are 40 per cent ahead of the first eight months of 1953 for a similar period this year.

Powell feels that the coffee vending potential is virtually untapped, adding that G. Washing-

ton expects an ever-increasing portion of its total volume to be accounted for by automatic merchandisers.

He explained that while large industrials have been covered well, locations, particularly offices, with lesser numbers of employees, have been neglected because it is uneconomical for the operator to place a high-cost, volume machine in a low-volume location.

Indications are, he added, that major vending machine manufacturers are setting their sights on low-cost, low-capacity units to

SPARCARB STOCKHOLDERS OKAY PURCHASE BY ROWE

NEW YORK, Sept. 18.—Stockholders of Sparcarb, Inc., Friday (17) okayed the sale of Sparcarb to the Rowe Corporation.

The purchase is scheduled to be closed Monday (20). Several weeks of negotiations between the two firms paved the way for the sale.

Back of the move: A sharp drop in sales and a net loss of \$74,906.05 for Sparcarb during the fiscal year ended June 30, 1954.

For Rowe, the purchase means that its vender line, already one of the most complete in the industry, will include every major piece of equipment now being marketed.

The purchase agreement provides for liquidation, as quickly as possible, of all unsold Sparcarb assets (The Billboard, September 18).

What the new Rowe subsidiary will be called, or what it will produce other than cup venders, has not yet been decided. It will remain at Stamford, Conn., however, while the main Rowe plant will stay at Whippany, N. J.

A SOLID BUSINESS

Canada's Caterers Look to Vending

By HARRY ALLEN JR.
TORONTO, Sept. 18.—The vending industry in Canada is on the brink of becoming a solid business.

As one distributor pointed out, "Big money is interested in the job we can do in Canada."

It has been a struggle for recognition.

Canadians have always been recognized as being conservative. They looked to the U. S. to see whether vending would obtain for itself a solid position.

Excise Tax

When it did, the Canadians began to take notice. Best recognition came last spring when the federal government removed the 15 per cent excise tax.

The "big money" is represented by the industrial caterers in this country, who operate from coast-to-coast. They see the value of vending machines, not as a substitute for in-plant feeding, but rather as a supplement to the operation of satisfying the needs of factory workers.

The vending industry cannot yet supply hot meals desired by the factory workers, one distributor pointed out, but it can save a lot of wasted man hours used in walking to a central canteen or the utilization of traveling-carts in a factory.

Industrial Caterers

Importance of industrial caterers entering the field was stressed

(Continued on page 97)

N. Y. State Probes 805 Fund; Spent \$250,000

NEW YORK, Sept. 18.—Altho the Welfare Fund of A.F.L. Teamster Union Local 805 has an annual income of \$250,000 a year, the kitty is currently depleted, with no insurance premiums paid for members since May.

This charge was made this week by Sol Gelb special counsel for the New York State Insurance De-

partment, currently investigating union welfare funds.

King pin in 805 is Abe Gordon, who last year personally received his charter from Dave Beck, teamster union head. Gordon was charged with organizing vending machine route and repairmen into 805.

Vacation Resort

Gelb alleged that the welfare fund surplus had been dissipated thru expenditures for a vacation resort for union members and thru large expenditures on fund administration.

He said \$85,000 was paid for the resort and another \$76,000 for improvements. The tax assessor for Mamakating, N. Y., where the

(Continued on page 97)

Red Hot Holds 3-Day Showing In Chicago

CHICAGO, Sept. 18.—Red Hot Sales Company, Los Angeles, held a three-day showing here this week (15-17) of McCann Engineering Company's hot sandwich vender. Douglas Savage, head of Red Hot Sales, hosted the presentation for local operators and locations.

Savage pointed out the showing was not only aimed at making

(Continued on page 94)

Victor Unveils New Combo Unit

CHICAGO, Sept. 18.—Victor Vending Corporation this week announced production of a new bulk vender, the Super V.

Designed to handle ball gum (800 to 100 count) and capsules (350), it is a combination penny-nickel unit.

The machine will be packed four to a case as are other Victor units. In lots of less than 100, price will be \$17.95 each f.o.b. and \$16.95 on orders of over 100.

L. A. Kwik-Kafe Bows 3 Coffee Conversions

LOS ANGELES, Sept. 18.—A conversion unit and two new attachments for the Kwik-Kafe machine were developed by Meyer Pransky, Kwik-Kafe of Los Angeles.

Pransky said the three new additions enable the coffee vender to vend (besides coffee) orange juice or other non-carbonated soft drinks, cookies, candy or doughnuts, and hot soup, hot chocolate or tea.

The conversion unit fits into the Kwik-Kafe machine and will sell for approximately \$250 f.o.b. Los Angeles.

The two attachments are a heating unit and a cookie unit. One attachment can be installed on each side of the Kwik-Kafe machine. The cookie unit will sell for about \$75 and will vend cookies, candy or doughnuts; the heating unit will sell for about \$175 and will vend hot soup, hot chocolate or tea.

(Continued on page 94)

IN A PLANT

Op Sees \$ Future in Sandwiches

WEST ALLIS, Wis., Sept. 18.—One of the first sandwich vending machines to be operated in the Greater Milwaukee area has been installed in the Kearney-Trecker plant here by Nick Novasic, head of County Venders.

The machine is not operated with a refrigeration unit. Fresh sandwiches are loaded daily, with an additional stock of sandwiches kept in reserve in a nearby refrigerator case used for milk storage.

Price is set at 25 cents a sandwich. The sandwiches are made for Novasic by a catering firm.

The machine has proved successful. "I've already found there's a good profit potential in sandwich vending," Novasic said.

He is also currently increasing the number of milk machines he has on location in the West Allis area by displaying a machine in his office. Prospective location owners are asked to visit the office to look at the machine, examine its mechanical operation. Following the office visit, they visit one of the locations currently using the milk venter. Result: They ask one to be installed.

Fla. Cig Tax Take Up for July, Aug.

TALLAHASSEE, Fla., Sept. 18.—Cigarette tax collections for July totaled \$1,609,000 in Florida—\$106,000 more than the same month last year—according to State Beverage Director A. E. McKinney Jr.

McKinney said \$1,228,000 of this amount would be distributed to eligible incorporated municipalities. The rest will go to the general revenue fund, McKinney said.

Beverage department officials said August collections, for which distribution has not yet been computed, increased also about \$40,000 above the same month last year.

However, officials said the July and August increases could not be taken as a definite sign of an upswing in cigarette sales. They said it may only mean that distributors have laid in large supplies of tax stamps during these months. This may be especially true, they said, because tax sales were way off in June.

Diminishing smoke tax revenues have been a cause of concern to beverage department officials during the past year.

For the two years previous, the revenues increased about a million dollars a year. Last year, however, they not only failed to increase but dropped by some \$3,000.

In Miami, a recent survey of tobacco vending machine operators indicated that vended cigarette sales were holding to a firm level. One operator, however, said that altho his volume of sales was about the same as a year ago, this actually reflected a decrease in view of the constantly increasing population of Miami.

IPA Meet to Host 9 Vending Firms

CHICAGO, Sept. 18.—Four venter manufacturers and at least five venter suppliers will exhibit at the International Popcorn Association convention at the Conrad Hilton Hotel October 31 thru November 4, Carl Siegel, IPA exhibit chairman, announced this week.

The venter manufacturers signed up to exhibit so far are Apco, Inc.; Cole Products Company; Jo-Lo Perfumatic Dispenser, Inc.; and Rowe Manufacturing Company.

The venter suppliers are Walter H. Johnson Candy Company, the Nestle Company, Pepsi-Cola Company; C. J. Van Houten & Zoon, Inc., Coca-Cola Company, Atlanta; Ferrara Candy Company; and Canada Dry & Ginger Ale, Inc.

New Outlets Spur Sales in Oregon

PORTLAND, Ore., Sept. 18.—Fall and winter prospects for the vending business in the Portland area are for a gradual, tho steady, increase in volume, in the view of Dewey A. Estey, head of Automatic Service. The company operates in cigarettes, candy, cup beverages, coffee and milk.

The general level of business conditions will largely determine the immediate future of the vending business, according to Estey, a veteran in the field.

Outlook Hopeful

"Right now the outlook for business in general is fairly hopeful," he said. "The main benefit will come from the recently ended 87-day lumber strike, and this upturn will be reflected in vending to about the same proportion as business in general benefits. The large highway and bridge projects planned for this area certainly will help conditions, as will construction planned by industrial and commercial enterprises. The new 20-story hotel planned for Portland will be a welcome boost for business.

"The prosperity of wage and salary earners promises to increase as pay scales continue high. Bad weather, of course, could set us back if the lumber industry is forced into earlier winter shutdowns.

"As for vending itself, the chief

source of gains will come thru new locations. Our own concern is expanding the number of locations gradually, tho it is difficult to know immediately how much additional return we are getting. It results in expansion of equipment and inventory, but the sales story has a considerable time lag.

New Products

"New products also help our business growth, tho there is less opportunity in this phase for business growth. For example, we recently introduced the Dr. Pepper line in this territory. This drink has taken hold quite well, but it will require time for it to develop the demand it now enjoys in the South and East.

"While new industrial plants and offices are developing at a gradual pace, not all are of a size to justify a vending location. In general, a location should have from 150 to 200 employees to warrant establishment of coffee or drink operations, altho candy and cigarettes can profitably be operated in smaller locations.

"As I see it, there will be no upsurge in the vending business during the coming season. I expect it to hit a level with slow, gradual growth. Our main concern is to get out more machines and to keep hammering at means for increasing efficiency."

REPORT FROM COPENHAGEN

Most Units Location-Owned, But Operators Picking Up

COPENHAGEN, Denmark, Sept. 18.—While most of the coin-operated merchandise venders in Copenhagen are owned and serviced by individual store owners, there is an increasing number of operators of venders in the city. Most vending machines here are attached to the street-front walls of stores for evening and weekend business.

Apparently, the most solidly established operator is S. Hufelt, who has 160 bulk peanut venders here in cafes and bars. Hufelt, who has a few juke boxes on location, plans to operate in Aalborg, Aarhus and Odense. He started as an operator with a few paper cup venders.

One of the biggest firms which is dabbling in a small way with street-front venders is the Copenhagen Sandwich Company, directed by Eirik Wiener, with 30 sandwich retail stores, numerous portable sidewalk stands, and a limited number of coin-operated venders. This firm has nearly 300 employees and turns out 130,000 sandwiches daily. Many of its stores are open until 11 p.m., and one is open 24 hours. The firm uses a few of the Soren Wistoft standard venders, for night service in some areas of the city, and also has one novel, custom-built venter—using a conveyor belt and chute idea—for various sizes of packaged sandwiches.

Window Shelf

This venter has only the coin slots and the delivery outlets on the exterior of the store—all the mechanism, chutes and merchandise occupy a large display window shelf. This firm services its scattered venders two or more times nightly, by light delivery cars.

Perfume venders have not yet gained a foothold, but Gustra Schwark operates a small route of Samson-made scent dispensers that sell a squirt or a choice of two brands in small vials. Most of these machines have been placed in railway stations, the Tivoli Summer Garden, movie theater lobbies and a few, on store fronts. Other items vended in similar locations are nylon hosiery, Kodak films and recently packaged coffee.

In addition to merchandise venders, the city's railroad and rapid transit stations serve as locations for many standard type scales, serviced by the Dansk Automatvaegt Company. Vibrator foot-ease machines and electric shoeshine machines.

Coffee Venders

The Borge Kruse firm, wholesale and retail coffee, is operating a route of wall-type vending machines dispensing packaged coffee, which started with two units in the Central Railway Station, but

is being extended to all of the rapid transit stations in the city. This firm has advertised its machines and their locations quite heavily

Coffee, packed in small bags or containers, is a fast-moving item and one big chain of self-service stores, Irma, is installing coffee venders in the exterior walls of the entrances to many of its stores. It started with small Wittenborg units, but is now using some compact Dansk Automatfabrik vending machines, which are built right into the masonry and flush with the tiled wall surface. This arrangement is attractive, saves space and, to a large degree, prevents tampering.

The Stefansen brothers (Hugo and Oscar) own, or have an interest in, several Arcades and many venders, juke boxes, Mutoscopes and games. They have locations in Tivoli Summer Garden, Damhus Tivoli, Dyrehavsbakken and other funspots. Scattered around in Tivoli is a route of 15 to 20 scales and strength-testing machines.

A small but interesting route is that of J. V. Langballe, who has American-made Dixie cup vending machines in the railroad stations. As yet, there are no coin-operated beverage or ice cream venders and not many juke boxes, but it is probable that these fields will also become active eventually.

COINMEN YOU KNOW

Detroit

Communications to: Hal Reves, Woodward 2-1100

Bulk Vender Bolsters Trade . . .

Samuel Hutchison, of Hutchison Vending, operating a diversified route specializing in nickel bulk vending, has recently expanded from part-time to full-time operation and is making plans for steady future growth.

John Christy, of the Christy Music Company, running a business founded by his father, the late Peter Christy, reports collections down on the industrial locations along his route.

Tony Siracuse, head of the Circle Music Company, has returned from the Upper Peninsula, where he and his brother, James, of United Records, own an island in the St. Mary's River near the Soo.

CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

SPECIAL THIS WEEK!



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UNEDA CIGARETTE VENDORS	
Model E, 6 Cols., 180 Cap.	\$ 75.00
Model 500, 9 Cols., 350 Cap.	100.00
DU GRENIER CIGARETTE VENDORS	
Model S, 7 Cols., 210 Cap.	\$ 85.00
Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00
Du Grenier Champion, 9 Cols., 420 Cap.	100.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	145.00
Diplomat Electric, 8 Cols., 340 Cap.	165.00
CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap., Wall Model	\$ 75.00
Uneda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00

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- 10c Capsule Vender
- 5c Capsule Vender
- 1c Jumbo Gum Vender

LARGE CAPACITY—NEW ATTRACTIVE STYLING DEMANDS THE BEST LOCATIONS IMMEDIATE DELIVERY

Less Than 100 \$71.80 Case
100 or More \$67.80 Case
(Packed 4 to Case)

Designate 1¢, 5¢ or 10¢ Model. 25% Deposit, Balance C.O.D.

LARGEST SELECTION OF CHARMS IN CAPSULES IN THE WORLD—WRITE FOR FREE PRICE LIST
Stamp Pad Ring \$20.00 per 1,000
Ejector Knives 22.00 per 1,000
Salt & Pepper Shakers 20.00 per 1,000
Baby Dolls 20.00 per 1,000
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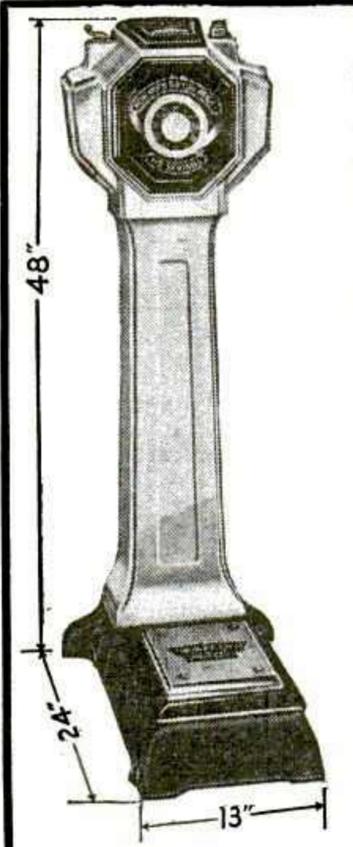
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G. Washington

• Continued from page 92

consumer to pour the contents of the coffee container into the dry cup, add cream and sugar as desired, add top tap water, and stir well.

Huxford had been selling the package to hotels and motels for retail sales. Details of the vender will be announced at a later date, and there is a possibility that the unit will be exhibited at the annual convention of the National Automatic Merchandising Association in Washington, starting October 10.

Point-of-Sale

Meanwhile, G. Washington's point-of-sale program for venders is going full tilt. The firm now has available a four-color laminated poster which serves as an illuminated display on Mills machines and may be mounted on an aluminum frame for other units.

Powell said that distribution is from coast to coast, with 7,000 displays currently in use. It is available without charge.

Other promotional tie-ins sponsored by G. Washington are a six-cup carrying tray, designed by American Home Foods and available thru the Kieckhefer Box Company, Delair, N. J., and paper coasters.

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.
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Dari-O-Matic

• Continued from page 92

cant amounts of venture capital and a full scale sales development program."

Lewis indicated the firm is considering setting up a second assembly plant in the East.

Lewis, formerly partner of a San Francisco management consultant firm, became interested in vending while engaged in a market survey for Dari-O-Matic.

Named to the board were David D. Woodruff, L. P. Hartzler, Howard Smith and Lewis. Other board members are A. C. Woodruff, treasurer; Lyle B. McCaleb, service manager, and Vernon S. Barritt, sales manager.

In the new reorganization David Woodruff was appointed production manager, Hartzler corporation secretary.

Consumers Favor Bottles

• Continued from page 92

they are properly advertised and merchandised.

- After the novelty wears off, many consumers switch back to bottles.
- Cans retain only a small group of exclusive customers. Most of those who continue to use cans, use them as a supplement to bottles, for occasional special purposes.
- After trying cans, both consumer and retailer preference for bottles becomes more pronounced.
- Distribution is tough to get for soft drink canners, except for one or two leading brands.

Extensive Promotion

The report pointed out that cans had been introduced in the area 17 months prior to the date of the survey, with such intensive promotion that 94 per cent of the residents had heard of the new product.

TV advertising was mentioned by 60 per cent as the source of their information of the product, while 42 per cent said they had seen the product in stores and 9 per cent were told by friends.

Two of three consumers tried canned drinks since they hit the market. Children were the best customers in the sampling—four of five—and men the worst—50 per cent.

Supermarket Distribution

The survey said Super-Coola and Booths each had 38 per cent distribution, with Bev-Rich—in flat-top cans—22 per cent. Most of the distribution was in supermarkets.

Booths, which has bottle and canned drinks, had 60 per cent bottle distribution and 38 per cent can distribution. Some 46 per cent of the stores handling canned soft drinks carried only one brand; 52 per cent handled two brands, and only 2 per cent handled all three.

The survey claimed that 13 per cent of stores carrying Super-Coola dropped the product, and the firm has been unable to gain new outlets to replace the loss.

65% Try Cans

The figures show that 65 per cent of Philadelphia residents tried cans; 25 per cent of the 65 per cent had switched back to bottles; 22 per cent use both bottles and cans, but buy more bottles; 5 per cent use bottles and cans equally, and 7 per cent use both, but buy more cans.

To put it another way, 11 per cent of Philadelphia residents drink carbonated beverages from cans either exclusively or pre-

dominantly, which may not be bad going in a year.

In consumer preference the figures were surprisingly close—48 per cent prefer bottles, 31 prefer cans, and 21 per cent had no preference.

Figures Loaded

These figures are loaded in favor of glasses, as they include not the 63 per cent who have tried cans, but the whole population, 37 per cent of which hasn't tried cans.

Of those who have tried cans and switched back to bottles, the latter leads 65-22. Among those using both, with more bottles than cans, bottles lead 58-15. But, among those using more cans than bottles, cans lead 75-13.

The sum of the survey is that canned drinks haven't scored a home run in their initial taste of major league competition—but few rookies do.

Big Potential

Actually, nearly a third of the persons in the test area prefer cans—and that figure doesn't have to grow much to take a big slice out of bottle drink sales.

The vending industry is in an enviable position in the battle of containers. If the cans achieve their place in the retail sun, operators will use the armored receptacles as a means of snaring stops currently being held down by bottlers with cooler-type venders.

Little Risk

Meanwhile, the considerable expense of pioneering is being borne by the canners—including big ones like Canada Dry and Pabst—with venders standing to gain considerably if the fight is successful, and risk relatively little if it fizzles.

The situation is at an impasse as far as vending is concerned. Existing machines are limited to those turned out by Juice Bar and old Juice Bar and Tele-Juice conversions.

Manufacturers won't manufacture until operator demand increases; operator demand won't increase much until retail sales pick up, and retail sales won't pick up substantially until canned drinks are no longer a novelty.

In the final analysis it may depend on how far the canners will go in promoting their product—if they are determined to go the limit, a new dimension may be added to the drink vending market.

109 EXHIBITORS SIGNED UP FOR NAMA MEETING

CHICAGO, Sept. 18. — Six exhibitors signed up for the National Automatic Merchandising Association convention, bringing the total number of firms scheduled to show at the exhibit to 109.

The firms are Delicia Chocolate & Candy Manufacturing Company, Inc., New York; Barvend, San Marcos, Calif.; Solar-Sturgis Division, Pressed Steel Car Company, Inc., Chicago; the Jack Webb Corporation, Chicago; Exhibit Supply, Chicago, and Klopp Engineering, Inc., Livonia, Mich.

Roto-Vend Enterprises, Los Angeles, previously scheduled to show ice and ice cream machines, canceled their exhibit space.

Red Hot Holds

• Continued from page 92

sales, but also at showing interested location owners how an operator-installed hot sandwich unit functions.

Red Hot, national sales agency for the McCann unit, recently named Storie-Schultz as distributor for the Chicago area (The Billboard, September 4), and H. Frank Company, Detroit.

The single selection model, with 80-sandwich capacity in two double columns, will be supplemented by three more models with two, three and four separate coin mechanisms to provide for multiple sales simultaneously. Capacities will range from 160 to 200 sandwiches, allow for one or two selections of cold sandwiches or pastries if desired.

Features of all models: alternate front and back column vending to provide first-in-first-out sale of merchandise; 18 gauge steel cabinet on all sides; package installation of components for easier servicing; installation on standard electric circuits.

Savage said that the one to three flavor models will be shown at the National Automatic Merchandising Association convention in Washington next month (10-13). One model, he stated, will be used to vend free hot dogs to booth visitors.

While prices for the different models were not announced, Savage said delivery would run from 30 to 60 days.

NEW

.... NOTHING ELSE LIKE IT!

Northwestern
SELECTIVE TAB GUM VENDER
 with "QUICK CHANGE" MERCHANDISE DRUM
 Wire or write for details
 THE NORTHWESTERN CORPORATION
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk or Mds.	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Steak	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Chews, 100 ct.	.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Pkg. paid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
 446 W. 36th St. New York 18, N. Y.
 L.Ongore 4-5457

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

T. T. VENDING SALES CO.
 2655 North Racine Avenue
 Chicago 14, Illinois

Depreciation

• Continued from page 92

However, with the ability to depreciate 50 per cent of the mold cost in a year, Eppy plans to build molds and turn out new charm items at the rate of one a week.

In addition, the firm has just spent \$10,000 in new equipment for its machine shop and has 23 molds currently in production. Eppy said that two of his sub-contractors—a barrel-plating and a vacuum-plating firm—have doubled their own production facilities in anticipation of Eppy's increased charm output.

Novelty Important

Eppy feels that the new tax law is of particular value to the charm industry, as charm sales depend in a great measure on novelty. His reasoning is that in any industry which requires constant changes of dies and molds, a fast depreciation period is essential, as most items are short lived.

The firm is currently working on molds for a series of 56 Rocket charms, as well as field glasses, six-shooters and eye glasses for penny and capsule vending.

PM Terminates B&H Stock Swap

NEW YORK, Sept. 18.—Directors of Philip Morris & Company Ltd., Inc., Wednesday (15) voted to terminate, effective October 1, an offer under which holders of Benson & Hedges common stock can exchange their shares for an equal number of Philip Morris common stock shares. PM now owns 98.75 of B & H outstanding common stock.

BLOODY TOOTH!

Here's a fabulous brand-new "Price Exclusive" capsule item that's reaping a merry harvest of coins for operators all over the country. Get your supply today!

EACH CAPSULE HAS CATCHY INSERT READING . . .

THE BLOODY TOOTH
 Here it is, Mom! I just pulled out my tooth! If I put it under my pillow will I get a dollar?

ONLY \$22.00 per M

Send for Our Complete List of Sales Stimulators!

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO.
 55 Leonard St., New York 13

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED! **SILVER-STREAK** BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
 11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2539 Mission St. Pittsburgh 3, Pa.
 WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

McPHAIL VENDING SERVICE
 1218 Eglinton Avenue West
 Toronto, Ontario, Canada

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Vendor, 1c.....	14.95	14.95	14.95	14.95
Acorn Vendor, 5c.....	14.95	14.95	14.95	14.95
Advance Model D Ball Gum.	6.45	6.45	6.45	6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50 10.00	8.50 10.00	8.50 10.00	8.50 10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mdse.....	6.50	6.50	6.50	6.50
Bradley Seniors (2 sel.)....	225.00	225.00	225.00	225.00
25c Ball Point Vendor.....	49.50	49.50	49.50	49.50
Cigar Vendor	12.00	12.00	12.00	12.00
Columbus 1c	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)...	25.00	25.00	25.00	25.00
DuGrenier Champion (9 col.)..	100.00	100.00	97.50	97.50
DuGrenier Elec. Cig. Vendor.	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.)..	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)..	85.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)..	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 1c....	15.00	15.00	15.00	15.00
Foot Ease	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
Master 1c & 5c.....	6.95 8.50	6.95 8.50	6.95 8.50	6.95 8.50
Master 1c	6.50	6.50	6.50	6.50
Master 5c	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Single Drink	150.00	150.00	150.00	150.00
Mills Tab Gum	27.50	27.50	27.50	27.50
Mills 3 Drink	185.00	185.00	185.00	185.00
National 930	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdse...	6.50	6.50	6.50	6.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 1c & 5c Candy Mdse..	12.00	12.00	12.00	12.00
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
N. W. Roll-Type Stamp (2 col.)	35.00	35.00	35.00	35.00
Pop Corn Sez	69.00	69.00	69.00	69.00
P. X. (10 col.).....	125.00	125.00	125.00	125.00
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Candy (7 col.).....	165.00	165.00	165.00	165.00
Rowe Candy Merchant, (7 col.)	165.00	165.00	165.00	165.00
Rowe Candy (8 col.).....	75.00	85.00	85.00	85.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric, (8 col.)	165.00	165.00	165.00	165.00
Rowe Electric (8 col.).....	95.00	95.00	95.00	95.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe President (8 col.)....	130.00	130.00 155.00	130.00 155.00	130.00 155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Schumack Roll-Type Stamp (1 col.)			15.00	15.00
Silver King Coffee.....	125.00	125.00	125.00	125.00
Silver King	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 29.95	15.00 29.95
Sneads	125.00	125.00	125.00	125.00
Stamp (2 col.).....	12.50	12.50	12.50	12.50
Stoner Candy (6 col.)....	135.00	115.00	115.00	115.00
Super-Vends (3 sel.).....	265.00	265.00	265.00	265.00
Victor 1c		8.50	8.50	8.50
Unedda Candy (5 col.)....	65.00(2)	65.00(2)	65.00(2)	65.00(2)
Unedda Model A (9 col.)...	90.00	90.00	95.00	95.00
Unedda Model E (6 col.)....	75.00	75.00	75.00	75.00
Unedda Model 500 (9 col.)..	100.00	100.00	100.00 110.00	110.00
Uneddapak Model 500 (9 col.)	135.00	135.00	135.00	100.00 135.00
Unedda Model 500 (15 col.)..	110.00	110.00		
U-Select-It	49.50	49.50	49.50	49.50

Production Set

Continued from page 92

revenue increase per location has averaged between 20 and 25 per cent, even when the new 20-column units replaced some of the newer multi-selection, multi-price venders.

The new plant at Westbury, L. I., Hirsch said, will be completely enclosed by November 1, with regular production scheduled to get underway January 1. First year's production in the 33,000-square-foot plant is expected to hit the 10,000 mark.

Eventual plans call for 100,000 square feet of floor space, to house manufacturing facilities, general offices, and headquarters for the National operation, estimated at more than 10,000 units on location.

The 20-column vender has a capacity of 520 packs and vends in three price ranges. Hirsch said that extensive location tests have failed to show the need for any modification, and that the production run will duplicate the units currently on location.

First general showing to the trade will be at the National Automatic Merchandising Association's convention, Washington, October 9-13.

AT BIG SAVINGS

BALL and VENDING GUMS

New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
 Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
 Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 30¢ lb.

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant Newark 4, N. J.

FILLED CAPSULES

Charms for Ball Gum and Rocket Charm.

DEVICES NOVELTY • 231 W. Chicago Ave. CHICAGO 10, ILL.

VICTOR'S SUPER V

The Ideal Capsule Vender

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . At 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
 25 cases or more . . . 67.80 per case

BERNARD K. BITTERMAN 4709 East 27th, Kansas City, Missouri

Northwestern SUPER JET

SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity
 ★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPICE OF LIFE!
 Rake's Jet Capsule asst. gives you a variety mixture of feature items selected from all popular charms. \$10.50 Try a sample mixture! For 500 Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies
 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

VICTOR TOPPER DELUXE

HALF CABINET STYLE

\$14.25 each 100 or more **\$13.50 each**

Distributors for Victor Machines, Ball Bubble Gum and Charms. Write for prices on filled capsules.

GARDNER & LOSE

2611 HALE AVE. LOUISVILLE 10, KY.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
 Candy Gum & Nuts
 Beverages
 Tobacco
 New Products
 Trends
 Industry News
 Market Place
 Articles
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!
 Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
 (Foreign rate, one year, \$8)

792

Name

Address

City..... Zone.... State.....

Occupation

We Have Newer CHARMS!

**NEW DESIGNS
 NEW IDEAS
 NEW FINISHES**

send 35¢ Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

CAPSULES

The best in filled Capsules from **KARL GUGGENHEIM!**

MIXES

per thousand
 Toy & Puzzle Mix.....\$20.50
 Novelty Mix

READY FOR DELIVERY NOW!

1c or 5c **ACORN**

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE

1012 Milwaukee Ave. Chicago 22, Ill.

ATTENTION, CALIFORNIA OPERATORS!

Now New—Northwestern Super Jet Capsule Vender. Per carton of 4, \$64.00
 N.W. Tab Gum Vender. Each .. 25.95
 N.W. Model 49 Nut and Ball Gum, 1c, 5c. Each

Announce New Burglar Alarm For Venders

NORTH HOLLYWOOD, Sept. 18.—Vendalarm, Inc., have announced a new burglar alarm for all vending machines, except peanut, gum and stamp machines.

The alarm operates on a 7½-volt dry cell battery. When the vending machine door is forced open, the alarm rings for 45 minutes and can be heard at a distance of over 400 yards. If only force is applied and the door is not forced opened, the alarm rings 60 seconds and resets itself automatically.

It lists for \$20, weighs 2½ pounds, measures 6 inches square

and 2½ inches wide. The unit turns off and on with a key.

Vendalarm will exhibit its device at the National Automatic Merchandising Association convention next month.

READY FOR DELIVERY NOW!

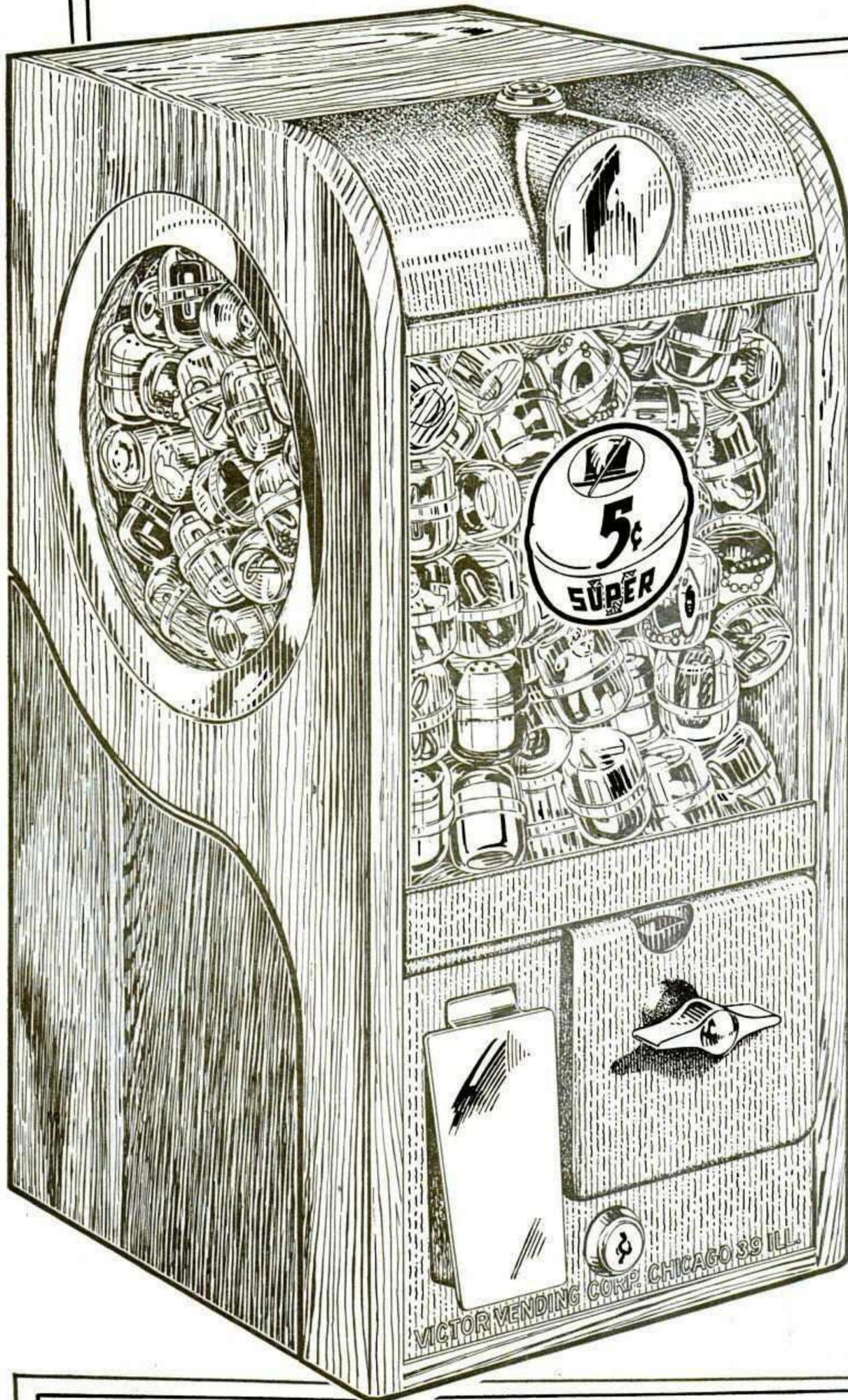
OAK'S NEW "400" CAPSULE VENDOR

SPINDLE CITY VENDORS

1209 West Chronicle Ave., Linwood Park
 Gastonia, North Carolina
 Box 621

GIVE TO DAMON RUNYON CANCER FUND

a *nnouncing* **VICTOR'S**
SUPER V



**The Ideal Capsule Vendor
 Featuring the Greatest Earn-
 ing Power Ever Built Into a
 Bulk Vendor . . . at
 1c, 5c or 10c Play**

Cabinet of two-tone solid oak . . .
 trimmed in chrome with glass panels.
 Smart, unique design . . . with eye-
 catching appeal for greater profits.
 Extra large capacity—350 capsules
 or 800 100-count ball gum.

Packed and sold 4 to the case . . .

Less than 25 cases . . . \$71.80 per case

25 cases or more . . . 67.80 per case

All prices F.O.B. Chicago

Place Your Orders With Your Nearest
VICTOR Distributor

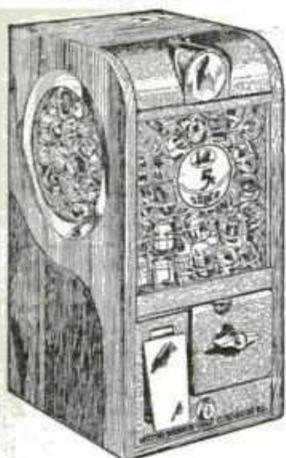
VICTOR VENDING CORPORATION

5701-13 WEST GRAND AVENUE

CHICAGO 39, ILLINOIS

Manufacturers of the Famous Line of TOPPER Vendors

VICTOR'S New Sensational SUPER V



The Ideal Capsule Vender . . .
1¢, 5¢ or 10¢ Play.
Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum.
Packed and sold 44 to the case:
Less than 25 cases . . . \$71.80 case
25 cases or more . . . 67.80 case
BIRMINGHAM VENDING CO.
540 2nd Ave. N. Birmingham, Ala.

VICTOR CAPSULES

PRESS ON FOOTBALL EMBLEMS
60 College teams—ass'd colors. Simple directions for applying inclosed in capsule!
\$19.50 per 1000
Includes emblem and instruction sheet.

TOP HAT w/earrings,
per 1000 \$22.50
TOP HAT w/chain, per 1000 22.00

SECRET STAMP PAD RING
Remove cap with inked pad to use secret stamp. 18 Different Secret Stamps!
\$20.00 per 1,000 with instruction sheets.
BABY DOLL & BABY SHOES
in Capsules. 500 each item.
\$20.00 per 1000.

Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

A Solid Business

Continued from page 92
in current discussions between a distributor and one catering firm which operates in 50 plants.
Should this firm enter the vending machine business, the whole vending industry in Canada will be given "the shot in the arm" to get it rolling.
Up to now the industry has been populated by small independents working with a few machines, not working on a big scale, altho there are exceptions.

Vending Specialists
The persons who are the leaders in the field are companies exclusively in the vending business, in the business of operating coffee, drink, candy and cigarette machines.

Probably the most important reason industrial plants in this country have become more receptive to the idea of vending machines is the major role the machines play in the U. S.

Many of the large plants in the U. S. have opened subsidiary plants in this country, and the vending industry has been recognized as being able to supply a vital part in the operation of the plants.

5-Year Growth
It has taken the vending industry in Canada five years to reach the height it has attained.

The distributor in Canada has worked up closely with the individual operator. He has assisted him to obtain locations, has shown him how to best operate those locations, has stressed the necessity of supplying good service and has even shown him shortcuts in bookkeeping. This is in addition to financially carrying the small operator.

The cold weather during the past summer has not been good to the soft drink venders, but coffee sales have replaced that lag. The sandwich venders have not been given an opportunity yet to show their value. But this winter will tell the tale in this country.

Cig Sales Down
Cigarette sales have been down due to the cancer scare, but recent government statistics show that the average smoker has not been frightened too much by the adverse publicity. He has returned to the use of cigarettes in the same quantity as he once was using them.

Distributors in this country are learning the necessity of working together. The distributor recognizes that good operating vending equipment on location is a boost for the industry.

Canada is now the country to watch for the vending industry. More and more firms are coming into the business.

And there is lots of room for everyone, provided that cut-throat tactics are not used. Good healthy competition will create a strong Canadian vending industry.

Op Vends 120,000

Continued from page 92
immediately for servicing the venders.

Strongest seller of drinks is the cola. Others provided are orange, ginger ale and root beer.

An operation such as this is open to criticism since the exhibition is a public affair. There is need to see that everything is kept in tip-top shape.

Streen believes the presence of the attendant is good psychology. The buyer knows there is a personal interest being taken in his welfare.

He is reassured that the best drink available is vended since he may notice the attendant doing what is possible to clean the machine. This is in contrast to some of the other food operations on the grounds.

While expenses in an operation of this nature may be a little higher than normal, Streen feels his investment is being safeguarded. It guarantees a maximum operation, so necessary in the vending business.

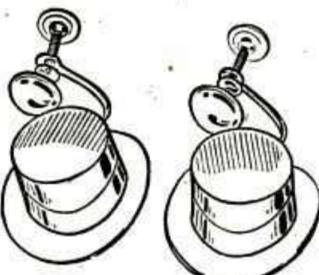
This year's sales of 120,000 cups was not as high as 1953 because of the cool weather. Last year there was quite a heat wave during the CNE run.

But any way you look at it, that's business in a big way.

Diamond Names Mauter

NEW YORK, Sept. 18.—William J. Mauter has been appointed marketing manager of the Diamond Match Company. He will be in charge of product development, marketing research, advertising and sales promotion.

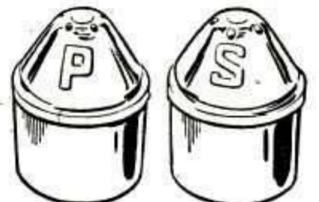
VICTOR CHARMS
Are Now **ROLLING!**



TOPPER EARRINGS
Assorted Colors



BABY DOLLS
Natural Skin-Soft, Life-Like Vinyl Dolls



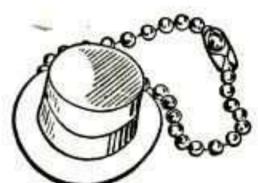
Salt & Pepper Shakers
24 Beautiful Color Combinations



Victor "Snap-Spin" Top
In 4 Brilliant Colors



VICTOR PUZZLE SERIES
4 Brightly-Plated Combinations



TOPPER KEY CHAIN



EJECTOR KNIFE



SALT & PEPPER SHAKERS
Plated Metal Tops—Assorted Colors

PEP UP

Your location sales with VICTOR'S new and original Charms. Place orders NOW with your nearest VICTOR distributor . . . for these unique, fast-selling CREATIONS . . . as well as for complete line of VICTOR Vendors.

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

PLANT VENDING MARKET SURVEY

CHICAGO, Sept. 18.—A preliminary market research survey on automatic catering in industrial plants was completed by McKinsey & Company, management consultant firm.

Entitled "Getting the Facts About Automatic Catering," the report was done by Warren Cannon, McKinsey research executive.

Subjects covered in the report: Evolution of automatic catering, potential and opportunities for automatic catering, industrial management attitudes, problems, and the role of research in the advancement of catering by machine.

Nat'l 1c Refunder Price Cut in Can.

TORONTO, Sept. 18.—The price of penny refunders handled by National Rejectors, Inc., in Canada has dropped \$6.48 because of a favorable ruling from the Department of Customs and Excise. The refunder retails for \$49.50 in the U. S.

The announcement of the saving in cost of the penny rejectors to be passed on to the customers by the company was coincident with the completion of National Rejectors' first year in operation in Canada.

The saving thus effected will be refunded to all those in Canada who have purchased the unit when the government makes the refund to National Rejectors, according to Clarence Cukor, manager of the Canadian branch.

N. Y. State Probes
Continued from page 92

resort is located, said a large part of the 490-acre tract lies on a steep, rocky mountainside, while most of the rest is in a swamp at the foot of the hill. Maximum value of the land, he added is \$250,000.

Gelb said that \$15,000 of the purchase price had been borrowed thru a mortgage, and, as a result, the union has been unable to pay premiums on insurance for members since May.

Gordon Missing
According to Jack Kaplan, employer who is a trustee of the fund, most of the decisions were made by Gordon, Local vice-president and an employee trustee. The insurance department has been unable to locate Gordon and serve him with a subpoena.

The Mamakating tax assessor said the property had been assessed for \$10,500 in 1953, raised to \$13,500 this year, and boosted to \$25,000 when union officials protested that the assessment was too low.

Seller of the property was Edward Robbins, Gordon's cousin. According to county records, Robbins paid \$11,000 for the property in 1944, leaving him a neat profit of \$74,000, or nearly 700 per cent.

"Few Shacks"
According to the assessor, the land at the time of the purchase contained "A farmhouse, a few barns falling down and a few shacks."

The tab for union members to rent a two-room cottage ran from \$46 to \$50 a week. Gordon's end, said Gelb, was 10 per cent of employer contributions and another 2 per cent for expenses. Contributions are about \$250,000 a year.

According to Gelb, expenses of the fund, including Gordon's salary, come to about 30 per cent of the contributions. Other union officials are also on the payroll of the fund, he said.

Gelb charged that Gordon also charged his long-distance phone calls to the fund and added the fund paid \$2,479 to cover Gordon's stay at the Concord Hotel, Monticello, N. Y., and owes another for Gordon's expenses there since July 16.

According to Kaplan, he and another employer trustee, Hyman Oriel, received \$3,800 a year from the fund set up in 1950 for 1,250 workers.

Rowe to Exhibit

NEW YORK, Sept. 18.—The Rowe Manufacturing Company will exhibit its outdoor milk vender, its indoor automatic milk merchandiser and the Rowe ice cream vender at the Dairy Industries Exposition to be held at Atlantic City, October 25-30.

WANTED ESTABLISHED DISTRIBUTORS

Who are interested in large earnings selling the nationally known "SWAMI" fortune telling napkin dispenser. Our Los Angeles distributor sold almost 50,000 in 3 years. Possibilities unlimited as you can install from 5 to 40 in each location. BB says there are 316,000 locations in the U.S.



"SWAMI" dispenses a ticket for 1c with the answer to any yes or no question and your fortune. We have proof from operators of continued earnings of from 50 to 200% on the investment.

If you mean business, write today for particulars on this proven money-maker.

No curiosity seekers or blue sky operators wanted.

F. E. ERICKSON CO., INC.
130 Dixie Ave.
No. Sacramento, Calif.

Greatest 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.



\$18.50

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VICTOR'S TOPPER
The world's finest bulk and charm vendor
\$12.00 each
100 or more
\$12.50 each
Less than 100
Packed and sold in cartons of 4.
Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000

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OAK'S NEW "400" CAPSULE VENDOR

BALL NUT AND CANDY COMPANY
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The World's finest bulk and charm vendor.
100 or more
\$12.00 each
Less than 100
\$12.50 each
Equipped with large globe.

Sold on TIME PAYMENT. Write for details.

ROY TORR—LANSDOWNE, PA.

Fall, Winter Coin Outlook 'Never Looked Better': Ops

• Continued from page 86

equal the shuffle bowlers in about four or five years, and perhaps the greatest stimulant to trade for fall and winter would be something new on a scale comparable to these items."

Most operators are eying their individual methods of business in an effort to streamline schedules and weed out outmoded equip-

ment, replacing the latter with new lines.

PITTSBURGH

Coinmen here in the fields of amusement games, phonographs and vending machines generally look for a good season starting in mid-September and continuing until the beginning of next year.

Reasons for an optimistic fall are: 1. Distributors' sales have been quite good all summer. 2. Operators' collections always pick up in the fall, especially in the metropolitan areas. 3. When collections rise, operators improve their position.

Credit is tighter and this raises tough problems. It is estimated that roughly 30-40 per cent of those hampered by lack of credit will fold. The rest are finding ways of cutting expenses, paying off bank loans, and being satisfied with normal profits.

DETROIT

The local coin machine market is temporarily in a minor de-

pression, reflecting the critical unemployment situation in the Detroit area, caused by automobile change-overs, major layoffs by Chrysler and others, and some strikes. Recent reports showed 200,000 out of work here.

Another adverse factor has been a temporary drop in population, chiefly of white workers and their families from Southern States, who have packed up and moved back home until plants resume production. This has decreased spending, notably in the jukebox field.

Reports from the up-State area, especially the Northern Michigan resort sections, indicate what has been happening—people are spending their money for recreation—but very cautiously.

The demand for new coin-operated amusement games is strong, while there is a surplus of phonographs in the area. Financing of new purchases does not appear to offer a serious problem at this time, with operators able to get

(Continued on page 100)

AUTO LAYOFFS HURT

Detroit Gross Down Due to Unemployment

• Continued from page 86

dime play, of which little has been heard here for the past year. Most operators fear, however, that this would kill off much of the patronage still held as steady customers.

One disturbing factor here is a surplus of used juke boxes. There appear to be more machines around the territory than there are acceptable locations, with operators holding the surplus in their warehouses or garages.

The demand for new machines—and this covers virtually all types of machines—is strong. Financing of new purchases does not appear to offer a serious problem at this time. Operators are able to get reasonable payment deals in one form or another. On juke boxes, confidential statements indicate some money is available thru local bank loans, but much is held thru standard industry financing sources in Chicago.

Down payments sought are reported at about one-third, although off-the-record statements indicate that distributors will in some cases waive the down payment entirely on new juke purchases. These arrangements depend upon the stability of the individual operator.

Games tend to follow the juke box pattern here, but are currently enjoying much better patronage as a whole.

In vending, the pattern is one of continuing, though not mushrooming, growth. The trend is strongly toward increasing reliance upon industrial locations, working toward composite vending service within a given plant, often with one firm offering a considerable diversity of services.

Coffee vending appears to offer the most promising new field. The coffee vending is far from new,

recent developments in new types of venders and servicing have been widening the market in this important industrial area.

Venders have been learning in recent months, however, that their business is directly dependent upon the economic health of local industry.

Other specialty fields which appear to be experiencing considerable growth here include hot chocolate, fruit and the old standby, bulk vending.

Financing on vending machines, if the route planning is sound, appears to be no problem. Evidence of the solidarity of such routes has accumulated, and purchase of either new machines for expansion or of a going route can be accomplished thru local bank loans.

Chi Pin Case Dismissed; No Appeal Plans

CHICAGO, Sept. 18.—No appeal is being planned in the Chicago pinball case, dismissed in Superior Court by Judge Daniel A. Covelli.

Jerome Berkson, attorney for the plaintiff, a Chicago operator, Ray Nicolei, announced that no appeal would be made in the case.

On motion of the plaintiff, following a report by Master in Chancery William McGah, Judge Covelli dismissed the case August 25. Assistant Corporation Counsel William Kafka said the case was dead under the court's ruling since the plaintiff had not availed himself of any appeal right.

The plaintiff had brought suit for an injunction which would have restrained the city from interfering with pinball operations.

The Chicago pinball case was assigned to McGah for a hearing and a report on the law and facts when Judge George M. Fisher, Superior Court, vacated an earlier order for an injunction June 16 (The Billboard, June 26).

In his report submitted August 16, McGah recommended that the complaint be dismissed because the operators failed to prove that they were entitled to any relief in a court of equity. In his report, McGah held that 14 pinball games, which offered the player increased chances of replays for inserting extra coins, were more games of chance than skill.

Bally Skeds Op Schools In Two Cities

Record Numbers
Attend Meets
At Eastern Sites

CHICAGO, Sept. 18.—Bally Manufacturing Company announced this week that two more service schools have been scheduled for amusement game operators in Eastern areas.

Chris Christopher will welcome operators and servicemen at Chris Novelty Company, Baltimore, October 5-6. Bally field engineers Bob Breither and Paul Calamari will conduct the school, moving on to Montreal, Canada, October 7-8, where Romeo Laniel and Jean Coutou will greet coinmen from that area at Laniel Amusement Company.

Si Redd and Bob Jones report—
(Continued on page 102)

GUNS HELP

Pittsburgh Op Expects Good Gross

PITTSBURGH, Sept. 18.—Gun games are going to help keep operator grosses up this fall in the Pittsburgh area.

That's the opinion of Glen Mowry, owner of Gem Vending Company, a diversified operation of amusement games, juke boxes and ball gum vending machines.

Mowry expects business will show considerable improvement over last year when the department stores strike here seriously hurt business in general.

Coin machine grosses, Mowry pointed out, are tied in directly with employment. Few workers

(Continued on page 102)

Can. \$ Volume Up, But Ops Net Less

Games on the Increase; Outlook for Fall,
Winter—Healthy; Take to Vary Little

TORONTO, Sept. 18.—The Canadian amusement game operator is getting a smaller net return this fall than last but the total dollar volume in the game field is higher than last year.

According to a survey of Canadian operators and distributors, there has been a recent leveling-off of conditions in the game industry in this country.

The number of games taken on by the average operator has been increased in order to boost declining revenues which are down an average of 20 per cent.

Pin Games

Pinballs were never too successful in Canada because of their illegality in a number of localities. Like the U. S., game locations include restaurants, poolrooms and bowling alleys. There were a number of small operators in Canada, but these are gradually being swallowed by the larger operators.

Despite the gloomy picture, operators and distributors alike are hopeful for a better fall and winter. With the drawing of more people indoors in the cooler weather, revenues should be boosted.

A new element is appearing on

the Canadian coin scene. Music operators are turning more and more to games as a way to add to their income. With locations already sold with juke boxes, music men are turning the situation to advantage by placing games.

25% Down

In general, 25 per cent is paid as a down payment in the purchase of games, with financing done on the balance. Finance charges are 8 per cent, but banks are not as generous with credit for games as before.

While the trend in amusement games is to dime play, the majority of the games still go for the nickel play. Dime play will be easy to sell since most phone calls are a dime and most operations of other coin-operated machines are a dime.

Operators are looking for a slightly decreased gross take with a wave of strikes due to hit particularly in the automotive industry. Employment figures are somewhat decreasing from last year, but people are still in a free-spending mood.

While the average customer will spend less on coin-operated machine play and products, this is made up for by a greater number of people using the machines, with more people getting used to the idea of using the automatic machine for their needs, particularly in the food and tobacco lines.

An assist to all fields is the continued increase of population due mainly to heavy immigration to Canada.

United Preps New Moving Target Gun

CHICAGO, Sept. 18.—United Manufacturing Company announced this week that it is readying a new moving-target gun game.

The gun will be a rifle unit operating on the electrical contact system. Details will be available at a later date.

The new unit follows Jungle Gun, which went into production last June (The Billboard, July 10).

Wis. Coinmen Vision Big Fall Music, Games Run

• Continued from page 86

lasting. He said that the novelty would taper off in a short time and collections would bounce back to normal quicker than they did in Milwaukee.

Gross margins for distributors are declining, according to Cooper, who pointed out high selling costs and an influx of used equipment from boarded-up cabins and summer resorts in the Northern part of the State as a major reason.

Bank loans for capital investment purposes by established and well rated coin machine operators is relatively simple thruout the the State. Finance companies and banks seem to be shying away from extended loans where the operator's financial structure shows the slightest signs of weakening.

Money for games thru normal channels is getting tougher than ever here for the marginal operators. Financial institutions have been noted to feel more kindly toward loans if the money is slated to be used for a juke box, rather than game equipment. This, they say, is due to the rapid introduction of new games.

Vending machine operators report they are finding it easier than ever to acquire money when they need it. Nick Novasic, head of County Venders, one of the largest vending operations in the State, reports that because of the nature of the equipment, suppliers and agencies are quick to supply credit.

Milwaukee coin machine distributors, without exception, are following a down payment policy. "No money down" sales are disappearing from the scene. Harry Jacobs, Wurlitzer distributor, said that a down payment was good business for both the operator and the distributor.

George Schroeder, who operates both music and game machines in this area, said that fall would probably show a greater increase in jukes than in games. He pointed out that playing of amusement games had not been hit as hard during the summer by the Braves baseball games as had music play, explaining that people could play a coin-operated game and watch or listen to a ball game over TV or radio.

KIDDIE RIDES

Op Shows Locations How Units Up Sales

DENVER, Sept. 18.—Success is the best tonic for any business, but it snow balls in the kiddie ride field when an operator can show the location owner that the take is good, and that the rides are boosting sales for the location.

According to Frank Thorwald, who has two dozen major kiddie ride installations thruout the Colorado capital, the operator will be wise to keep a check on the

sales effects which the presence of his equipment has on the location owner's business.

With an excellent understanding of retail business, (he has also built up a profitable route of 400 ball gum and charm venders), Thorwald not only advises his location owner of the best spot at which to place such kiddie rides as rocket ships, bucking broncos, Merry-Go-Rounds, speed boats; but keeps a monthly check, to determine whether his forecasts prove correct. In most cases his prognostication proves correct, and location owners' enthusiasm for the units steps up.

A good location example is the Republic Drug Company "super drugstore" in Aurora, a suburb five miles east of Denver. Here, in one of the largest drugstores in the area, Thorwald has installed a rocket ride and a bucking bronco at the end of the main aisle, near the drugstore's baby supply department.

Over a course of one year, the

(Continued on page 102)

WANT NEW FUN

Denver Play Swings to Active Games

DENVER, Sept. 18.—Interest in amusement games here has swung to those that give the player active participation, such as skiball, shuffle, bowling games—and shuffleboard variations—a fact which complicates the fall outlook for operators.

Pinball play in the Denver area over the past six months has dropped off sharply, traceable for the most part to the slowdown on introduction of new games.

There have been a half-dozen stand-out pin games listed in the

(Continued on page 100)

Mutoscope Picks Empire, Sheldon

NEW YORK, Sept. 18.—The Empire Coin Machine Exchange, Chicago, and Sheldon Sales, Inc., Buffalo, have been named by Herb Klein, sales manager of the International Mutoscope Corporation, as distributors for the firm's Drivemobile.

Empire will cover Illinois and Michigan, while Sheldon will handle up-State New York.

PROSPECTS FOR FALL

Unsettled Legislation Cloud in Northwest

PORTLAND, Ore., Sept. 18.—Several factors temper the fall and winter outlook for the coin machine industry that otherwise would be termed optimistic in view of the favorable economic prospects.

On the rosier side is the promise of good business condi-

tions to stem from continued construction activity in the dwelling, industrial and public works field. Highway and bridge projects will pour millions into consumers' pockets, and store and hotel building will add almost equal amounts.

Population growth continues, as attested by thousands of additional enrollment in schools. End of the 87-day lumber strike has lifted a tremendous burden from business in general, and modest wage increases are common in new labor contracts.

A hint of easier terms in financing coin machine purchases is seen in some quarters, altho prevailing charges continue from 6 to 8 per cent on music and around 10 per cent on games. Officially, financing policy is against no down payment on purchases, altho a buyer with established reputation occasionally is able to swing a deal on a character basis.

Commercial banks have ignored the coin machine field, leaving these loans for firms specializing in this equipment. At any rate, all loans are underwritten by the seller, who thus is left the responsibility of determining financial worthiness.

Tighter competition is the outstanding feature in all phases of the coin machine business here. Distributors and operators alike find a challenge in their price schedules. Except for such relatively small advantages thru increase in efficiency, this situation means a smaller margin of profit.

Legislative Problems

Pinball operation has been unsettled here since early in 1951, when Portland passed a city ordinance outlawing such games. The case has since been in litigation, with the result that the ban has been ineffective. The uncertainty has been a drag on business. Altho operators have been operating without paying city license fees, they have been reluctant to invest in new equipment.

The State Supreme Court has upheld the legality of the city ban and, altho final crackdown has been delayed pending a last-minute appeal for a new hearing, feeling in the industry is that the ban is likely to be enforced. The Supreme Court decision already has inspired Hillsboro in neighboring Washington County to enact its own pinball ban.

Gun Games

Offsetting the gloom engendered by the pinball case is the eagerness of game operators to find new fields of activity. One such alternative has been the promotion of gun games, which have found ready acceptance in pinball locations and, for a while, pulled more gross than pins. These developments have convinced operators that the fun of playing games is looming as the biggest asset in the game-operation field. It suggests further possibilities for exploitation.

In the music field, competition again is the controlling factor. It has served virtually to kill off a movement for dime play. Nickel play is the rule in locations except for clubs, altho a smidgen of dime-play is discernible in cafe locations that sprung up in newly opened supermarket shopping centers. Thus new locations offer a relatively small incentive to the operator, and he devotes his energies toward keeping his location-owner happy. While it brings on a slight tendency to install new equipment as a good-will policy, it results mostly in more careful music selection to derive the utmost revenue from a location.

Vending Development

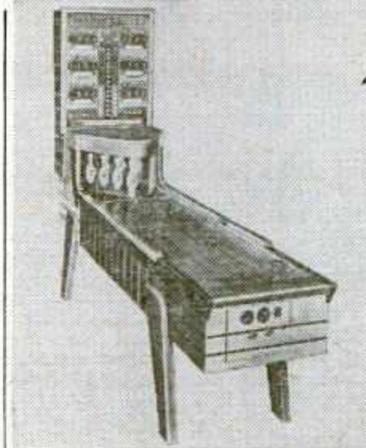
In vending, location development is in the advanced stages except for such new plants and offices that open. The operator, therefore, has laid stress on expanding the lines offered in present locations. A location no longer is satisfied with one choice of drink and some, such as the supermarkets, display as many as eight brands of vended beverages.

These are a few of the issues faced by the coin-machine industry this fall and winter, but they are being met with imagination and resourcefulness. The consensus among the leaders is that most of these challenges make for a healthier industry, and they are meeting them with a hopeful, heads-up, determined attitude even tho not viewed thru rose-colored glasses.

Wide Variety Games And Rides on Market



VARIETY. Bally Manufacturing Company. In-line scoring five-ball game. Features "magic lines" that give the player the opportunity to manipulate numbers up and down in each of three vertical lines on backglass for improved chances on in-line scores. Player turns any of three knobs on edge of cabinet to line up numbers. Operates on nickel play. Scoring on large 25-number card and two smaller cards.



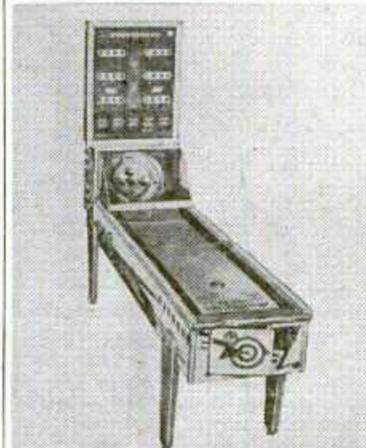
ROCKET BOWLER. Bally Manufacturing Company. Shuffle bowling game with a feature that permits player to increase scoring value of strikes and spares by controlling speed of each shot. An electronic "Speed-O-Meter" registers puck speed. Available in 10-cent or 10-cent and three-for-quarter play.



JUNGLE GUN. United Manufacturing Company. Uses Remington 22 rifle operating on electrical contact system. Targets and jungle backdrop are reflected from bottom onto backglass. Player gets 20 shots at three rows of animal targets and five additional shots at bull's-eye targets if a perfect score is made. Available in de luxe match model. Optional free play set-up for perfect scores on both models.



LADY LUCK. D. Gottlieb & Company. Five-ball game featuring rotation scoring for replays. Flippers operated by player pressing buttons on sides of cabinet. Includes ball bumpers, kick-out holes, high scoring features. Backglass decorated with boating scene.



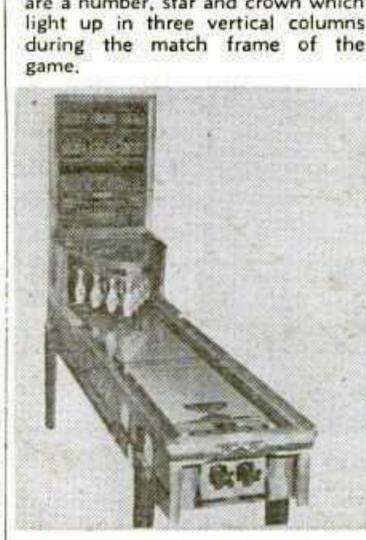
SHUFFLE TARGETTE. United Manufacturing Company. Combination shuffle-target game. Player shoots metal puck down formica board which slants upward at end, dropping puck into a molded rubber target area. Belt puck return feeds pucks to player from extension at end of cabinet. Available in this de luxe model with triple match feature.



HOLIDAY BOWLER. Chicago Coin Machine Company. Six-player shuffle bowler featuring a point credit system which registers match scores and carries these over from game to game until a three-way match is made. Matching features are a number, star and crown which light up in three vertical columns during the match frame of the game.



SPACE PATROL. Exhibit Supply. Kiddie ride mounted on a rocket loading platform, has radar screen, rocket tubes. Movement controlled by kiddie pilot; up and down, back and forth, side rolls.



STAR LITE. Chicago Coin Machine Company. Six-player, match-type shuffle game with matching feature coming into play with each game. Match number appears as each player completes his turn in each frame.



NEVADA. United Manufacturing Company. Five-ball game featuring lighting up the name of the game letter by letter for in-line scores. Lighted letters carried over from one game to another so that player may reap benefit of lighting up all six letters in later games if he fails the first time. Large 25-number scoring card and two smaller cards.



SPEEDY SHUFFLE ALLEY. United Manufacturing Company. Six-player bowling game featuring multiple scoring, with points scored for strikes and spares increasing in each frame, running from 30-20 on up to 300-200. Player gets two additional scoring chances in 10th frame and a master frame follows awarding 1,000-500 strike, spare scores.



SHOOTING GALLERY. Exhibit Supply. Combines Remington 22 rifle operating on the ray principle with a stand supporting rows of ducks, rabbits and owls reflected in third-dimensional depth in the background. Offers 20 shots for a dime with five special bull's-eye targets which fly up at end of game for bonus shots if player has perfect score.



FEATURE BOWLER. Chicago Coin Machine Company. Six-player shuffle with match feature and multiple scoring. Scoring stepped up every three games. Players keep shooting in the 10th frame on strikes and spares.

Uncover Slot Plot in Ill; State Aid Hit

CHICAGO, Sept. 18.—Taylor & Company here is under investigation in connection with the faking of a legal opinion in favor of one of the firm's products, a slot machine conversion unit called a "trade booster." Federal Bureau of Investigation agents entered the investigation Thursday (16).

The opinion, to which Illinois Attorney General Latham Castle's name was forged, was exposed last June (The Billboard, July 3). An adverse opinion on the device was issued by Castle June 17, holding that the unit was no different than a slot machine except in its electrical operation which replaces a series of levers and gears.

Lee E. Daniels, Illinois Youth Commission chairman, has admitted that he interceded for the Taylor company to seek a valid opinion from the attorney general on the legality of the unit. Governor Stratton removed Daniels from his State position following disclosures in the case.

Daniels said that Walter Clinnin, reputed partner in the Taylor firm, approached him to obtain an opinion from the attorney general. At Clinnin's request, Daniels said that he phoned Kenneth Evans, State's attorney in Macon County and asked Evans to request an opinion from Castle.

Complying with Daniel's request, Evans was informed by Castle that no opinion could be given on the basis of the information given about the "trade booster."

Evans reported that about three weeks later he received the forgery, on the stationery of the Chicago office of the attorney general.

Daniels said that Clinnin took advantage of a long friendship, remarking that he received no payment of any kind. Daniels said, "I did not know that any members of the firm (Taylor & Company) were hoodlums."

The "trade booster" is a cabinet-sized remote control unit which registers free games and amount of money paid to the operator, while a slot machine, hooked up with the unit, is played.

Robert Ticken, United States district attorney, said FBI agents would check records of the firm for possible violations of the Johnson Act. The Johnson Act makes it a criminal offense to ship a gaming device to a State which prohibits its use.

New Pepsi Bottling Asst. Sales Mgr.

NEW YORK, Sept. 18.—Charles de Charleroy was named assistant sales manager of Metropolitan Bottling Company, Inc., a wholly-owned subsidiary of Pepsi-Cola Company, Philip Rubenstein vice-president, announced this week.

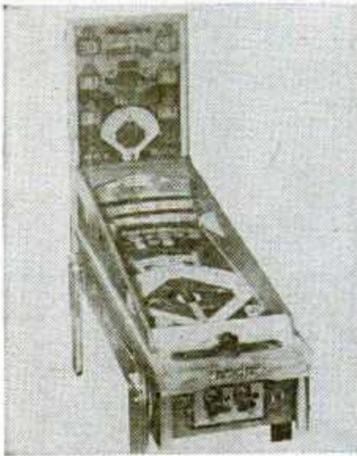
Formerly sales manager of up-State New York for Coca-Cola Bottling Company of New York, de Charleroy supervised all sales, advertising, merchandising and promotion activities of nine branch bottling plants.

Before that de Charleroy was executive assistant general sales manager at Coca-Cola's main New York office. From 1947 to 1951 he was branch manager and sales manager for the Tuckahoe branch. He joined Coca-Cola in 1939, worked first in advertising, cooler sales and deliveries. He attended Columbia University where he specialized in business administration.

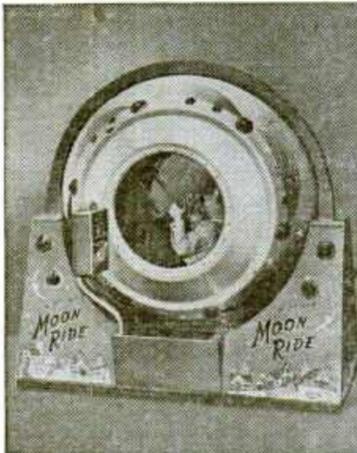
(Continued on page 100)

Fall Prospects

Continued from page 99



SUPER HOME RUN. Chicago Coin Machine Company. Scores registered by hitting balls into elevated tiers on playfield. Match feature matches score with number flashing at end of game. Adjustable to offer replays when the number is matched.



MOON RIDE. Bally Manufacturing Company. Flying saucer type kiddie ride. Kiddie swings back and forth, up and down on seat within revolving saucer.



BIG BRONCO. Exhibit Supply. Operates for a dime. Rocks back and forth, simulating actual riding movement. Steel and plastic construction.

ROUND-THE-WORLD TRAINER. Chicago Coin Machine Company. (Not illustrated.) Combination ride and electric ray game. Operates on 10 cents. Operator aims light beam from trainer at city targets on map scoreboard, registering travel mileage.



CHAMPION HORSE. Bally Manufacturing Company. Version of Western pony. Leather saddle, reins, stirrups. Operates on 10-cent play. Powered by heavy duty 1/3 hp. AC motor. Body of horse steel-reinforced plastic.



SEA SKATE. Exhibit Supply. Operates for a dime. Moves back and forth in slow, rolling motion simulating actual motor boat moving thru water.



ROY ROGERS TRIGGER. Exhibit Supply. Has Roy Rogers saddle, true-to-life appearance of horse, equipped with casters. Base has colorful view of Roy Rogers and his Double R Bar Ranch. Safety approved.

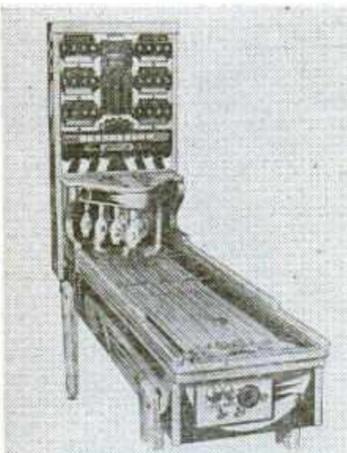
STAR SHOOTING GALLERY. Exhibit Supply. (Not illustrated.) Equipped with Remington .22 rifle with realistic kick back and firing sound and rows of animal and bull's-eye targets reflected in color from bottom of cabinet onto back-glass. Features three separate target set-ups in each game. Gives 25 shots for 10 cents, plus a bonus shot at star target for perfect score. Offers combinations of free game, dime return, match scoring features.

BULL'S-EYE. Production Facilities Company. (Not illustrated.) Pistol device which shoots "bullets" (steel ball bearings) at constantly

moving target. Manufactured under direction of Willie Blatt. Features revolving wheel containing four sets of targets. Pistol made by ABT Manufacturing Corporation, Chicago. Offers 20 shots for 5 cents.

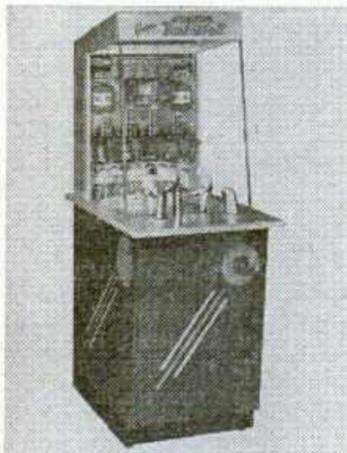


JUNIOR JET. Exhibit Supply. Merry-Go-Round type kiddie ride designed for toddlers only. Gives tot control over the tiny jet ship—can move it forward or backward in circular motion under his own direction.



AMERICAN BOWLER. J. H. Keeney & Company. Six-player game featuring 45 different scoring combinations and match scoring. Five different scoring values for strikes, spares, blows—a different value in each frame. Scores doubled and tripled in certain frames. Operates on 10-cent and three-for-quarter play.

NATIONAL BOWLER. Companion model to American Bowler without match feature.



TWO-PLAYER BASKETBALL. Genco Manufacturing & Sales Company. Designed for either one or two players. Features two animated basketball players, six baskets and two scoreboards—one for "Visitors," one for "Home." Single automatic ball lift alternately delivers 12 balls to each player for a dime.

HYDRO-DUCK. Blendow & Wilson. (Not illustrated.) Players shoot jet of water at eight plastic ducks floating on water, trying to get them all up on "beach" at rear of cabinet. Consists of steel tank (holding 12 gallons of water) enclosed with plate glass and mounted on welded steel cabinet. Operates 50 seconds on a nickel. Water pressure forces jet of water out of triggerless pistol mounted in rubber on front panel.

(Continued on Page 103)

Fall, Winter Coin Outlook 'Never Looked Better': Ops

Continued from page 98

reasonable payment deals in one form or another.

Games are currently enjoying much better patronage as a whole. The larger number of juke boxes concentrated in the area and their relative standardization, as against the diversity of games, enables them to set the pattern for the amusement machine field generally, and gives an impression of stability represented in greater acceptance by financing sources.

MILWAUKEE

Fall of 1954 is due to bring a period of expansion and prosperity to Wisconsin operators, judging from the tempo of equipment buying noticeable at the distributor offices.

Fewer operators have run into financial difficulties in recent months than the normal pattern would indicate, showing that the industry's financial standing is on a fairly firm ground.

Sales of equipment during the summer has held up fairly well, says Sam Cooper, sales manager for the Milwaukee office of Paster Distributing Company. Fall weather should lend a good deal of impetus to route building, he believes. Gross margins for distributors, however, says Cooper, has been declining slightly because of the necessity of absorbing losses on trade-ins. Shuttering of Northern Wisconsin cabins and resorts in the fall of each year annually brings with it an influx of used equipment on the trading block.

Bank loans for capital investment purposes by established and well-rated coin machine operating firms is a relatively simple matter in Milwaukee. Borrowing money for games thru normal channels is getting tougher than ever for marginal risk, however.

Due to the more rapid rate of obsolescence in the games field, a loan slated to be used for a juke venture is easier to obtain.

MINNEAPOLIS

Coinmen in this area are looking ahead with mixed views to the forthcoming fall and winter season.

All agree, however, that coin machine business will follow general business conditions—and that had better take a quick upturn before very long.

In the juke box field operators everywhere are reconverting units to 45 rpm play, thus spending money with the jobbers. The record business has just finished the best two months of recent history in this area and music play is good thruout the area.

Pinball games will continue to more than hold their own so long as no legal difficulties crop up. Thus far the games are legal thruout the State. Bingo games and Arcade-type equipment are seen as getting a good slice of business in the months ahead.

The vending business appears heading for one of its better years, thanks to modernization of equipment and utilization of the coin chute to merchandise almost any type of item.

Bank loans and other available money from lending groups still is extremely tight and jobbers don't look ahead to any great surge in buying of new equipment.

Problems confronting coinmen resolve themselves to two: Percentages and dime play. Percentages now vary and an effort is being made to stabilize them at a 60-40 division. There are some operators, hungry for locations, who are dealing 40-60, 45-55 and 50-50.

Dime play has failed to make much of a dent in local music circles, but there is a group of operators which would like to see the switchover to dime operation. The going seems very rough at this stage.

MIAMI

Everyone in the coin machine business here looks for a good fall and winter tourist season to boost takes. The feeling is that the economy as a whole in this country is holding up, that a general air of prosperity still prevails, and that therefore the visitors will continue flocking to South Florida.

Said Ted Bush, owner of Bush Distributing Company, "The outlook is very favorable. The construction trade in Miami, always a good barometer, is rolling along in high gear. The type of people engaged in such jobs are the ones who play the juke boxes and the games. Altho the cutdown in

overtime has reduced earnings for many workers, nevertheless the stable employment trend is still evident and that augurs well for our business.

Said Eli Ross, Ross Distributing Company, "Miami had a good summer season and there's no reason to believe it won't have an even better winter."

Miami's soaring permanent population, and the year-around business which has developed in the past five to 10 years, gives the area a stability lacking in past decades. That's why operators and distributors expect a high level of business to continue, as long as the national economy remains in good shape and no depression comes along.

Willie Blatt, an operator for many years, who is now swinging over to the manufacture of a gun game, reports that financing equipment is no problem with a good credit record. He sees no change in credit from a year ago.

Blatt says that even though collections have dropped, operators are purchasing as many new machines as they did before. They are forced to do this, adds the AMOA president, because the competition is keen and location owners demand top equipment.

PORTLAND

Promoting the coin machine business in this area, will be good business conditions stemming from continued construction activity in the dwelling, industrial and public works field. Highway and bridge projects will pour millions into consumers' pockets, and store and hotel building will add almost equal amounts. Population growth continues, as attested by thousands of additional enrollments in schools. End of the 87-day lumber strike has lifted a tremendous burden from business in general, and modest wage-scale increases are common in new labor contracts.

A hint of easier terms in financing coin-equipment purchases is seen in some quarters, the prevailing charges continuing from 6 to 8 per cent on music and around 10 per cent on games. Commercial banks have ignored the coin machine field, leaving these loans for firms specializing in this equipment.

Tighter competition is the outstanding feature in all phases of the coin machine business here. Distributors and operators alike find a challenge in their price schedules. This situation generally means a smaller margin of profit.

There has been an eagerness of game operators to find new fields of activity, to offset an uncertain pinball market threatened with an impending pinball ban. One such alternative has been the promotion of gun games, which have found ready acceptance in pinball locations, and, for a while, pulled more gross than pins. These developments have convinced operators that the fun of playing games is looming as the biggest asset in the game operation field. It suggests further possibilities for exploitation.

LOS ANGELES

Distributors in all lines of coin-operated equipment here agree that the fall and winter outlook for sales is one of the best encountered in recent years. It is, they say, on a more solid basis than ever before, for credit is tightening and equipment sold is well secured before it goes to the operator and then location.

Much of the optimism is based upon business during the past few weeks coupled with the general outlook for growth in the area. While the government continues to spend money for defense and several new sections have grown by leaps and bounds because of the projects, at the present time this is not reaping too much business. However, the expectation is that it will pick up and carry on the sales ball after this push is over.

One distributor explained it quite adequately when he said that no great amount of business is expected from these areas. It will come, he added, when the newcomers there have paid for their furniture and appliances and recouped financially from the down payments on their new homes.

The gross margin of profit to distributors is down. Like other businesses, the coin machine jobber is faced with the problem of increased selling cost.

<p>NEW</p> <p>Keeney American Bowler—Match</p> <p>Keeney National Bowler</p> <p>United 11th Frame</p> <p>United Targette</p> <p>Bally Variety</p>	<p>SHUFFLE GAMES</p> <p>Keeney American, Match Write</p> <p>Century, Match \$450</p> <p>Diamond, match 395</p> <p>Carnival 395</p> <p>10 Pl. Team 145</p> <p>United Banner, Match Write</p> <p>Ac, Match 425</p> <p>Team, Match 385</p> <p>Classic, Match 225</p> <p>Clover, Match 200</p> <p>Official, Match \$ 95</p> <p>6 Pl. Star, Match 125</p> <p>League 365</p> <p>Olympic 200</p> <p>10 Frame Super 125</p> <p>6 Pl. Deluxe 75</p> <p>Chicago Coin Double Score \$185</p> <p>Triple Score 245</p> <p>Crown, Match 265</p> <p>Genco Target 50</p> <p>Shuffle Pool 225</p> <p>Match Pool 325</p>	<p>SPECIAL SPECIALS</p> <p>Keeney 6 Pl. League,</p> <p>Jumbo Pins, Formica</p> <p>Tops, A-1 mechanically and appearance \$60</p> <p>Seeburg Coin Hunt \$465</p>
<p>SHUFFLEBOARD SUPPLIES</p> <p>Shuffle Game Wax, Case (12) \$ 3.50</p> <p>Pucks (Set of 8) 12.00</p> <p>Fast Wax, Case (12) 4.50</p> <p>Score Sheets, 10 Pads 7.50</p> <p>Fluorescent Lights, Pair 22.50</p> <p>Used Rock-Ola Shuffleboard Lites, Pr. 12.50</p> <p>Adjusters 18.50</p>	<p>BINGOS</p> <p>Bright Light, 6 card 65</p> <p>Bright Spot, 6 card 85</p> <p>Holiday, 6 card 65</p> <p>Spot Light 75</p> <p>Coney Island 90</p> <p>Atlantic City 145</p> <p>Palm Beach 150</p> <p>Beauty 250</p> <p>Yacht Club 220</p> <p>Palm Springs 420</p> <p>Ice Frolics 425</p> <p>Surf Club 465</p> <p>Stars 95</p> <p>Variety Write</p>	<p>MISCELLANEOUS</p> <p>Wurlitzer 1100 \$175</p> <p>Telequiz, with film 95</p> <p>Exhibit Jet Gun 135</p> <p>Genco Sky Gunner 175</p> <p>Twin Pokerino 165</p> <p>Exhibit 6-Shooter 130</p> <p>Exhibit Gun Patrol 145</p> <p>9' Am. Bank Shot Shuffleboard 250</p> <p>New 22' Shuffleboard Write</p> <p>New 12' Bank Shot Shuffleboard Write</p>

PURVEYOR DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

Denver Play
Continued from page 98

top-profit columns, but for the most part the customer has shown reluctance to part with nickels and dimes "for the same old thing," according to reports from operators and distributors.

A factor which is making it difficult for many operators to switch over to active-participation types of amusement games is the larger space usually required.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price offered is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across different issues (Sept. 18, Sept. 11, Sept. 4, Issue of Aug. 28). Games include ABC (United), Army & Navy, Atlantic City (Bally), Basketball Champ, Beach Club (Bally), Beauty (Bally), Be Bop (Exhibit), Bermuda (Chicago Coin), Blue Skies (United), Bolero, Boston (Williams), Bowling Champ (Gottlieb), Bright Lights (Bally), Bright Spot (Bally), Buffalo Bill (Gottlieb), Cabana (United), Campus (Exhibit), Canasta (Genco), Champion (Bally), Citation (Bally), C.O.D. (Williams), Coney Island (Bally), County Fair, Circus (United), Dallas (Williams), Deluxe Baseball (Williams), Dew-Wa-Ditty (Williams), Double Feature (Gottlieb), Double Shuffle, Dreamy (Williams), Dude Ranch (Bally), 8 Ball, Fairway, Floating Power (Genco), Flying High (Gottlieb), 400 (Genco), Football (Chi Coin), Four Horsemen (Gottlieb), Frolic (Bally), Gizmo (Williams), Globe Trotter (Gottlieb), Gold Cup (Bally), Grand Champion (Williams), Green Pastures (Gottlieb), Guys-Dolls (Gottlieb), Happy Days (Gottlieb), Havana, Hawaiian Beauty (Gottlieb), Hayburner, Hit 'n' Run (Gottlieb), Ice Frolics, Jockey Specials (Bally), Joker (Gottlieb), Jumping Jack (Genco), Knock Out (Gottlieb), Lazy Q, Leader (United), Lite-o-Line, Long Beach (Williams), Lovely Lucy (Gottlieb), Lucky Inning (Williams), Mexico, Minstrel Man, Monterey (United), Mystic Marvel (Gottlieb), Oklahoma (United).

Table listing various amusement games and their prices across different issues (Sept. 18, Sept. 11, Sept. 4, Issue of Aug. 28). Games include Palsades (Williams), Palm Beach (Bally), Palm Springs (Bally), Paradise (United), Pin Wheel (Gottlieb), Pikes Peak, Poker Face (Gottlieb), Puddin' Head (Genco), Quarterback (Williams), Quintette, Rag Mop (Williams), Rio (United), Rondeevoo (United), Sally (Chicago Coin), Saratoga, Screwball (Genco), Select-a-Card, Shanty Town (Exhibit), Shindig, Shoo Shoo (Williams), South Pacific (Genco), Special Entry (Bally), Spot-Lite (Bally), Stars (United), Stardust (United), Struggle Buggy, Summertime (United), Super World Series (Williams), Sweep Stakes (Williams), Tampico (United), Tahita (United), Tennessee (Williams), Texas Leaguer (Keeney), Three Feathers (Genco), Three-of-a-Kind, Three Musketeers (Gottlieb), Thrill (Chicago Coin), Tropic (United), Tumbleweed (Exhibit), Turf King (Bally), Utah (United), Virginia (Williams), Yacht Club (Bally), Zingo.

'BOWLERS' Matching: 3 CROWN BOWLERS \$179.00, 2 NAME BOWLERS \$154.00, 2 SUPER MATCH \$124.00, 1 10th FRAME STAR \$129.00, 1 CLOVER S. A. \$189.00. Free Play and Match: 3 CRISS CROSS \$355.00, 3 GOLD CUP \$269.00, 1 STARLITE \$399.00. High Score: 1 ADVANCE BOWLER \$299.00, 1 CASCADE S. A. \$199.00, 2 BOWL-A-BALL \$59.00, 2 DeLUXE S. A. \$54.00. 2 HOME RUN, 6-Player, Like New \$369.00. Quantity discounts on above. T & I DISTRIBUTING CO. 1663 Central Parkway, Cincinnati 14, O. Phone: MA 8751

CLOSE OUTS: 2 Genco BASKETBALLS (Like New), Match Score & F. P. \$299.00, 1 Genco BASKETBALL \$289.00, 20 Un. Liberlys (Like New) \$169.00, 10 Un. & Ch. Coin 10th Frames \$129.00. BINGHAMTON AMUSEMENT CO., INC. 221 Main St. Binghamton, N. Y. Phone: 9-1515

SPECIALS: New Floor Samples: 1 Bally Champion 6 Player Shuffle Alley, 10¢ Play \$500.00, 1 Bally Victory 6 Player, 10¢ and 3 for Quarter Play \$475.00. In Excellent Condition: Genco 400's, Each \$40.00, In Lots of Six, Each \$35.00, 1/3 Deposit Required, Balance C.O.D. WEST SIDE NOVELTY COMPANY 547 Swallow Street Edwarsville, Pa. Telephone: Kingston, BU 7-3041

GIVE TO DAMON RUNYON CANCER FUND

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

ADVERTISING RATES: REGULAR CLASSIFIED ADS: Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3.00. CASH WITH ORDER. DISPLAY CLASSIFIED ADS: Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER (unless Credit has been established). ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. oc30

Help Wanted

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. ja1

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. se25

Routes for Sale

JUKE BOX GAME ROUTE—ALL VERY late equipment. Two late Trucks. Route located in Middle West. Average take \$4500 per month. Easy terms. Ill health forces sale. Box M-84 e/o Billboard, Cincinnati 22, Ohio. oc2

JUKE BOX, PIN AND SHUFFLE ALLEY Route, \$80,000; suburban Philadelphia; established 18 years; selling for personal reasons; equipment worth \$45,000; net \$18,000 yearly; \$40,000 down, terms arranged. Write or wire P. O. Box 7261, Phila. 1, Pa. oc2

JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 month; ill health forces sale. Write or wire, P. O. Box 531, Crescent City, Calif. oc9

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL Chicago 18, Ill. 2952 Milwaukee Ave. Chicago 18, Ill.

ARCADE EQUIPMENT—30 PCS., GOOD condition; many extras; must sacrifice; illness; best offer, White Playland Center, Inc., 138-39 Centerville Ave., Ozone Park 17, N. Y. Phone: VI 8-3626; CY 3-4525 after 6 p.m.

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. oc16

ADVANCE SANITARY MACHINES

In original cartons. Automatic Sales Box 1155 Abilene, Texas CIGARETTE MACHINES—COUNTER model, \$22.50 each. Floor models, \$35 each. All quarter operation. Candy Bar Machines, 2 Select-it, 72 bar, \$20 each; 74 bar, \$25 each. Staller Cookie Machines, \$15 each. For real low prices, Harris Vend, 2717 N. Park Ave., Phila., Pa. oc2

NOTICE TO BELL USERS—A REAL BARGAIN in 5-10-25 & 50¢ machines in quantities of 10 or more. All machines thoroughly guaranteed to be in A-1 working condition. Backed by reliable established firm. Box M86, e/o Billboard 22, Cincinnati, Ohio. oc9

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.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, 21-F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors. NATIONAL SANITARY SALES Dept. B-9, 4307 W. Lawrence Ave., Chicago 38

SHIPMAN TWO COLUMN STAMP VENDOR, one or 100. Other makes. Prices start at \$5 each. Parker Winne, Altamont, N. Y. oc3

3 MILLS LOBOY SCALES, 1 ROCK-OLA Lobby, \$30 ea, net. Ready for location. Geo. Lind, 969 S. 55 St., Omaha, Neb.

33's—NORTHWESTERN—33's RECONDITIONED—LIKE NEW

Perfect for vending bulk nuts and candy 50 ready for shipment All porcelain, cylinder grip top lock ONLY \$6.95 EACH BERNARD K. BITTERMAN Distributor 4709 E. 27th KANSAS CITY, MO. Write for catalog on charms, ball gum and new and used bulk vending machines.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc

WANT TO PURCHASE JUKE BOX-SHUFFLE Alley route in the South or West for cash plus terms. Write to Dwayne Atwill, 1008 Clayton, Artesia, New Mexico. oc25

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1923 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind. GIVE TO DAMON RUNYON CANCER FUND

EXHIBIT'S

NEW

★ STAR ★

SHOOTING GALLERY

BEST OF THEM ALL!

A Star Shooting Gallery at Chicago's Riverview Park took in \$596.30 in 29 days!

Just check with the lucky operator who has some

EXHIBIT SUPPLY

4218-30 W. Lake St.

Chicago 24, Illinois

* A few choice distributorships still available.

Kiddie Ride

Continued from page 98

two rides, which incidentally rank among the top income earners on the string, have had healthy effect on baby supply sales. Starting out with only a small wall space devoted to such standard items as packaged baby foods, nursing bottles, perfumes, deodorants, powders and oils, the Republic drugstore's baby department has expanded to five wall sections, plus two 20-foot-long counters. On the counters, terminating next to the kiddie rides, are shown many accessory lines, including sterilizers, baby scales, toys and amusement devices.

"The two departments simply help each other out," he indicated. "Women who want to entertain a sullen, fractious child, find the 10-cent rides ideal. During the time when the ride is going thru its paces, her attention is bound to be attracted by the baby supply department nearby, and quite frequently she is reminded to pick up items needed."

Similarly, parents entering the store specifically to buy baby foods, toys or supplies, always notice the kiddie rides and take advantage of them. In this way the kiddie rides pull primarily young parents into the baby supply section of the store, and sales have grown swiftly as a direct result.

Thorwald used instance of this type, documented with figures, to gain new locations, and in many instances has been able to "crack" retail stores which heretofore had considered the space taken up by the rides as too valuable for their installation. Where Thorwald feels that this is short-sightedness, he has no qualms about telling the location owner as much and exhorting him to let the machines prove themselves. In all except a few isolated cases, the Denver operator has successfully forecast the future.

Kiddie rides are not the only venture Thorwald has made in the coin machine field. He became interested in vending machines in 1950, and thru a combination of first-rate merchandising tools, has become Denver's largest operator of penny venders, and more important, one of the most respected.

Guns Help

Continued from page 98

are being laid off in this area now, so Mowry expects spending for amusements will maintain its present level, perhaps show a slight increase.

On his own routes, Mowry says new equipment is helping maintain gross earnings. This is particularly true in the juke box business.

"A brand new box," said Mowry, "will run even longer at full speed if it is kept clean, if the records are new. If you keep both the machine and the records in good shape you'll be all right. But if your equipments are old and in bad shape, prospective customers may well assume that your records are also out of date."

Equipment in and around Pittsburgh is in pretty good shape. Mowry said, despite the fact that some operators are using what he called "a lot of junk."

The new electric rifles, in Mowry's opinion, are stimulating coin machine company grosses. They look and handle like real rifles and Mowry says they are going well in confectionery stores where teen-agers and others sports-minded persons gather.

New machines—and rotating machines—even help ball gun sales in Mowry's experience.

"We put a ball gum vender on the counter," he declared, "and if it has been empty so many days when we return to it we don't just refill it—we place another machine on location for novelty. In fact we often put in a new vender when the old unit empties one-third. It keeps interest high."

Bally Skeds

Continued from page 98

ed this week that the schools conducted by Calamari during the past week at Springfield, Mass.; Burlington, Vt., and Hartford, Conn., enjoyed record attendances.

It was further reported that advance reservations indicate a good turnout for the schools slated at Cleveland, O., September 21-22; Erie, Pa., September 23-24; East St. Louis, Ill., September 27-28, and Louisville, Ky., September 30-October 1.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

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	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28
ABT Challenger.....	\$20.00 25.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00
Barrel Roll (Jennings)....	125.00	125.00	125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	165.00 250.00	165.00 250.00	135.00 150.00 165.00 250.00	165.00 250.00
Bat-a-Score Sr.....	65.00	65.00	65.00	65.00
Best Hand.....	19.00	19.00	19.00	19.00
Big Inning (Bally).....	150.00	150.00	150.00(2)	150.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Champion Horse (Bally)....	395.00 495.00	395.00 400.00 495.00		
Chicken Sam (Seeburg)....	65.00	65.00 110.00	65.00	65.00
Criss Cross.....	15.00	15.00	15.00	15.00
Dale Gun (Exhibit).....	55.00 94.50	55.00 94.50	55.00(2) 94.50	55.00(2) 94.50
Deluxe Card Vendor (Exhibit).....	50.00	50.00	50.00	50.00
Drivemobile (Mutoscope)....	195.00	195.00	195.00	195.00
Flash Hockey (Colnex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	159.00	159.00	159.00	159.00
Goatee (Chicago Coin).....	75.00 100.00 119.50	75.00 100.00 119.50	75.00 100.00(2) 119.50	75.00 100.00 119.50
Gun Club.....		135.00	135.00	135.00
Gun Patrol (Exhibit).....	155.00 165.00 185.00	155.00 165.00 185.00	155.00 165.00 185.00	155.00 165.00 185.00
Heavy Hitter (Bally).....	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Horse Feathers (Williams)...			34.50	34.50
Hot Rod (Bally).....			39.50	39.50
Jet Gun (Exhibit).....	135.00 175.00 195.00	135.00 150.00 175.00 195.00	175.00 195.00	130.00 175.00 195.00
Knotty Peaks.....	50.00	50.00	50.00	50.00
Lite League.....	75.00 99.50	75.00 99.50	75.00(2) 99.50	75.00 99.50
Mercury Counter Gripper....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....	150.00	150.00	150.00	150.00
Metal Typer (Roovers).....	195.00	195.00	195.00	195.00
Metal Typer (Standard).....	275.00	275.00	275.00	275.00
Midget Movies.....	185.00 295.00	175.00 185.00 295.00	175.00 185.00 295.00	175.00 185.00 295.00
Night Fighter (Genco).....	275.00	275.00	275.00 295.00	275.00 295.00(2)
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin)...	85.00 95.00 99.50	85.00 95.00(2) 99.50	55.00 85.00 95.00 99.50	85.00 95.00 99.50
Pitch 'Em & Bat 'Em.....	185.00	185.00	145.00 185.00	185.00
Play Piker.....	19.00	19.00	19.00	19.00
Pop Up.....	24.00 24.50	24.00 24.50	24.00 24.50	24.00 24.50
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	95.00
Red, White & Blue Guns....	20.00	20.00	20.00	20.00
Rifle Range Ray Gun.....	65.00	65.00	65.00	65.00
Rudolph the Red Nose Reindeer (Exhibit).....	295.00 325.00	295.00	325.00	325.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	155.00 160.00 195.00	155.00 160.00 169.00	155.00 169.00 195.00	155.00 169.00 195.00(2)
Silver Bullets (Exhibit)....	115.00	115.00	115.00	115.00
Silver Gloves (Mutoscope)...	550.00	550.00	550.00	550.00
Six Gun Rifle Range (ABT)...	125.00 135.00 145.00(2)	125.00 135.00 145.00(3)	125.00 135.00 145.00	125.00 135.00 145.00
Six Shooter (Exhibit).....	150.00	150.00	150.00	150.00
Skee Ball (Williams).....	95.00	95.00	95.00	95.00
Ski Roll (Evans).....	20.00	20.00	20.00	20.00
Skill Gun (ABT).....	125.00	125.00	125.00	125.00
Sky Fighter (Mutoscope)...	145.00 175.00 195.00	175.00 250.00 275.00	159.50 250.00 275.00	195.00 250.00(2) 275.00
Sky Gunner.....	145.00	145.00	145.00	145.00
Space Gun.....	125.00	125.00	125.00	125.00
Space Invader.....	75.00	75.00	75.00	75.00
Spark Plug.....	109.50	109.50	24.50 109.50	75.00 109.50
Star Series (Williams).....	18.00	18.00	18.00	18.00
Target Skill Gun.....	110.00 125.00 169.00	110.00 125.00 169.00	125.00 169.00	125.00 169.00
Telequiz.....	110.00	110.00	110.00	110.00
Ten Strike (Evans).....	18.50	18.50	18.50	18.50
Three Way Gripper (Gottlieb)	85.00 89.50	85.00 89.50	85.00 89.50	85.00 89.50
13-Way Athletic Scale (Mercury).....	175.00	175.00	175.00	175.00
Twin Pokerino.....	150.00	150.00	150.00	150.00
Twin Shoe-Shine.....	150.00	150.00	64.50 150.00	150.00
Undersea Raider.....	525.00	525.00	525.00	525.00
Voice-o-Graph (Mutoscope)...	20.00	20.00	20.00	20.00
Whizz (Genco).....	18.50	18.50	18.50	18.50
Wizard.....				

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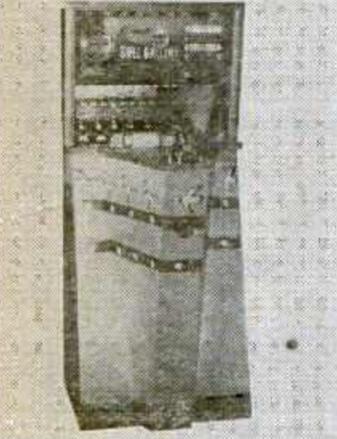
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Fall Prospects

Continued from page 100



DAFFY DERBY. Williams Manufacturing & Sales Company. Five-ball game featuring comical, miniature racin' horses which "gallop" across the back box. Ball bumpers and rollers build up the score and advance the six horse across the track. Two separate midjet play-fields with enclosed ball.



RIFLE GALLERY. Genco Manufacturing & Sales Company. Two rows of stationary and two rows of moving targets. Has Savage 22 rifle operating on electrical contact principle giving player 20 shots for 10 cents. Five bonus shots at moving target given to high-score players. Advance scoring in successive groups of shots. Has optional match feature.

SHUFFLE GAMES

	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4	Issue of Aug. 28
Advance Bowler (Chicago Coin).....	\$325.00 355.00 365.00	\$325.00(2) 355.00 365.00	\$275.00 355.00 365.00 385.00	\$355.00 365.00 385.00
Big League Bowler, 4 player (Keeney)	65.00w/p	65.00w/p	65.00	65.00
Bonus Bowler (Keeney).....	300.00 365.00	349.50 350.00 365.00 375.00	375.00(2)	375.00(2)
Bowl-a-Ball (Chicago Coin)...	100.00	100.00		
Bowl-a-Matic (Universal)...	325.00	325.00	325.00	325.00
Bowling Alley (Chicago Coin)...	39.50	39.50	39.50	39.50
Carnival Bowler (Keeney)...	195.00 200.00	195.00(2) 200.00	205.00	215.00
Cascade Shuffle Alley 6 player (United).....	195.00(2) 200.00 210.00 225.00 229.50	175.00 195.00(2) 200.00 210.00 229.50 235.00	195.00 200.00 210.00 215.00 229.50 240.00	195.00 200.00 210.00 215.00 229.50
Classic Shuffle Alley, 6 player (United)	250.00 260.00 265.00 269.50	250.00 260.00 265.00 269.50	250.00 265.00(2) 269.50 275.00	265.00(2) 269.00 269.50 275.00
Clover Shuffle Alley, 6 player (United)	185.00 195.00 225.00(2) 235.00 249.50	195.00 200.00 225.00(2) 235.00 249.50	225.00(2) 239.00 245.00 249.50 250.00	195.00 225.00(2) 249.50 250.00
Club Bowler, 10 player (Keeney)	145.00	145.00 150.00	175.00	175.00
Criss-Cross Bowler (Chicago Coin).....	365.00	365.00	400.00	400.00
Crown Bowler (Chicago Coin).....	230.00 250.00 265.00 275.00	230.00 265.00 275.00 285.00	230.00 235.00 275.00	230.00 275.00(2)
Deluxe League Bowler (Keeney)	80.00	80.00		85.00
Domino Bowler (Keeney)....	215.00	195.00 215.00	215.00	225.00
Double Score Bowler 10th Frame (Chicago Coin).....	190.00 210.00 220.00	190.00 195.00 210.00 220.00	200.00 220.00 239.00	195.00 220.00 239.00
Five Player Shuffle Alley (United)	60.00(2) 65.00 79.50	25.00 55.00 60.00(2) 65.00 79.50	55.00 60.00(2) 65.00w/p 79.50	60.00(2) 79.50
Four Player (Keeney)	45.00	25.00 45.00(2)	45.00	45.00
Four Player Shuffle Alley (United)	50.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
Gold Cup Bowler (Chicago Coin).....	300.00	300.00	300.00	300.00
High Score Bowler (Universal).....	45.00	45.00		
Hook Bowler (Bally).....		35.00	35.00	
Imperial Shuffle Alley (United)	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00	325.00 349.00 349.50 350.00 365.00	325.00 349.00 349.50
League Bowler (United)	390.00 395.00	390.00 395.00	395.00	350.00(2) 395.00(2)
Leader Shuffle Alley (United).....	395.00(2)	395.00(2)	395.00	395.00
League Bowler, 6 player (Keeney)	60.00	60.00		65.00
Matched Bowler, 6 player (Chicago Coin)	125.00	125.00	125.00	125.00
Name Bowler (Chicago Coin).....	165.00	165.00	165.00	165.00
Official Shuffle Alley, 4 player (United)	100.00 110.00 115.00	95.00 100.00(3) 115.00	100.00	100.00 115.00
Olympics Shuffle Alley (United)	225.00(2) 249.00 249.50 259.00w/p 260.00 260.00	225.00 249.00 249.50 259.00w/p 260.00 315.00	249.50 259.00w/p 260.00(2)	235.00 249.50 260.00
Pacemaker Bowler (Keeney)....	250.00 315.00	250.00 275.00 315.00	300.00 325.00	300.00 325.00
Royal Shuffle Alley (United).....	329.00 329.50	295.00 329.00 329.50	329.50	329.50
Shuffle Alley, 2 player (United)		25.00	25.00	
Shuffle Alley Deluxe (Chicago Coin).....	100.00	100.00	100.00	100.00
Shuffle Alley, 6 player (Chicago Coin).....	85.00 95.00	40.00 85.00 95.00(2) 110.00w/p	95.00(3) 110.00w/p	95.00(2)
Shuffle Alley Deluxe, 6 player (United)	75.00 80.00 95.00(3) 99.50	50.00 75.00 80.00 95.00(3) 99.50 125.00	80.00 85.00 95.00(2) 99.50 110.00 115.00 125.00	80.00(2) 95.00(2) 99.50 115.00
Shuffle Alley, 6 player (Keeney)	69.50w/p 75.00 75.00w/p 85.00w/p	35.00 65.00 69.50w/p 95.00	65.00 69.50w/p 85.00 95.00	69.50w/p 85.00 95.00
Shuffle Alley, 6 player (United)	70.00 75.00 85.00 89.50	50.00 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50 95.00	70.00 85.00 89.50 95.00	70.00 85.00 89.50
Shuffle Alley, 10 player (Keeney)	140.00	140.00		
Six Player 10th Frame (United)	125.00	125.00 140.00	125.00	125.00
Star 6 Player (United).....	125.00	125.00	125.00 135.00	125.00 135.00
Star 10 Frame, 6 player (United)	135.00 175.00 189.50	135.00 175.00 189.50	160.00 175.00 185.00 189.50	150.00 185.00 189.50
Super Frame Bowler (Chicago Coin).....	395.00	395.00	395.00	395.00
Super Matched Bowler (Chicago Coin).....	145.00	145.00	145.00	145.00
Super Six Shuffle Alley (United)	110.00(2) 115.00 125.00 129.50	75.00 110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50
Target (Genco)	50.00	50.00		60.00
Team Bowler (United).....	395.00 410.00(2) 425.00	395.00 410.00(2) 425.00	410.00 425.00(2)	410.00(2) 425.00(2)
Team Bowler, 10 player (Keeney)	135.00 165.00	100.00 135.00 165.00	145.00	145.00 175.00
Tenth Frame Special Bowler (Chicago Coin)	185.00 225.00	165.00 185.00 225.00	185.00	185.00
10th Frame Super Shuffle Alley (United)	140.00 168.50	140.00 168.50	140.00(2) 165.00(2) 168.50	140.00 165.00 168.50
10th Frame Bowler (Chicago Coin).....	140.00	140.00 150.00	140.00	140.00
Triple Score Bowler (Chicago Coin)	245.00 250.00 260.00 280.00	245.00 250.00 260.00 280.00	200.00 265.00	265.00(2) 280.00

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Keeney 10-PLAYER TEAM BOWLER
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BRIGHT SPOT 95
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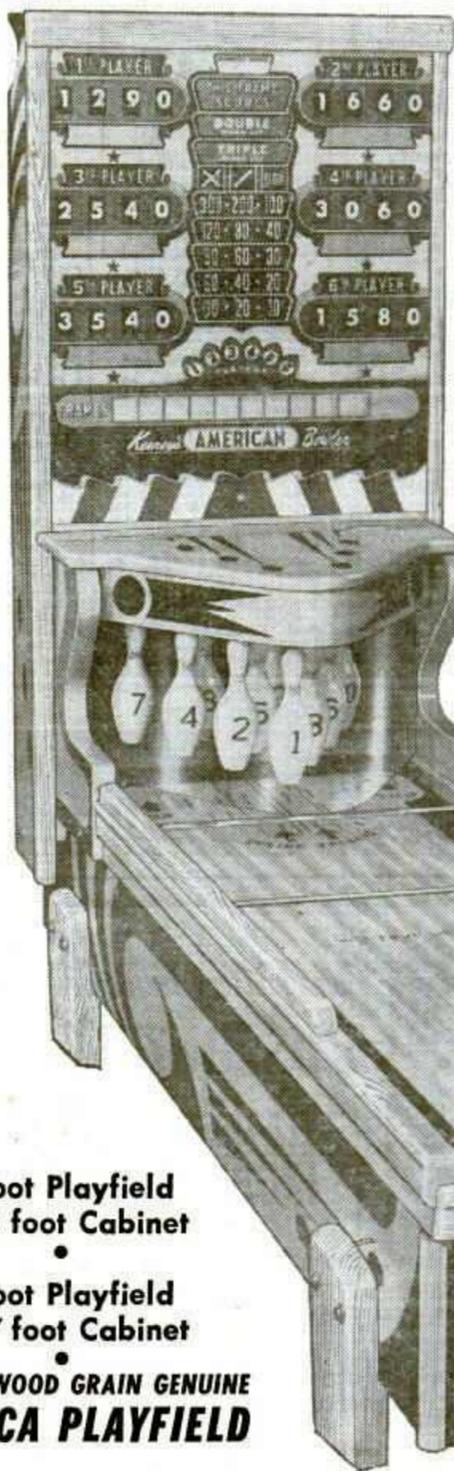
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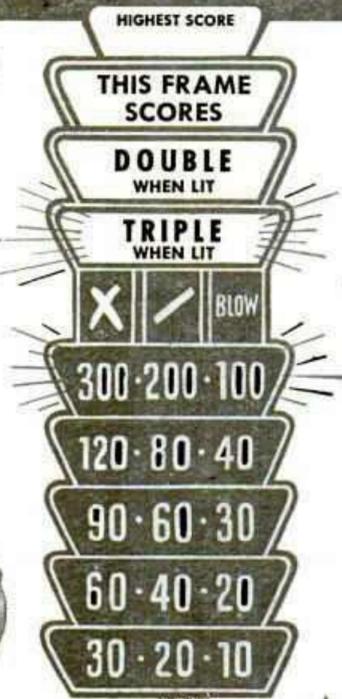
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BOLERO	40
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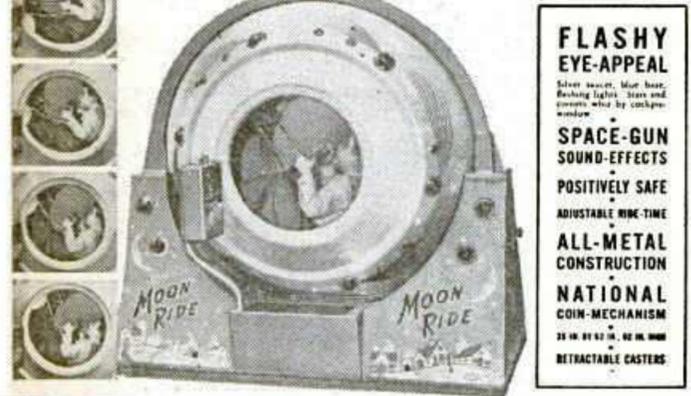
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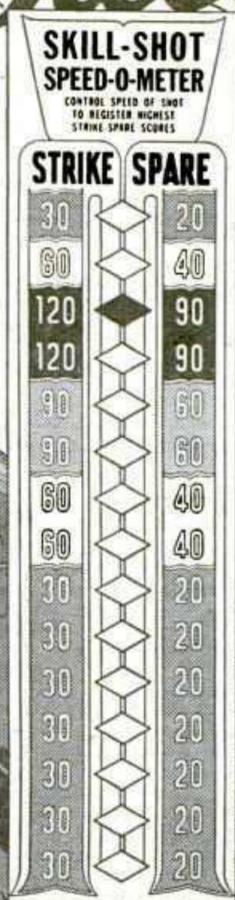
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**Cleveland Coin
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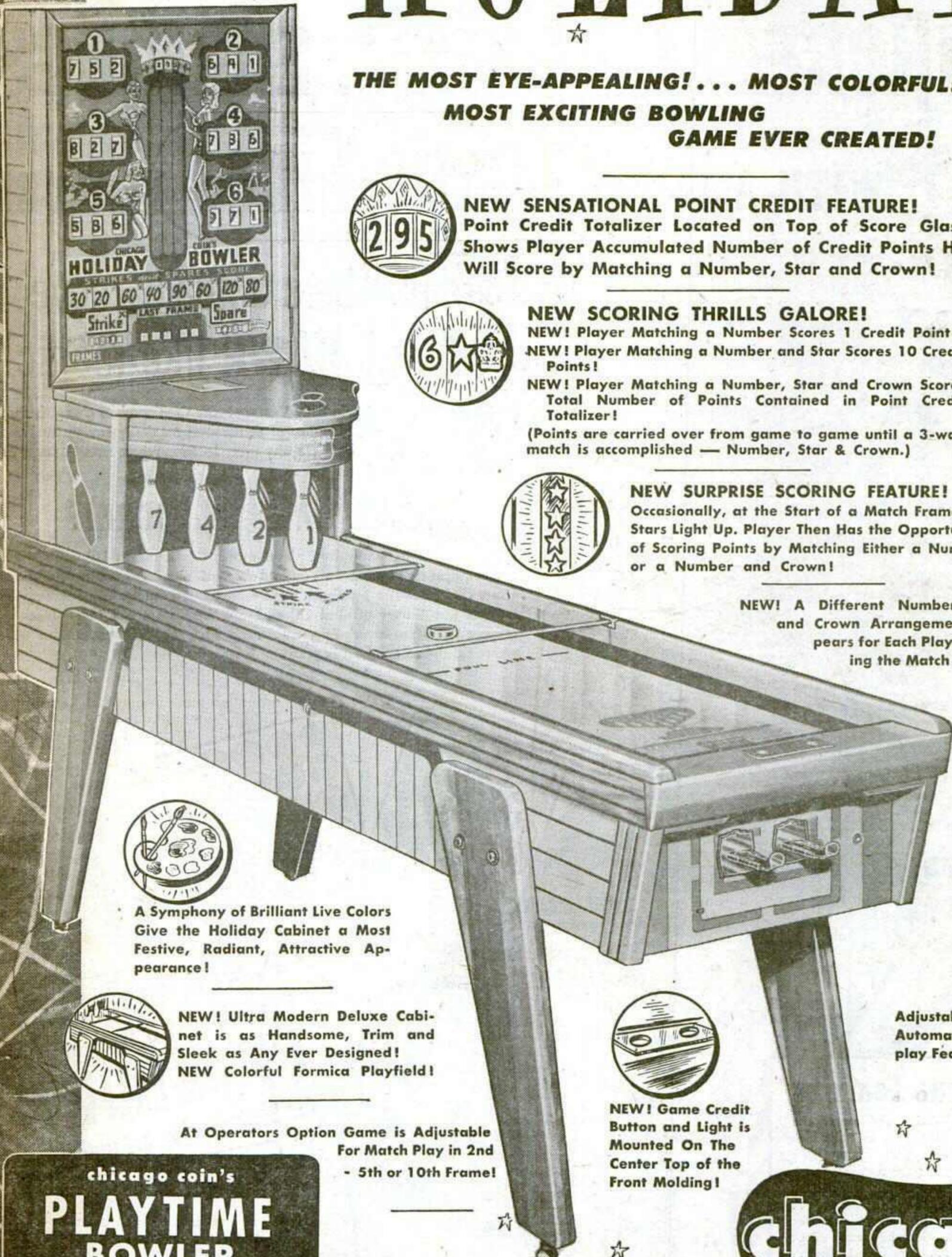
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**...WOW!...
WHAT AN
ATTRACTION!**

chicago coin's HOLIDAY

**THE MOST EYE-APPEALING!... MOST COLORFUL!...
MOST EXCITING BOWLING
GAME EVER CREATED!**



NEW SENSATIONAL POINT CREDIT FEATURE!
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!



NEW SCORING THRILLS GALORE!
NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit Points!
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)



NEW SURPRISE SCORING FEATURE!
Occasionally, at the Start of a Match Frame All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

NEW! A Different Number, Star and Crown Arrangement Appears for Each Player During the Match Frame.



A Symphony of Brilliant Live Colors Give the Holiday Cabinet a Most Festive, Radiant, Attractive Appearance!



NEW! Ultra Modern Deluxe Cabinet is as Handsome, Trim and Sleek as Any Ever Designed!
NEW Colorful Formica Playfield!



NEW! Game Credit Button and Light is Mounted On The Center Top of the Front Molding!

Adjustable for Automatic Replay Feature!

At Operators Option Game is Adjustable For Match Play in 2nd - 5th or 10th Frame!

At Players Option He May Start A New Game After The Match Frame or Continue to Play for Score!

chicago coin's
**PLAYTIME
BOWLER**

Companion to HOLIDAY!

For locations desiring a straight match game with an entirely new "Super Crown" Feature.

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**chicago
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MACHINE COMPANY**

SEE NEWEST IN-LINE SENSATION

Bally VARIETY

AT YOUR FAVORITE DISTRIBUTOR TODAY

INCREASE PINBALL EARNINGS



WITH AMAZING Magic-Lines FEATURE

Card-numbers actually move
UP and **DOWN** like magic!

See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes! See lop-sided line-ups of lit numbers magically straightened out into scoring line-ups! You'll see why every location-report rates VARIETY as the biggest money-maker in years!

MORE WAYS TO SCORE!

Ghost-cards at left show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years...and back up their enthusiasm with greatest cash-box approval in years!



Famous Features
MAGIC-LINES is only one of the money-making features built into Bally VARIETY. All the famous Bally in-line features are combined with Magic-Lines to produce the greatest in-line sensation in history... Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Rollovers... Extra Time Lights... Advancing Scores... Extra Balls... all the play-appeal of BEACH CLUB plus Magic-Lines!

Player Turns Knobs
to move first 3 lines of card
UP OR DOWN
for best scoring arrangement

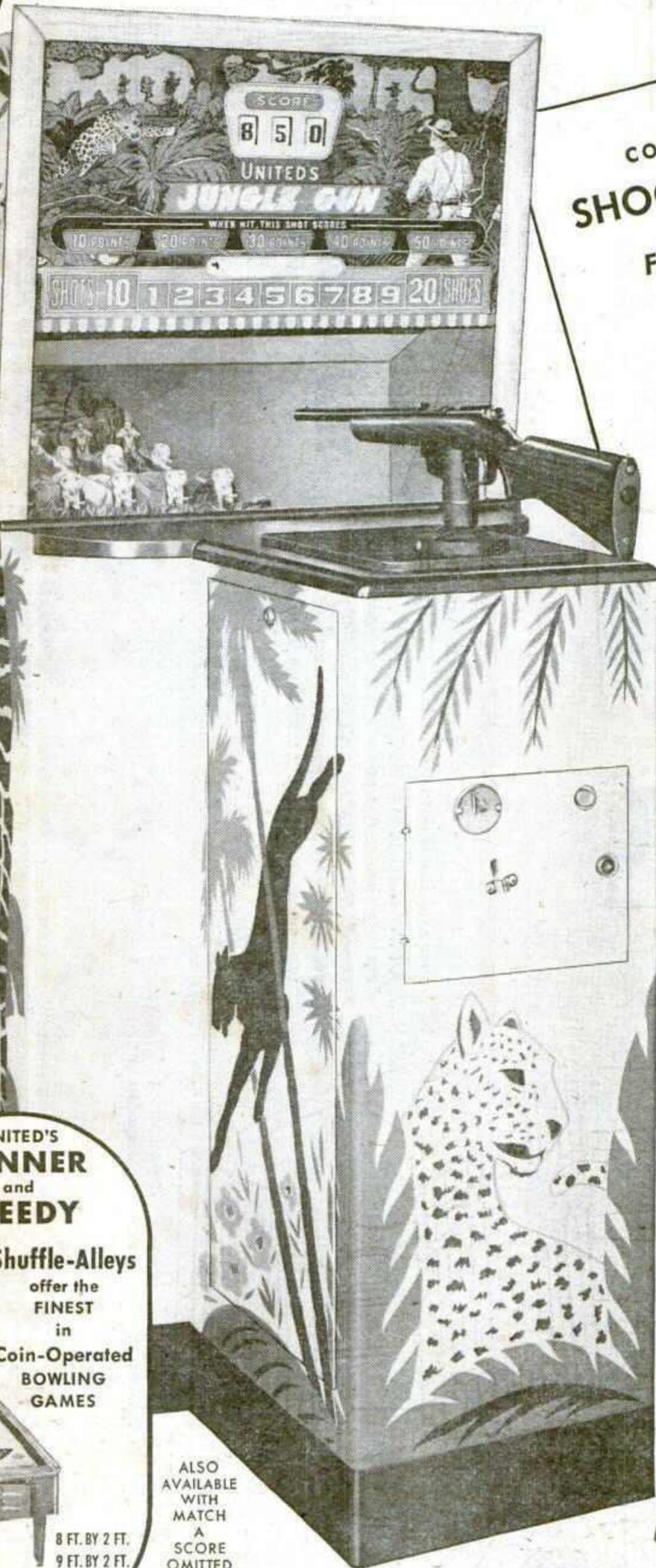
Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois



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FOR LONG RUN, LOW-COST, LONG PROFIT OPERATION



COMPACT ONE PIECE SHOOTING GALLERY

FITS ALL LOCATIONS

20 TARGETS

20 SHOTS

10-20-30-40-50
PROGRESSIVE SCORING ON EACH 5 SHOTS

20 HITS SCORE 600
AUTOMATICALLY PROJECTING

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5 EXTRA SHOTS
WITH A VALUE OF 50 POINTS EACH
TOP SCORE 850

EQUIPPED WITH
MATCH-A-SCORE
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NUMBER-STAR-CLOVER
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SIMPLE
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MECHANISM

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Distributor Now!

UNITED'S
NEVADA

Fast Action In-Line Game

With
NEW
SPELL-NAME
CARRY-OVER
Feature



STANDARD PINBALL
CABINET SIZE

UNITED'S
BANNER
and
SPEEDY

Shuffle-Alleys
offer the
FINEST
in
Coin-Operated
BOWLING
GAMES



TWO
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8 FT. BY 2 FT.
9 FT. BY 2 FT.

ALSO
AVAILABLE
WITH
MATCH
A
SCORE
OMITTED



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

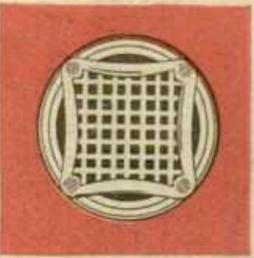
the "Soundest" story ever told

IN THE **Select-O-matic**
WITH **OMNI-DIRECTIONAL**
SOUND ...

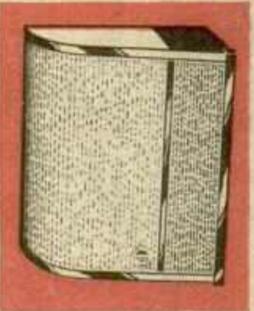
... music in all directions ... faithfully reproduced at the same tonal level. It's possible because Seeburg has integrated not one or two, but *five separate speakers* (two 12-inch, one 5-inch and two 8-inch) into the acoustical chamber of the Select-O-Matic "100." It's the most advanced electro-acoustical system ever built into a coin-operated music system.

WITH REMOTE SPEAKERS

The new line of Seeburg constant voltage speakers permits complete interchangeability without additional accessories. Particularly adaptable to multiple-speaker installations.



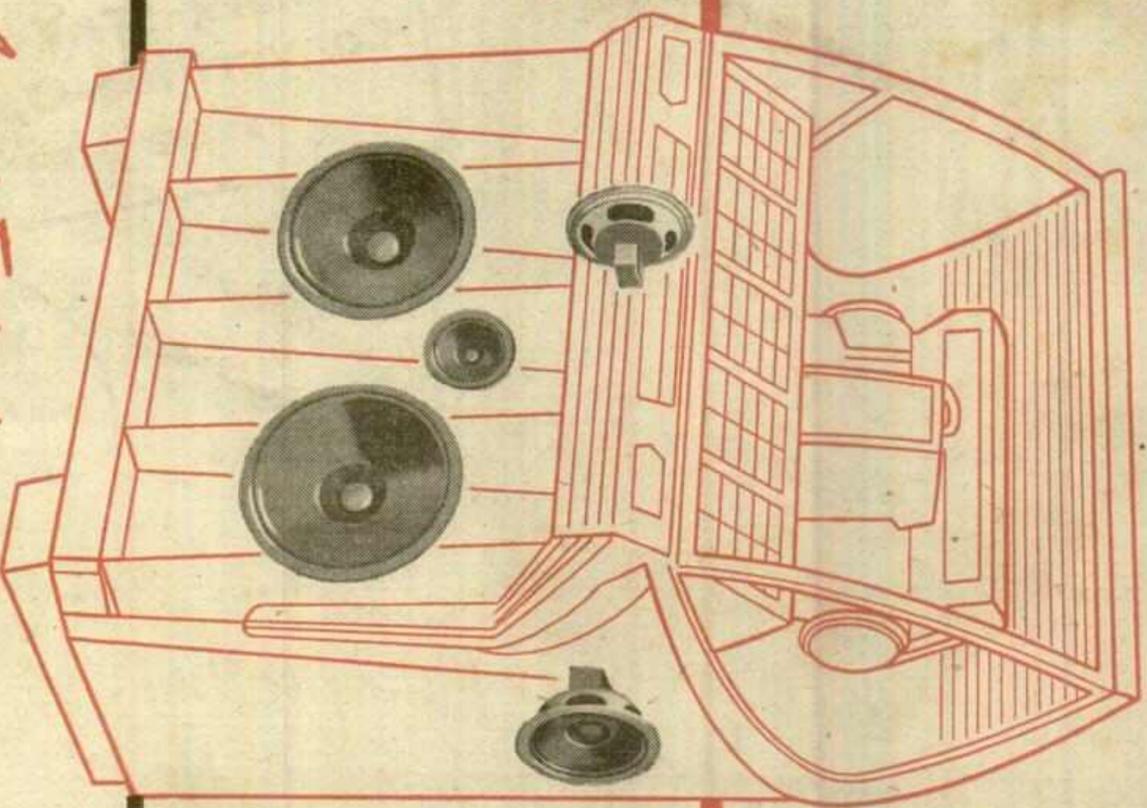
Recessed 12-inch high fidelity remote speaker provides infinite baffle conditions for superlative performance.



Wall Mounting. An outstanding 8-inch, wide-range bass reflex speaker scientifically housed in attractive two-tone cabinet.



Corner Mounting. 8-inch speaker in modified folded-horn enclosure. Also installed as corner floor console. Attractive cabinet.



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Chicago 22, Illinois

*America's Finest and
Most Complete Music Systems*