# The Billboard

PTEMBER 17, 1955 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS


## oser: How to Nab ohn Dough's Time

### Industry Eyes Public's Increasing Spare Hours and $30 Billion in Spending Kitty

By JOEL FRIEDMAN

OLLYWOOD, Sept. 10.—The rican consumer's leisure time, how to obtain the lion's share ose free hours, is rapidly be- ng the major problem of the rtainment industry.

ompetition for John Doe's lei- time, the latter currently esti- d at approximately 93 days year, continues to gain steam, indications that the battle for onsumer's free hours will gain entum and take on fierce pro- ons this fall.

e shorter work week Americans , coupled with longer vaca- and paid holidays, has rather ently mushroomed into a mass et for which both the show ess world and producers of e time products and services urrently vying. Exactly how the market means in terms llars revenue is conjecture, tho . Department of Commerce ates range as high as $30 bil- annually.

anslated into terms of dispos- income, currently higher than y previous time, leisure time s income potential for the club, ballpark, the circus; it s money spent on hunting and g, watching television, read- nagazines or playing phono- records. To the millions of home owners, leisure time also s mowing the lawn, and ac- ngly, the purchase of that new nower, barbeque pit and other ments of relaxation which re- us to spend our money.

**New Factors**

e advent of the guaranteed l wage and automation be- even more important to in- y and particularly the enter- ent world. Immense as it is ly, Americans will have still leisure hours in the near fu- and economists predict still more disposable income in the to come.

e market itself cuts across conceivable income, educa- r occupational category, and it cannot be clearly defined, mingly has grown around us than suddenly become a bur- ng industry of its own.

ctly how our increase in relaxation hours has had an effect on the many facets comprising the entertainment industry is seen in the statistics which reveal a continuing decline in spectator or non-participant activities, and a phenomenal increase in active amusements. According to U. S. Department of Commerce figures, the only spectator sport which showed an increase in the years 1947 to 1953 was horse racing, up from a gross revenue of $295 million to $350 million. All other activities in which John Doe played no active part showed a serious decline, i.e., motion pictures down approximately $375 million for a like period of time.

Faced by this threat, show business brass are currently gilding the lily in an effort to make armchair spending even more attractive.

**Pic Stars on Road**

Motion picture stars trouping to bally a film are more in evidence; entertainment at ball games is becoming less the oddity. Columbia Records' entry into the mail-order field is expected to be recognized as inevitable. Even television appears to be stimulating renewed vigor and interest by simply giving money away.

According to Department of Commerce figures, we currently have more than five times the

(Continued on page 22)

## CAP'S GHOSTS ARE BEGINNING TO HAUNT 'EM

NEW YORK, Sept. 10.—Capitol Records has acquired its second "ghost" artist, and the situation is beginning to get embarrassing for the label's promotion men. The new platter phantom is tagged Eddie Dexter, and his "Verse for Stardust" recording is starting to show some territorial action.

Distributors have been asking for more info on Dexter and disk jockeys want to spot him on their shows, but Capitol can't cash in on the public appearance opportunities because the date was actually cut with a group of studio men, and "Eddie Dexter" is just a name that artist and repertoire exec Dave Dexter came up with when they needed a moniker for the label. Capitol's first "phantom" artist disk was "Hey, Mr. Banjo" which credited the non-existent Banjo Boys on the label.

The disk-embodied champion of them all, however, is veteran recording executive Ben Selvin. Back in the 1920's, Selvin recorded under at least 300 different ghost monikers. His nom de plume ranged in sphere from Maine to Italy and in title from the Bar Harbor Society Orchestra to Beniamino Selvino's Orchestra (for a foreign language series).

## New Juke Offers A Whole Library of Pushbutton Pleasure

### 200-Selection, 300-Tune Seeburg Machine Opens New Industry Vistas

By JIM WICKMAN

CHICAGO, Sept. 10.—The first major development in juke box selectivity in seven years, a 200-selection, 300-tune coin-operated phonograph announced this week by the J. P. Seeburg Corporation, puts an additional premium on good record programming, places heavy emphasis on extended play records and introduces a fresh approach in music machine merchandising with a new dual pricing system.

The new phonograph, called a Dual Music System, which accommodates twice the number of selections offered by the largest model built by Seeburg to date, and 80 more than that offered by a coin-operated machine so far produced, is expected to herald an industry-wide move to the 200-selection machine, and very possibly units even larger.

To the juke box operator greater selection machines will offer both challenge and opportunity. With such a machine he can program for an even wider range of musical tastes, altho, of course, his total investment in equipment and records will be higher. While a final price has not yet been announced on the Seeburg machine, it is understood that it will be priced competitively with the firm's new 100-selection model.

**New Record Market**

To the record industry larger selection machines will mean a broadened major market, increased EP activity with more special operator packages.

To the juke box playing public greater selection will mean wider choice which, in any field of product merchandising, usually spells more sales.

The new machine is designed to accommodate 100 45 r.p.m. single disk selections and 100 EP's. Singles offered are set up for 20 pop, 20 rhythm and blues and 10 country and western; EP's with 20 standards or all-time favorites, 20 show tunes or light classic, 10 country and western.

To fill the EP classification for testing purposes, Seeburg developed a package of 40 EP's for use only on their phonographs. (For details on the Seeburg package and for a detailed description of the machine itself, see the Music-Radio department.) The firm selected what it considered the top 160 all-time favorite tunes in two categories—old favorites and classics and novelties.

**Seeburg EP Package**

The records offered to operators in the Seeburg package were pressed by RCA Victor's Custom Division. The selections themselves were obtained thru Standard Radio Transcription Services, Inc.'s, music library.

Seeburg spokemen emphatically state that the firm has no inten-

(Continued on page 96)

## NEWS OF THE WEEK

**George A. Hamid to Head Dominican Republic Fair . . .**

Two outdoor showmen will associate in a multi-million dollar amusement zone enterprise this winter at Ciudad Trujillo in the Dominican Republic. George A. Hamid and carnival concession operator Bernard (Bucky) Allen have obtained governmental guarantees of a 10-week midway run at the International Peace and Progress World's Fair. .....Page 60

**TV, Department Stores In Agreement Mood . . .**

The TV industry is showing an inclination to come to a meeting of the ways with department stores. The relationship has been generally unsatisfactory over recent years, but the Television Bureau of Advertising and individual stations are now seeking ways to fill the retailers' advertising needs better. .....Page 2

**Coin-Operated Pool Big New Item in Game Trade . . .**

With eight manufacturers in production on coin-operated miniature pool games, the amusement game industry is looking forward to what could be a new trend in the business. These games may soon be a familiar sight in taverns and similar locations thruout the country. .....Page 88

**W'minster, Vox May Set Mail-Order Pattern . . .**

Two other record companies, Westminster and Vox, have leased some LP material to the Book-of-the-Month Record club, in a move that may provide a pattern for future mail-order merchandising outside dealer channels. At the same time old-line disk clubs see Columbia's entry into the field adding "authority" to their programs. .....Page 25

**Pennsylvania Parks Plan Block Booking of Acts . . .**

A three-month route for acts and attractions would result from plans being studied by Pennsylvania amusement park operators. It is felt that the guaranteed summer-long work would draw top-flight talent and possibly result in price modifications. .....Page 69

**Long-Term Sponsor Deals In Wind for TV Film . . .**

Recent developments in the TV film industry point to an increasing tendancy to sell syndication sponsors on sticking with one show for more than two years. The number of syndicated series which have gone past two years' production can be counted on one hand. But the new Screen Actors' Guild contract is a major inducement to change this habit. Page 10

**Rhythm-Blues Heads for Top Road-Record Year . . .**

The rhythm and blues personal appearance field heads for its biggest year. Popularity of acts on the road parallels r.&b. expansion into the pop record field. Talent, agencies, promoters share in the take. One-nighters constitute bulk of the business. .....Page 26

**DEPARTMENTS AND FEATURES**


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## ines Prefer S.-Style TV

PENHAGEN, Denmark, 10.—This country's TV sys- inds that its viewers go for style video and would like to ore American stars on the air via film. A small start has made via contracting with Film for the CBS Newsfilm ne service. Denmark now e transmitter with five others mixer.

ong the most requested U. S. , it's understood, are kines of ances made by Christine sen and regular airings of "Medic" series.

## Brains Getting A Bit Obsolete

CHICAGO, Sept. 10.—The same electrical brains that serve as "memories" in mammoth computing machines have been put to work in the automatic phonograph industry.

With its newly introduced 200-selection model, the J. P. Seeburg Corporation utilizes these electrical memories called Toroids. With the speed of an electric current, the Toroids memorize the selections punched on a phonograph and retain the information until the records can be played.

A Toroid or "memory" (one for each of the 200 selections) is a tiny doughnut-shaped magnetic core which can retain each selection and stop the carriage so that particular selection is played.

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## DEPT. STORES SING SAD TUNE

# AM-TV Get Only 4% of Media $ Due to Dissatisfactions

NEW YORK, Sept. 10.—TV, in many areas, appears to be making a new attempt to come to a satisfactory meeting of the way with department stores. In recent years the commerce between the two fields has been limited, strained and to a great degree mutually unsatisfactory.

In the past couple of weeks the Television Bureau of Advertising sent its member stations a flock of case studies to help them cultivate new or more department store deals. This followed the inauguration of a 10-week test campaign on WRCA-TV here by Macy's and Abraham & Straus, two of the largest retailers in this market. And then, earlier in the summer, there was NBC-TV's pitch to Sears, Roebuck.

There is no accurate estimate of the number of department stores now using TV. Spokesmen for both sides admit that there aren't many. The last comprehensive survey was done in 1952 by the National Retail Dry Goods Association and NBC; 92 stores replied, of which 33 were using TV.

At a panel session on TV at the NRDGA convention of May, 1954, speakers estimated that 125 stores were then using TV. Sam Cuff, TV consultant to the Allied Stores, largest department store chain (about 75 stores), estimates that 25 Allied stores have used TV at one time or another, 20 of them fairly regularly.

The NRDGA is planning to make another survey of the subject in the near future.

According to NRDGA's latest financial survey of its members, only 4 cents of every dollar that department stores spend for advertising and publicity goes into radio and TV combined. There is no breakdown for TV alone. The figure compares with 56 cents into newspapers and 14 cents into displays.

### Two Requisites

Ed Engle, promotion director of NRDGA, said this week he thinks TV stations will have to do two things to attract more department store advertising: (1) Produce better time availabilities for them; (2) learn to talk the retailer's language and give him the kind of service he is accustomed to getting from newspapers.

In the earliest days of TV, retailers were extremely interested in the medium, Engle recalled. But after a few bad experiences they became disenchanted. They found that they couldn't get the choice positions and make the quick insertions to which they'd become accustomed in newspapers. The top promotion people in the retail field didn't and still don't know anything about TV. And TV stations, he believes, don't know merchandising. Engle said he wasn't sure that TV really wanted department store business.

Cuff predicted that more stores would get into TV if the stations would learn to accommodate them. He pointed out that stores are now

(Continued on page 6)

## NIELSEN TOP 10 TV WEB SHOWS

(2 weeks ending August 13, 1955)

*Indicates Film

| Rank | Show & Web | Homes (000) |
|---|---|---|
| 1. | $64,000 Question, CBS | 14,775 |
| 2. | All Star Football Game, ABC | 10,963 |
| 3. | Robert Montgomery (Johnson), NBC | 9,890 |
| 4. | * Disneyland, ABC | 9,875 |
| 5. | Toast of the Town, CBS | 9,199 |
| 6. | Lux Theater, NBC | 9,184 |
| 7. | Robert Montgomery (Warner), NBC | 8,845 |
| 8. | Climax, CBS | 8,755 |
| 9. | *Dragnet, NBC | 8,468 |
| 10. | Colgate Variety Hour, NBC | 8,174 |

## TV MAY MELT IRON CURTAIN IN SOVIET FILM EXCHANGE

MUNICH, Germany, Sept. 10.—Peaceful co-existence seem to have come to TV. With the opening of a special meeting i Tangier on September 19, delegates of the Eastern Europea countries will meet with representatives of the West, includin the U. S., to discuss the possible exchange of filmed program for use on each other's TV systems.

This latest manifestation of the "Geneva spirit" will find th international TV exchange plan a leading topic in the 10-da meet, called by Henry Cassirer, ex-CBS staffer and head of th TV branch of UNESCO, which has organized the meetin Polish, Czech and probably Soviet TV and film experts wi meet with such Americans as Jim Nelson, of NBC, and Pa Talbot, president of Fremantle Overseas Radio and TV.

Already, Soviet TV authorities are said to have approache British, French and Italian video execs on possible exchange c filmed dramas in three languages, for airing via the Easter European vid systems.

## DAYTIME IS TOUGH

# Nets Fight Hard To Fill Big Gaps

NEW YORK, Sept. 10.—Now that their prime time periods are just about completely sold out, both NBC and CBS are shifting their heavy sales guns toward the daytime front, where both webs have wide gaps to fill.

The traditional billings rivalry between the two webs is reaching feverish proportions as the result of the fact that NBC has been making rapid strides forward in building up its daytime sponsor roster, while CBS has found itself way behind last year.

NBC, during the third quarter of this year, billed close to $4,100,000 in daytime sales, a figure that compares to $1,500,000 for the same perio year. CBS, on the other has reportedly billed only 85 per cent as much as it during the third quarter of year.

The major stumbling bloc CBS' daytime programming ture are "The Morning Show, "Jack Paar Show" and the "R Q. Lewis Show"—all of which been or are being changed effort to make them more a tive to sponsors.

CBS' latest attempt along lines has been the cutback of Morning Show" from two to one, with "Capt. Kangaro new stanza, thrown into breach. The web has high that "Capt. Kangaroo" will ceed where the others have f The show stars Bob Keeshan, has just left WABC-TV where his "Tinker's Work stanza, which was competiti the "Morning Show," pullec ings that were nothing sho phenomenal.

# New Packager to Let Artists Run Programs

NEW YORK, Sept. 10.—Formation of Austin Television Associates, Inc., as a new packaging organization was completed this week, with the firm's policy calling for participation in ownership of its properties by producers, performers and writers. Officers of the company include Bud Austin, former national sales director of Official Films, Louis Hubschman and Mal Fleschner. Hubschman was in the commercial factoring field and becomes the firm's treasurer; Fleschner, a former Macy exec, is veepee and secretary.

The co-ownership idea, Austin states, derives "because we have a genuine respect for creative talent. We are financing and packaging the program ideas and permitting them to control the creative aspects of their shows."

A deal has been set with Sid Dorfman, for eight years the top writer with Burns and Allen, and formerly associate producer of "Life of Riley." Arrangements are being wound up to film Dorfman's new comedy series, "Kelsey's Court," with discussions now proceeding on casting and production details.

Previously, Austin had obtained two properties, "Skip Taylor, U.S.A.F." and "Foreign Correspondent." A pilot on the former has been shot in association with NBC and Stu Reynolds, and will be available for screening within two weeks. The Overseas Press Club supplies the material for "Foreign Correspondent," with negotiations now being concluded with Derel Productions for its filming.

Austin has also developed a new daytime audience participation show, going under the tentative title of "The Dream Show."

## SHEER CLAIRVOYANCE

# Steel Move to CBS-TV Is Hindsight Genius

NEW YORK, Sept. 10.—U. S. Steel's shift of its hour-long dramatic stanza from ABC-TV to CBS-TV a few months ago has proved to be one of those decisions that not even clairvoyance could have bettered.

Tho Steel had no way of knowing it at the time, had its decision been to stay with ABC in its customary Tuesday nighttime slot, it would now be up against the hottest property on the air, CBS' "$64,000 Question." For that reason alone, its decision to move becomes in retrospect one of the wisest that an advertiser has made this year.

Additionally, however, the Steel show on CBS has been pulling in ratings that top those it achieved on ABC last year. Its average Nielsen rating for July of this year was 25.4 as compared with 17.5 it garnered during the same period in 1954. Its latest rating, that for August, is 21.7, which compares with an 18.6 it pulled for the same period last year.

# 'Ethel' Gets 'Name' Slot

NEW YORK, Sept. 10. — Ralston-Purina has decided to pull its banner off "The Name's the Same" on ABC-TV and substitute another show in that slot. The program that is getting biggest gleam of interest is "Ethel and Albert," which has been replacing "December Bride" on CBS this summer after having aired last year on NBC for Sunbeam.

October 14 is the date that Ralston wants to put its replacement for "The Name's the Same" on ABC-TV, Fridays, 10-10:30 p.m.

# 'Wanted' Sale Puts CBS Near to SRO

NEW YORK, Sept. 10.—CBS-TV moved a notch closer to a complete sellout of its prime time this week with the sale of the open half of "Wanted" to American Home Products, whose Whitehall Pharmacal division had previously bought the first half.

The "Wanted" deal is the latest TV network buy by American Home, which will be represented by four nighttime network stanzas this season—NBC's "Midwestern Hayride," CBS' "Name That Tune," "Doug Edwards and the News" and "Wanted."

## THE SECRET'S OUT!

# To Get Show on Air, Don't Buck Trend; Analyze Sponsor's Shift

By BOB SPIELMAN

HOLLYWOOD, Sept. 10.—Don't buck the trend. The best way to get a television show on the air is to analyze the type of program toward which the direction of the advertiser is shifting, then follow it.

This is graphically illustrated by the new series debuting this fall. A producer coming up with a Western literally had a sale in the bag. The makers of adventure and kid programs could expect to do better than average. The producers of situation comedies, dramas, musicals, and mysteries were bucking odds no respectable Las Vegas gambler would care to shoot at.

It's also true, apparently, that the early bird catches the sponsor. Better than 75 per cent of the programs sold had been developed—and, in the case of film, pilots shot—by April 1. All but two of the remainder were sold without pilots primarily on the basis of name value, e.g. Screen Directors' Playhouse, Alfred Hitchcock Presents.

Westerns scored a fabulous 61.5 per cent sold, advertisers picking up eight of 13 on the market. They bought nine of 22 adventure series for a 40.9 per cent record. Five out of 13 kid shows (38.4 per cent) sold.

On the other end of the scale, only two of 15 mysteries (12.5 per cent) will go on the air. Situation comedies did almost as poorly scoring only seven out of 46 (15.2 per cent). It definitely wasn't the year for musicals, four out of 25 (16 per cent), and dramatic programs didn't do much better, 12 out of 67 for 17.8 per cent.

In some specialized categories, documentaries hit two out of seven (28.6), variety three out of six (50.0), and miscellany four out of 14 (28.6).

### Solid Indie Is King

In the development of new programs, the well-established independent production organization, with its ability to obtain financing and willingness to gamble, is still king, bringing 31 of the new shows into being. The nets are a distant second with 13. Packagers are responsible for five, all but two of them quiz-type programs, and other independent producers only three.

What is evident from this is that the era of the wildcatter—the writer or the shoe manufacturer or ex-cutter—who would scrape $30,000 together to film a pilot, is just about over. Ad agencies just aren't willing to gamble on buying from him any more.

Of the 31 shows being turned out by independent production companies, 16 were already in the filming stage by April 1, and pilots had been shot on three others. Dramas proved an exception to the rule. Seven out of eight were sold by independents without a foot of film being shot, and the nets did likewise with two out of three.

Conversely, not a situation com-

(Continued on page 6)

The Billboard

The Amusement Industry's Leading News

Founded 1894 by W. H. Don

Publishers
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William D. Littleford
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K. Kemper ....Vic
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Main Advertising and Circulation C
2160 Patterson St., Cincinnati 22,

Subscription rates payable in advanc year, $10 in U.S.A. and Canada. All countries, $20. Subscribers, when req change of address, should give old a new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 Billboard Publishing Company. Th board also publishes Tide, the fort magazine of sales and advertising one year, $6.50, and Vend the magazine of automatic merchandising; one year, $4.

Vol. 67

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'HE BILLBOARD SCOREBOARD

# New TV Spot Campaigns—Who Bought Them Where

**A guide for TV stations and advertisers on new contracts set from August 21 thru 27.**

The following data is tabulated from a weekly survey of all U. S. TV stations made by The Billboard. It shows the new national spot commercial campaigns set on those stations during the survey week, regardless of the starting air date of those campaigns.

## NATIONAL SUMMARY

(Campaigns placed in more than one region)

**Product and Advertiser**

ince Antenna Rotor, Alliance Mfg.
hist, Anahist Co.
O, B. T. Babbitt
pho Phenique, Sterling Drug
ets, Chlorophyll Gum, American
icle
y-Mott, Duffy-Mott Co.
nshine Oil Glow Shoe Polish, Barton
fg.
eady Batteries & Flashlights,
ational Carbon Co.
er's Coffee, J. A. Folger
l Cars & Trucks, Ford Motor
-Way Cold Tablets, Grove
boratories

**Product and Advertiser**

Hazel Bishop Lipstick, Hazel Bishop, Inc.
Ironing Board Covers, Grant Co.
Keds, United States Rubber
Masland Carpets, G. W. Paulson
Motorola Radio & Television, Motorola, Inc.
Mound Candy Bar, Peter Paul
Nestle Instant Coffee, Nestle Co.
Peak Anti-Freeze, Commercial Solvents
Pontiac Automobiles, Pontiac Motor Div.
Post Sugar Crisp, General Foods
Super Anahist Tablets, Anahist Co.
Super Lanolin, Charles Antell
Vam Hair Formula, Wildroot Co.
Vicks Medicated Cough Drops, Vick Chemical

## REGIONAL SUMMARIES

### Eastern

nist, Anahist Co.
O, B. T. Babbitt
olene All-Purpose Cleaner,
rcolene Co.
k Cigars, Bayuk Cigar, Inc.
k Label Beer, Carling Brewing
en's Instant Coffee, Borden Co.
ts Chlorophyll Gum, American
icle
oto Motor Cars, DeSoto Div.
y Mott, Duffy-Mott Co.
shine Oil Glow Shoe Polish,
rton Mfg.
eady Batteries & Flashlights,
tional Carbon Co.
da Valencia Oranges, Florida Citrus
mmission
Cars & Trucks, Ford Motor
ies Dog Food, Carnation Co.
es Dog Food, Gaines Div. of
neral Foods
ng Board Covers, Grant Co.
Ivory Snow, Procter & Gamble
Keds, United States Rubber
Kitchen Kapers, Ratner Co.
Motorola Radio & Television, Motorola, Inc.
Nestle Instant Coffee, Nestle Co.
Pepsi-Cola Beverages, Pepsi-Cola Co.
Pontiac Automobiles, Pontiac Motor Div.
Ranger Joe Rice Honnies, National Biscuit
Rolaids Antiacid Products, American Chicle
Sakrete, Dry Mix Cement, Harry T. Campbell Sons
Salad Mixer, Ratner Co.
Sentrol Medical, Block Drug
Super Anahist Tablets, Anahist Co.
Top Value Stamps, National Enterprise
Vicks Medicated Cough Drops, Vick Chemical
Whitman's Chocolate, Whitman & Son
Wise Potato Chips, Wise Potato Chip Co.

### Southern

nce Antenna Rotor, Alliance Mfg.
y, Hollywood Candy Co.
-Way Cold Tablets, Grove
boratories
in Shoe Polish, Griffin Mfg.
l Bishop Lipstick, Hazel Bishop,
, United States Rubber Co.
nne Coffee & Tea, Wm. B. Reily
Co.
rola Radio & Television, Motorola,
Nytol, Block Drug
Orange Juice, Southern Fruit Dist., Inc.
Peak Anti Freeze, Commercial Solvents
Petroleum Products, Magnolia Petroleum Co.
Pontiac Automobiles, Pontiac Motor Div.
Red Band Flour, General Mills
Scotties Facial Tissue, Scott Paper Co.
Super Anahist Tablets, Anahist Co.
Tide Detergent, Procter & Gamble
U. S. Rubber Footwear, United States Rubber

### Midwestern

nce Antenna Rotor, Alliance Mfg.
O, B. T. Babbitt
eiser Beer, Anheuser-Busch
's Coffee, Cain Coffee Co.
pho Phenique, Sterling Drug
y, Sweets Co.
e & Sanborn Coffee, Standard
ands
ts Chlorophyll Gum, American
icle
-Wheats & Flour, Little Crow
lling
etics, Avon Products
etics, Coty, Inc.
ss Fruit Drops, Gum & Mints,
rtiss Candy Co.
-Mott, Duffy-Mott Co.
shine Oil Glow Shoe Polish,
rton Mfg.
eady Batteries & Flashlights,
tional Carbon Co.
her's Castoria, Centaur-Caldwell
r's Coffee, J. A. Folger
Car & Trucks, Ford Motor
-Way Cold Tablets, Grove
boratories
l Bishop Lipstick, Hazel Bishop,
t Maxwell House Coffee, General
ods
Ironing Board Covers, Grant Co.
Kool Cigarettes, Brown & Williamson
Kuner's Food Products, Kuner-Empson
Lan-O-Sheen Cleaner, Lan-O-Sheen, Inc.
Lehigh Acres, Lee Co., Land & Title Co.
Libby Famous Food Products, Libby, McNeil & Libby
M-O-Lene Rug Cleaner, Grant Co.
Masland Carpets, G. W. Paulson
Mounds Candy Bar, Peter Paul
Nestle Instant Coffee, Nestle Co.
Nutri-Tonic Permanent Wave, Beaute Vues
Old Gold Cigarettes, P. Lorillard
Oldsmobile Cars, Oldsmobile Div.
Peak Anti-Freeze, Commercial Solvents
Post Sugar Crisp, General Foods
Post Toasties Cereal, General Foods
Red Heart Dog Food, John Morrell & Co.
Standard Specialties, Standard Oil of Ind.
Super Anahist Tablets, Anahist Co.
Super Lanolin, Charles Antell
Vam Hair Formula, Wildroot Co.
Vaporub Salve, Nose & Throat Drops, Vick Chemical
Vicks Medicated Cough Drops, Vick Chemical
Whirl, Procter & Gamble

### Southwestern

rmeister Beer, San Francisco
wing
son Honey, T. W. Burleson & Son
Meal, Morrison Milling
n Oil, Wildroot Co.
r's Coffee, J. A. Folger
Lotion, Melrose
Salt, Leslie Co.
rola Radio & Television, Motorola,
Paper-Mate Pens, Paper-Mate Co.
Paymaster Feeds, Western Cotton Oil Co.
Phillips Gasoline & Motor Oil, Phillips Petroleum Co.
Pontiac Automobiles, Pontiac Motor Div.
Sara Lee Cakes, Kitchens of Sara Lee
Super Lanolin, Charles Antell
Vam Hair Formula, Wildroot Co.
Vaseline Preparations, Chesebrough Mfg.

### Rocky Mountain & West Coast

ist, Anahist Co.
O, B. T. Babbitt
hl Oil, Bardahl Mfg.
Cleanser & Soap Pads, Brillo
a Watches & Radios, Bulola Watch
ho Phenique, Sterling Drug
shine Oil Glow Shoe Polish,
ton Mfg.
Glaze, Auto Polish, E-Z Glaze
ady Batteries & Flashlights,
ional Carbon Co.
Cars & Trucks, Ford Motor
Way Cold Tablets, Grove
oratories
Ironite Ironers, Ironite, Inc.
Kraft Cheese, Kraft Foods
Lozengens, Vick
Masland Carpets, G. W. Paulson
Mounds Candy Bar, Peter Paul
Nalley's Food Products, Nally's, Inc.
Necchi Sewing Machine, Necchi Sewing Machine Co.
Petri Wines, Petri Wines Co.
Post Sugar Crisp, General Foods
Rainier Beer, Rainier Brewing
Sweetheart Soap, Manhattan Soap Co.
Westinghouse, South Seattle Elec.
Zerone-Zerex Anti-Freeze

*FIREFLIES?*

# Live WWW TV From Europe Is NBC Hope

NEW YORK, Sept. 10.—Ain't nobody gonna get a live TV picture across here from Europe before him, averred exec producer Barry Wood, of NBC's "Wide, Wide World" this week. Or from Mexico or Cuba, either. Wood and his three producers, Herb Sussan, Larry Menkin and Bob Bendick, all are blueprinting upcoming editions of "WWW" and seeking ways and means to work in foreign camera work.

How they'll get the signal here remains a dark secret, however, with reports running the gamut from use of electronically equipped sea gulls flying in relays, a la the late Stratovision plan, clear to bouncing the signals across the surface of the ocean.

Meanwhile, the first "WWW" of the fall season, produced by Sussan's unit come October 16, will nearly double the number of cameras used on the first time out, with better than 70 in operation in 12 cities. Menkin's unit is the second to air, on October 30, with hopes that the foreign link-up will be set by then. General Motors sponsors 60 minutes of the 4-5:30 p.m. Sunday stanza.

*SOUP'S ON*

# Jessel Firm Brews Show For TV Film

NEW YORK, Sept. 10.—George Jessel went into the TV film business as president of a new company this week, first product of which will be a series starring Jessel. The firm, Jessel-Roberts Production Corporation, plans a fall shooting schedule on "Guest of Honor," the series in which Jessel will serve as toastmaster at a dinner in honor of a different celebrity for each show.

Other officials of the new company include Robert L. Roberts, former Du Mont producer, as executive veepee-treasurer; comedy scripter Sam Carlton, secretary, and financier Samuel Gottfried, board chairman. Film director Harold Young will also be a board member. Offices now are being established in Hollywood and New York.

# NBC-TV Grabs Sponsors for 2 Open Slots

NEW YORK, Sept. 10.—NBC-TV's Wednesday and Sunday 10:30-11 p.m. periods, which have taken on a revolving door aspect in recent weeks, were closed again this week.

The Wednesday period was grabbed by American Home Products, which will sponsor half of "Midwestern Hayride," a hillbilly stanza which has been airing during the summer Fridays at 8 p.m.

The Sunday 10:30 p.m. period was turned over to American Tobacco, which is putting in "Justice," the Talent Associates package that Borden sponsored last season.

## Several TV Firms Dicker for Foster

HOLLYWOOD, Sept. 10.—Talks have begun between Preston Foster, star of the "Waterfront" series which concludes production next week, and several companies for the actor to star in a new TV program.

One of the shows is being readied by Ben Fox, who co-produced "Waterfront" with Roland Reed.

# Both Sides Bare Fangs In Battle Over Pay TV

WASHINGTON, Sept. 10.—The claws are all the way out in the fee TV fight. Reply comments on the issue, filed this week at the Federal Commuincations Commission by both sides, leave no holds barred in a grudge fight which has been building up in the three months since the June 9 filings.

The networks are fighting the proposed trial run for pay TV as they would a germ warfare invasion. Unanimously they agree that toll TV will toll the end of free TV, and that the Commission should put the whole question of this "hybrid" service up to Congress. CBS particularly scorns pay TVers' "vague" promises of "first-run movie showings" as a false lure.

In counterattack, fee TV proponents hammer the theme of "network monopoly," propose banning nets from pay television, and offer to limit subscription time to 15 or 30 per cent of viewing hours. Zenith Radio Corporation pushes its implacable drive for a trial run authorized by FCC to "let the public decide," and Skiatron TV, Inc., adds: "Act now."

Backing the nets on the free TV side are the movie house owners' "committee against pay-as-you-see TV," and the National Association of Radio and Television Broadcasters. Subscription forces include UHFers, International Telemeter Corporation (80 per cent Paramount-owned), Zenith, Skiatron and, in its own way, Jerrold Electronics Corporation.

Jerrold asked FCC for permission to run a public test of rival "scrambling" systems, claiming that only Jerrold's wire system is foolproof against "bootleg" decoding. (Jerrold also proposes to conduct subscripting tests on closed circuits in four areas of the company's farflung community antenna system.) Skiatron and Telemeter each promptly laid claim to having the simplest and most secure coding devices. Skiatron called the Jerrold bootleg claims "unreal," and termed large-scale wiring "unfeasible."

The besieged Commission now has to decide: 1. whether to hold oral and evidentiary hearings; 2. whether to give fee TV a trial run; 3. whether it has the authority to decide the issue at all. It is generally believed that FCC will toss the pay television war to Congress, which can in turn take it to the public, who foots the bill.

## RESTLESS PEOPLE

**Frank Elliott Jr.**, formerly with WCAU-TV, Philadelphia, has moved to CBS-TV Spot Sales as director of sales development. . . . **William B. Colvin** has left the electronics division of Avco Manufacturing to join Television Bureau of Advertising in its sales promotion department. . . . **Tom E. Paro** has switched from the sales staff of the Mutual Broadcasting System to the Eastern division TV sales staff of NBC Spot Sales. . . . Kenyon & Eckhardt has withdrawn as advertising agency for Pepperidge Farm, effective November 1.

**Red Skelton** left Los Angeles Sunday (11) on a special junket around the nation to visit children's hospitals and entertain his many fans. . . . **Jerry Molfese** has left Wardwick & Legler to join H-R Television as a salesman. . . . **Adolph J. Toigo**, Lennen & Newell prexy, has been elected vice-chairman of the Eastern region of the American Association of Advertising Agencies. . . . **Bob Finkel**, producer-director for NBC-TV's "And Here's the Show," has been named director and, with **Max Siegel**, co-producer of the "Colgate Variety Hour."

WGAL-TV
LANCASTER, PA.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.
Representatives:
MEEKER TV, INC. NEW YORK • LOS ANGELES CHICAGO • SAN FRANCISCO



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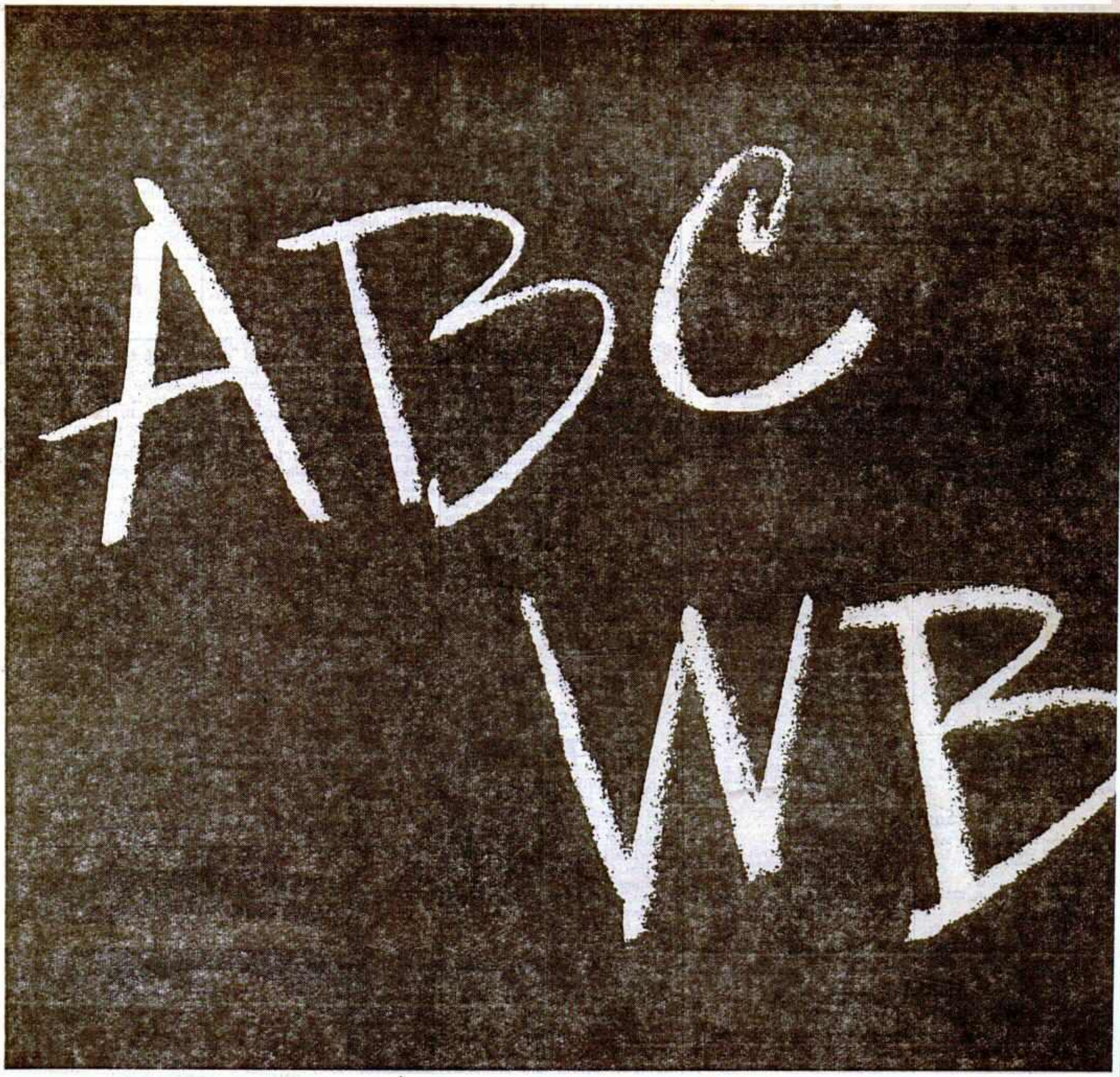


# Put them all together—they spell

ABC and the movies have gotten together in a big way . . . and the result is new and compelling TV entertainment. It started last year with *DISNEYLAND*. The magic touch of Walt Disney created an extraordinary program . . . one of the top-ten, best-loved shows on the air.

Disney will be back this year, joined by two more Hollywood studios with major contributions to television. This Tuesday, *WARNER BROS. PRESENTS* premieres a series of specially produced television dramas based on three of their greatest pictures: "Kings Row," "Cheyenne," "Casablanca."

On Wednesday, *M-G-M PARADE*, presents top Metro-Goldwyn-Mayer stars in scenes from their top movies — old, new, and still in the making.

All three of these programs will take audiences behind the scenes of their productions . . . for intimate glimpses of the stars at work and new films being made! Here is fresh, exciting television from the fresh, exciting television network . . . ABC.

*WD—Walt Disney · WB—Warner Brothers M-G-M—Metro-Goldwyn-Mayer ABC—American Broadcasting Company*

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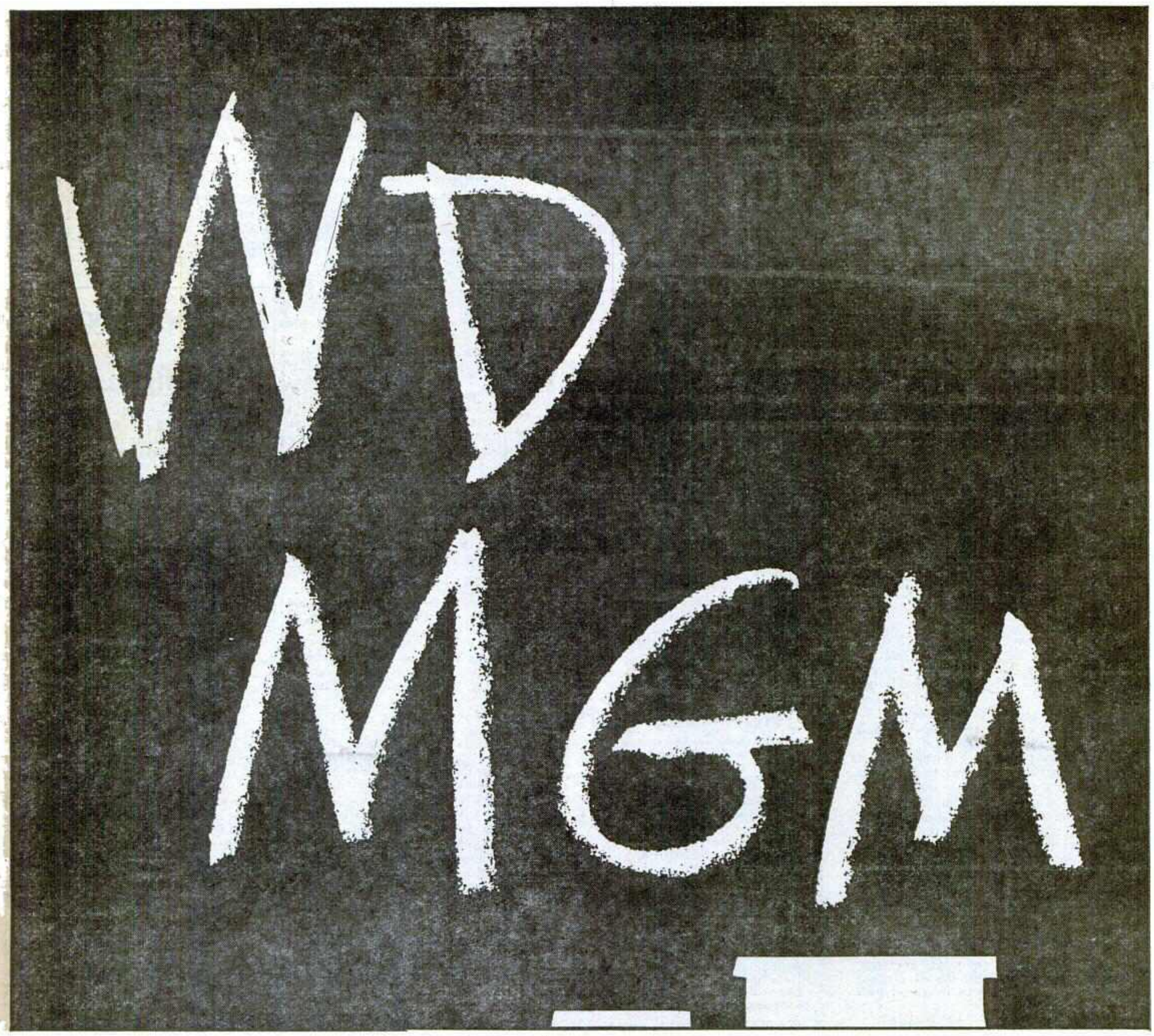


# new high in television entertainment!

**And here's more top TV from ABC!**

| | |
|---|---|
| Danny Thomas | *(fall premiere Tuesday, Sept. 13)* |
| Du Pont Cavalcade Theater | *(premieres Tuesday, Sept. 13)* |
| Stop the Music | *(returns Thursday, Sept. 15)* |
| Down You Go | *(premieres Thursday, Sept. 15)* |
| Famous Film Festival | *(premieres Sunday, Sept. 18)* |
| Mickey Mouse Club | *(premieres Monday, Oct. 3)* |
| Crossroads | *(premieres Friday, Oct. 7)* |
| Life Is Worth Living | *(premieres Thursday, Oct. 13)* |

These are big days at

**ABC**

Television Network

www.americanradiohistory.com

## ADVISORY BOARD SURVEYS:

# Problems Now Facing Spot Video Business

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

The volume of national spot business this season will be greater than ever. And yet in private conversations and public forums we have attended since last spring, we have found more discontent than joy. What is the reason for this apparently contradictory situation?

We asked the TV Editorial Advisory Board how it sized up the spot TV situation at this juncture. Was it healthy or was it in need of therapy?

The board voted overwhelmingly that it is in need of therapy. What is more, every separate category in the board voted this way.

An analysis of the voting and the board's comments indicates that what the board is really asking for is not a cure but more muscle building. Except for stations in very small markets, the trend of complaints was not that there was any shortage of spot business but that it's tough finding availabilities for any more. On top of this, there were a few complaints about multiple spotting.

### Availability Poser

A total of 43 board members commented on the availability problem. The way 10 ad agencies and seven advertisers put it, the problem is getting and keeping good time. According to at least 15 stations on the board, the big problem is the blocking out of good availabilities by extra-long or special network shows.

A couple on the advertiser side pinpointed the shortage to particular size availabilities. The TV head of one of the biggest agencies said his greatest problem was "lack of anything except 20 seconds—with good adjacencies—when longer copy is needed."

A good 40 per cent of the stations voting—as indicated in the accompanying chart—indicated they thought the spot situation was perfectly healthy. Only a few of these were major market stations, which is perhaps a clue to the great amount of activity going on in spot sales currently.

The amount of comment on other problems was far less than that on time clearances. The next two most mentioned problems were research and data (mentioned mostly by stations) and cost (mentioned mostly by agencies). Fourteen board members (six agencies, three sponsors, four producers and one station) complained that spot rates were too high. Nine (seven stations and two agencies) declared that there was too much reliance on ratings. Another six (including three stations and two agencies) said there was a shortage of accurate buying information.

In this connection, a couple of board members (see quotes) declared that the manner of presenting availability information to time buyers was chaotic and that there was a crying need for some standardization in rate card layouts and availability presentations.

### Sponsor Problem

Two stations mentioned the difficulty a national sponsor has buying an extensive line-up of spots against making a network buy.

Another 13 stations called for more sales aggressiveness and buyer awareness of fringe availabilities. Three of these stations said there was not enough selling of non-Class A time; another three specifically cited daytime sales bargains that are going to waste, and another seven complained that advertisers were passing up the smaller markets.

One station manager, who refused to be quoted, declared that ad agencies need more savvy in their time buying. He said, "The time buyers are young kids fresh from the mail room or ex-secretaries who have no more knowledge of the individual markets than can be read from magazines. They are anxious to make good and therefore buy only NBC and CBS stations, which offer them security from criticism if the campaign fails. Give us the 'old-time' buyers or train these kids."

## HOW THEY VOTED

**Do you think the spot sales situation is perfectly healthy or is it in need of some therapy?**

| | Healthy | Needs Therapy | No Opinion |
|---|---|---|---|
| Networks and Stations | 19 | 29 | 1 |
| Ad Agencies | 3 | 17 | 2 |
| Network Sponsors | 1 | 4 | — |
| Regional, Local and Spot Advertisers | 3 | 7 | 1 |
| Distributors | 1 | 10 | 4 |
| Producers, Labs, Equipment | 1 | 11 | 1 |
| Grand Total | 28 | 78 | 9 |

### AGENCIES AND ADVERTISERS SAY . . .

**READ WIGHT**, vice-president, J. M. MATHES, New York: "Five spots, one after the other at the hour mark, waters down the effectiveness of each spot."

**LANSING LINDQUIST**, vice-president, KETCHUM, MacLEOD & GROVE, Pittsburgh: "The greatest single problem is hard to pinpoint. Two are (1) no reasonably standard system of availability presentation, and (2) indiscriminate and sometimes misleading use of ratings."

**GEORGE ABRAMS**, vice-president, REVLON PRODUCTS, New York: "From the advertiser's standpoint (the greatest problem is) the availability of good spots."

**A. R. WATSON**, executive vice-president, SOUTHWESTERN PUBLIC SERVICE COMPANY, Amarillo, Tex.: "An overenthusiastic Commission allocated too many channels in small markets, thus diluting the audience and decreasing the small station's opportunity for more national business."

### STATIONS SAY . . .

**LAWRENCE ROGERS II**, vice-president, WSAZ-TV, Huntington, W. Va.: "Standardization of research and availabilities techniques among spot reps. It's too darn difficult to buy spot!"

**HAROLD ESSEX**, executive vice-president, WSJS-TV, Winston-Salem, N. C.: "Complete lack of uniformity. No two rate structures anywhere alike. It must be a pain to time buyers."

**PETER JAMES**, station manager, WJAR-TV, Providence: "Not enough hard selling for non-Class A time. Daytime sells the women who are ready to go shopping that day."

**MICHAEL BAISCH**, general manager, WREX-TV, Rockford, Ill.: "The attitude toward ratings as the yardstick—almost exclusively—in purchase of spots. Certainly qualitative analysis of audience is as important to some lines as quantitative."

**E. F. MacLEOD**, station manager, WDAK-TV, Columbus, Ga.: "The increasing costs of network production are forcing networks to sell participations, thereby encroaching on the spot field."

**MILTON FRIEDLAND**, general manager, WICS-TV, Springfield, Ill.: "The greatest problem to the secondary and tertiary-market station is to sell the Madison Avenue time buyers on effectiveness of localized selling at the lower rates (but good media buys) offered by small market stations as against their buying at high rates on so-called 'regional' or 'area' stations. The problem concisely is overcoming the national buying concept of 'overlapping' duplication and thus avoiding buying small markets."

**HARMON DUNCAN**, president, WTVD, Durham, N. C.: "(Greatest problem is) lack of one-minute Class A availabilities."

**GEORGE FRECHETTE**, general manager, WSAU-TV, Wausau, Wis.: "Network programs running on alternate weeks or every fourth week tend to upset regular schedules."

### PRODUCERS AND DISTRIBUTORS SAY . . .

**WALTER SCHWIMMER**, WALTER SCHWIMMER COMPANY, Chicago: "Firm availability without the threat of network pre-emption on network sale or spectacular (is the greatest problem)."

**CHARLES WICK**, president, TELEFILM ENTERPRISES, New York: "Lack of proper availability information."

**EMMANUEL DEMBY**, DEMBY PRODUCTIONS, New York: "Not enough creative programming to take fringe time out of the substandard class. Stations could spread their 'good time' by the way they book shows."

**NEXT WEEK—*The TV Editorial Advisory Board Will Explain:***

**SOLUTIONS TO THE SPOT TV PROBLEMS**

# WGA and Nets Huddle Over Second-Runs

HOLLYWOOD, Sept. 10.—Negotiations between Writers' Guild of America and networks are being watched closely this week, despite the fact that the talks themselves are of only secondary nature. They consist of a sort of mop-up operation by WGA, embracing freelance writers employed by networks in film TV.

These are relatively few. The importance of the talks, however, stems from the fact that they're the first to be held since the Screen Actors' Guild established the principle of residual payment on second-runs. Writers, so far, get no pay on second-run, and 25 per cent of minimum on third-run and each run thereafter.

Payment for kinescopes, however, is 100 per cent on second-run. If the WGA can get the nets to agree to make some second-run payment for film, it would have an important effect on future negotiation despite the fact that only a small number of writers are involved in present talks.

# Coke Pauses With D'Arcy

NEW YORK, Sept. 10.—D'Arcy Agency seems to have obtained the pause that refreshes from one of the two key accounts which have been reported shaky. Coca-Cola remains with the agency on a pro tem basis, but reports are that a shift still can take place at any time.

The word now is that Coke's board chairman has told President William E. Robinson that the latter may shift agencies any time he deems it desirable, at a moment's notice. Robinson has not yet found it desirable.

J. Walter Thompson is regarded as closest in contention.

D'Arcy's other problem account, Budweiser, also is still on the agency's roster, despite earlier reports that a shift was imminent.

# FCC Grants Permit To CBS for New VHF in St. Louis

WASHINGTCN, Sept. 10.—In a statement calling the Columbia Broadcasting Corporation a "giant among pygmies," an FCC hearing examiner this week recommended granting the net permit to build a new St. Louis VHF in preference to four other contestants. Hearing Examiner Thomas H. Donahue's frank admiration for CBS' "background and experience" toppled the opposing arguments of the area's St. Louis Telecast, Inc.; St. Louis Amusement Company, 220 Television, Inc., and Broadcast House, Inc., all competing for Channel 11.

The would-be station owners argued that CBS ownership would violate both the media diversification and multiple-ownership principles of the Commission. The examiner claiming to "yield to no one" in his belief in the media diversification princple, ruled that CBS ownership of the local outlet would tend to diversify rather than "result in any tight centralization of local media."

# 'Waterfront' Ranks 5th With 36.8 in Houston

NEW YORK, Sept. 10.—In the American Research Bureau chart for Houston in last week's issue, MCA-TV's "Waterfront" received a 13.8, ranking 22d among syndicated shows there. ARB this week issued a correction.

"Waterfront" actually got 36.8 in Houston in August, ranking it third among syndicated shows and fifth over-all.

# 3 VERSIONS ON TITANIC SINKING

HOLLYWOOD, Sept. 10.—Apparently the sinking of the Titanic has caught the imagination of Hollywood writers. Viewers will get no fewer than three different versions of it this fall.

"You Are There" has already filmed its Titanic disaster. TCF-TV is now shooting "Cavalcade," one of the primary scenes of which takes place aboard the ill-fated ship. Screen Directors' Playhouse will roll "Gamblers Don't Gamble," all of which takes place aboard the Titanic, with the sinking climaxing the story.

# Ind. Ford Men Sign Lombardo

CHICAGO, Sept. 10.—The Ford Dealers of Indiana this week signed a 52-week contract to sponsor "Guy Lombardo and His Royal Canadians" in six markets in the State. This brings MCA-TV's sales on the music show to over 130 markets. The stations on which Ford Dealers will sponsor are WFBM-TV, Indianapolis; WFIE-TV, Evansville; WFAM-TV, Lafayette; WTTV, Bloomington; WSBT, South Bend; and WKJG-TV, Fort Wayne. J. Walter Thompson is the agency for Ford.

# Dept. Stores Sing

• *Continued from page 2*

leaning toward greater diversification of media.

### Favor Spots

Cuff noted that the commonest method of using TV was to buy spot campaigns for special store promotions, buying in the best time available. He said the use of shows has not been too successful. He further mentioned that most stores do not use ad agencies.

Jordan Marsh, Allied's Boston store, is reputed to be one of the biggest users of TV in the field. It has been running regular spot schedules on both Boston stations since they went on the air. It places its ads thru the Hirshon-Garfield agency.

Ed Berman, promotion manager of A&S, which has completed four weeks of its test campaign on WRCA-TV, said he is not even trying to measure the results at this point. He said he learned from sad experience with a show here three years ago that he cannot measure TV effectiveness against immediate store traffic and sales. In its WRCA-TV campaign, A&S is doing institutional plugging of its children's department. After the 10 weeks, Berman said, he will try to ascertain if that department is doing better than a year ago.

# The Secret's Out

• *Continued from page 2*

edy was sold without a pilot, and eight out of nine adventure programs, not one produced by a network, had film in the can.

For a producer trying to figure out what kind of show to get ready for next season, of course, the big question is not what sold this year but what will be salable next. It might be pointed out, that it was obvious from the start that situation comedies and musicals would be unwanted this season because both produced some classic flops in 1954-'55, and musicals have a limited market anyway.

Mysteries have been in a slump for the past two or three years, but the cycle could be beginning its upward swing. There still seems room for good adventure shows and documentaries, especially the latter. Dramas are in a special category; it's the names that count.

The red light is out for anyone contemplating a Western or kid series. The categories are pretty well saturated. On the other hand, everyone professes to be looking for something brand new like, say, "The $64,000 Question."

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Wow! too hot to hold - Plate as is!! Frank

# FEATURES starring AUTRY/ROGERS SMASH SATURDAY DAYTIME RATING RECORDS first time out

## Tough Network Leaders Toppled in Market after Market!

**INDIANAPOLIS** (Saturday, 11:30 A.M.-12:30 P.M.) **14.1**
MCA TV's hour-long Western Film package tops three tough network competitors by 145%, 61% and 444% respectively! (ARB, July 1955)

**COLUMBUS** (Saturday, 9:30—10:30 A.M.) **12.9**
The *biggest* rating ever earned in the period. Jumped sets-in-use 75%! Almost *triple* the previous rating for the time spot! (ARB, June 1955)

**HOUSTON** (Saturday, 12:00-1:00 P.M.) **14.9**
Beats the top-rated Saturday afternoon network show by 144% — catapults time period rating *first time out* from 8.1 to 14.9! (ARB, July 1955)

**56 hour-long features starring GENE AUTRY**
**67 hour-long features starring ROY ROGERS**

*Stampede* the audience to these double-barreled hits in the market or markets of your choice. Terrific ratings—available *now!* Call MCA *today.*

Job No. 7917 — MCA-TV Mag Ad
46410 AT 8763 Proof A

SOLD 113 Markets

America's No. 1 distributor of television film programs

MCA TV Film Syndication

9370 Santa Monica Blvd., Beverly Hills

www.americanradiohistory.com

# now, 3rd series is ready to a great show

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# of BADGE 714 prove again... stays great!

In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a *great* show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual *Billboard* Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

Great entertainment for audiences and great selling for advertisers – that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for *you*. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone

## NBC FILM DIVISION

Serving *All* Sponsors . . . Serving *All* Stations

30 Rockefeller Plaza, N. Y. 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

*Nielsen Television Index—September, 1954-May, 1955

# Syndicated Films May Be in For Long-Range Bankrolling

NEW YORK, Sept. 10.—Phillips Petroleum's signing to ride "I Led Three Lives" for a third year points up the likelihood of more long-run sponsorship situations to come in syndicated film. Up to now they have been exceptional. The number of syndicated shows that have ever gone into more than two years of production can be counted on the fingers.

The major reason for this is that producers have been reluctant to make more than 78 episodes, figuring that further production cuts into their residual potential. On the other hand, distributors here point out that most of the important regional sponsors, on whom continued production of any series depends, have not been inclined to stick to any one show for too long. After a year or two on one property, however good a job it does, they get itchy to make a change in an attempt to create new excitement and enthusiasm among their dealers and salespeople.

It is generally recognized that syndication sponsors have thus been missing the great value to be derived from long-range identification with one property. By contrast, this advantage is not unusual among national sponsors paying the full freight for a show. Such is the case with Kellogg's on "Superman," Liggett & Myers on "Dragnet," Gulf Oil on "Life of Riley" and Ford on the "Ford Theater," to name a few.

### Changing Concepts

But the situation in syndication appears to be in for a change. Major first-run syndicators report that they have been finding increasing interest among regional advertisers in sticking with a show for a long haul. At the same time, several recent developments in the TV film business suggest that the distributors in the future will not only give comfort to this desire but will actually go out and promote continued sales of their old reliables.

The big thing is the new Screen Actors Guild contract, which gives a bigger share of re-run money to talent, cutting down the producers' and distributors' residual income. At the same time, the distributors have been finding first-run sales increasingly profitable despite the fact that production costs have risen. The main reason is that the medium size markets are now able to pay a bigger portion of the load. There are more stations in the medium market category. And that type of market has been able to take a few increases in program prices.

### Other Factors

Still another factor is the emerging pattern of residual sales. These are made mostly in package deals to stations. And with the current tendency to strip re-runs in daytime or late at night, it is an advantage to have numerous episodes in a series.

The tightening of new syndicated releases is still another factor likely to induce sponsors to stick with the same property a third or fourth year. In the past, the sponsors found plenty of other stuff around to attract their interest. But with the shrinking of the buyer's market, they will not have so many new shows in full production from which to choose. A lot of their future shopping will be on pilot films instead of full series. On these they will have to take

(Continued on page 24)

# Zhito Upped to Coast Manager Of TV Division

NEW YORK, Sept. 10.—Lee Zhito this week was upped to the post of West Coast general manager of The Billboard's Television division. Zhito, who has been executive editor in the Hollywood office, now takes on business functions for the TV division on the Coast, in line with The Billboard's increasing emphasis on television programming.

In his new capacity, Zhito will supervise client service in Hollywood, reporting to Sam Chase, general manager of the TV division. Other personnel in the Hollywood office remains unchanged, with Sam Abbott continuing to head The Billboard's Coast operations.

## ABC-TV Sells Fully On Two More Shows

NEW YORK, Sept. 10.—ABC-TV hung out the sold-out sign on two more of its shows this week. It sold the remaining quarter hour of "Ozzie and Harriet" to the Telechron Division of General Electric and the remaining quarter hour of "Mickey Mouse Club" to Morton Salt and the Lettuce Growers Association.

General Electric's Hotpoint Division is already with "Ozzie and Harriet" as alternate week sponsor. The Telechron buy therefore gives GE a three-quarter ownership stake.

# Interstate May Bring Allied Into Production

NEW YORK, Sept. 10. — Interstate Television, currently in the throes of a major expansion, is toying with plans to bring Allied Artists, its parent company, into production of new TV film series for network sponsors.

Definite moves in this direction, however, will probably not take place for at least several months. When and if Allied makes the move, the policy which would probably be followed would be to shoot no more than a pilot film of a projected series and hold back on further production until the show is sold.

According to Ralph Branton, president of Interstate, production of properties for syndication has become a highly risky venture. It is safer and more profitable, Branton feels, to produce for network sponsors or to syndicate network reruns.

Branton also indicated that top-drawer theatrical film producers William Wyler, John Huston and Billy Wilder, who recently signed production deals with Allied Artists and share in the profits of the company, may become available for production of one-shot film spectaculars that Interstate would sell for network airing. Here again, however, things are no further than the thinking and talking stage.

As one of the first steps in Interstate's new expansion, the firm has all but signed contracts for the acquisition of two network reruns, "Public Defender" and "I Married Joan," and also has added to its feature roster 32 Westerns recently produced by Allied Artists. Half of the new batch of Westerns star Johnny Mack Brown; the other 16 are Whip Wilson features.

Interstate also this week set plans to distribute its TV properties on a world-wide basis, dubbing them into foreign languages where necessary.

*SMALL TALK!*

# Screen Gems, TPA Merger Is Long Way Off

HOLLYWOOD, Sept. 10.—The progress of negotiations in the possible Screens Gems-TPA merger (The Billboard, September 10), remained status quo this week, according to TPA Chairman Edward Small, who indicated that any purchase of TPA by Screen Gems is a long way off.

Primary reason for such a merger would be Screen Gems' desire to increase its sales staff. This was the underlying motivation in MCA's buy of UTP last December. It has become axiomatic in the syndication field that programming and salesmen are assets of just about equal importance, because of the time and money it takes to train sales personnel in the highly complicated and tricky business.

Both Screen Gems and TPA have had some trouble keeping their sales people in recent months because of a lack of first-run product. Both are now apparently hypoing their activities, with Screen Gems placing "Jungle Jim" and TPA "Count of Monte Cristo," into first-run syndication.

## Admen Hike WCBS-TV Biz

NEW YORK, Sept. 10.—WCBS-TV's line-up of feature film shows has been attracting advertisers in record-breaking hordes. The station to date has increased its feature film spot business for the coming season by 50 per cent over the figure chalked up last year at this time.

The station's "Late Show" now has only three spots still open out of 70 that can be aired. The "Early Show" has one spot open out of 40 available for sponsorship. Its "Picture for a Sunday Afternoon" stanza is a complete sell-out. And its "Late Matinee" show has four unsold spots out of 36.

Practically all of the spots on the feature stanzas are sold to national advertisers.

## Barbara Stanwyck Set for Anthologies

HOLLYWOOD, Sept. 10.—Tentative agreement has been reached between Jack Denove Productions and Barbara Stanwyck for Miss Stanwyck to host and star in an anthology series. Actress would appear in approximately one of every three of the half-hours and introduce the others.

Program is being aimed at January network airing. Miss Stanwyck had previously turned down a number of TV series because they would have required her to act in each of the segments.

# ABC Film Syndication Eyes '3 Musketeers' as 1st Run

NEW YORK, Sept. 10. — ABC Film Syndication this week was reported giving close consideration to adding "The Three Musketeers" to its new slate of first-run properties.

The firm already has "Sheena, Queen of the Jungle" available for sale and, in addition to "Musketeers," is negotiating for "Mandrake, the Magician," which John Gibbs may put into production if a deal can be finalized with ABC Film. Other properties, it's understood, are also being considered.

The firm's step-up in new property acquisitions follows its decision to call a halt in further production of "Passport to Danger," on which 39 episodes were shot last season. Also, production of a fourth season's supply of "Douglas Fairbanks Presents" episodes is still up in the air, pending a decision by Rheingold on whether or not to renew its sponsorship.

ABC Film, of course, is anxious to add to its larder of new properties for this coming season, in view of the fact that there will be no new "Passports" and a chance that the supply of "Fairbanks" will halt. The firm has the network reruns of the "Ray Bolger Show" to syndicate. But it feels it can use a few more properties.

For one thing, its new national sales division, headed by John Burns, begins functioning at full speed next month, and the firm wants the shows to pitch to national sponsors. If no national deals are made, the properties can be added to the syndication lists.

*THE BILLBOARD SCOREBOARD*

# • Top Vidfilms Among Women

### and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standings of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

| Rank Order | Title and Distributor of Series | Women Per 100 Homes | Aug. July Rating |
|---|---|---|---|
| 1 | Liberace (Guild) | 98 | 10.1 |
| 2 | Mr. District Attorney (Ziv) | 94 | 12.3 |
| 3 | Florian ZaBach (Guild) | 93 | 2.8 |
| 4 | Mr. and Mrs. North (ATPS) | 92 | 5.6 |
| 5 | Doug Fairbanks Presents (ABC) | 89 | 12.6 |
| 5 | Favorite Story (Ziv) | 89 | 8.3 |
| 5 | Foreign Intrigue (Official) | 89 | 9.3 |
| 8 | Famous Playhouse (MCA) | 88 | 5.6 |
| 8 | Follow That Man (MCA) | 88 | 7.1 |
| 8 | Guy Lombardo (MCA) | 88 | 7.7 |
| 8 | The Whistler (CBS) | 88 | 10.2 |
| 12 | Dangerous Assignment (NBC) | 87 | 5.4 |
| 13 | Facts Forum (Facts Forum) | 86 | 1.0 |
| 13 | Inspector Mark Saber (Koch) | 86 | 5.3 |
| 15 | I Led Three Lives (Ziv) | 85 | 13.4 |
| 16 | Beulah (Flamingo) | 84 | 5.4 |
| 16 | Boston Blackie (Ziv) | 84 | 9.8 |
| 16 | Hollywood Offbeat (MCA) | 84 | 5.3 |
| 16 | Lone Wolf (MCA) | 84 | 9.8 |
| 16 | My Hero (Official) | 84 | 6.0 |
| 16 | The Playhouse (ABC) | 84 | 5.6 |
| 16 | Star and the Story (Official) | 84 | 10.6 |
| 23 | Eddie Cantor (Ziv) | 83 | 10.6 |
| 23 | I Am the Law (MCA) | 83 | 9.3 |
| 23 | Man Behind the Badge (MCA) | 83 | 10.6 |

*BEATING THE BRUSH*

# Merchandisers Seek Crockett Successor

NEW YORK, Sept. 10 — The character merchandising field is closely watching the new trends in TV programming for clues as to where their next bonanza lies. They're looking for another Davy Crockett, tho they'll be happy to settle for something with less boom in it—as long as it's not a quick bust.

Stone Associates this week signed for the apparel rights to Daniel Boone. No such show is at this time scheduled to go on the air. However, Gannaway-Ver Halen have announced they will produce a Boone show with Bruce Bennett, and Mickey Rooney Enterprises last year made a pilot film. Boone is the major hope to keep the "frontier" trend alive.

The greatest new interest now is in the costume pieces. "Long John Silver" and "Robin Hood" already have licenses out. They are being issued by the Mitchell Hamilburg Agency and Character Merchandising, Inc., respectively. Licensing of "The Scarlet Pimpernel" and "The Count of Monte Cristo" is due to start shortly.

Some experts believe this field is of dubious potential because of the foreign flavor. One of them pointed to the fact that "Cisco Kid," despite its consistent success on the air, never made it in merchandise. The reason, he said, is that it's a Latin-American character and not the full-blood American that kids like to identify themselves with.

### Westerns Ride On

In other respects, the Westerns continue to hold strong. Roy

(Continued on page 23)

*FILM KUDOS*

# Venice Pins Medals on GT, CBS-TV

NEW YORK, Sept. 10.—One of the 26 episodes in General Teleradio's "Animated Fairy Tales" won first place in the TV film category at the Venice Film Festival. Second prize went to the "Family of Man" stanza that appeared on CBS-TV's "Adventure" on June 19.

The segment of "Fairy Tales" that won was "The Gallant Little Tailor." The quarter-hour silhouette series was produced in England by Lotte Reiniger. The "Family of Man" show was based on the photographic exhibit put together at the Museum of Modern Art by Edward Steichen.

# Bowling Series Suit Settled

CHICAGO, Sept. 10. — Walter Schwimmer, distributor for Demet Productions' "Championship Bowling" series, said today that the suits filed by Matt E. Niesen, proprietor of the Faetz-Niesen Bowling Alleys, where the original series was filmed, "have been completely settled."

The suits asked "for an accounting of profits" and sought an injunction against use of the name, "Championship Bowling," on the new series filmed at Brunswick-Blake-Collender's experimental alleys.

Niesen, who had contracted for 20 per cent of the profits on the first 26 films, was given a cash settlement and, in return, released all his rights in the Demet series.

Art Pickens, Walter Schwimmer Company vice-president, says the series is now sold in 114 markets.

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*EDITORIAL*

# Many Happy Reruns

The past two years have seen the TV film industry grow out of swaddling clothes and become a major factor in the greatest advertising medium of all time. This development has resulted from inventiveness, courage, application—and quality. The inventiveness developed properties to meet a need; the courage provided the investments to make the films possible; the application successfully produced, marketed and merchandised films which satisfied viewers and clients; and the quality of the ultimate product was the most essential ingredient of all.

The period now confronting the vidfilm industry calls for these same qualities, in increased quantities. The toughening competitive situation provides both a challenge and a promise. For those firms which successfully meet the challenge, there is certain to be a future of vast growth and inestimable profits.

The coming season is likely to provide a yardstick for measuring the potential of most organizations in the TV film business, particularly on the distribution side. Among the firms preparing actively for the season's bow is Television Programs of America, which began operations but two years ago.

In that short span of time, TPA has progressed from an active infancy thru a lusty adolescence into a robust and early maturity. It has kept pace, stride for stride, with the swift rise of the industry itself.

The Billboard on these pages salutes TPA on this occasion of its second birthday. This special section is also, in a sense, a tribute to the TV film industry which gave rise to the company. While the articles in this section deal mostly with one company's experiences, they cover problems which, in the main, are universal in the field.

The new season ahead will inevitably bring with it new problems. But these can be surmounted by the continued application of the combined production, sales and merchandising teams of the individual film companies. It is to these teams, therefore, that this section is dedicated.

# It's Gotta Be in the Script—Ed Small

By EDWARD SMALL
Chairman. Board of Directors, TPA

HOLLYWOOD, Sept. 10.—Back in the early days of silents, film directors would ad lib the day's shooting as they went along, putting their pictures together almost by improvisation. Today, out on TPA's lot here, we have a saying that sums up, perhaps, all the differences between the free and easy days of the past, and the rigid, demanding requirements of TV. The saying is:

"If it ain't in the script, it ain't."

This sums up much of the TPA picture-producing philosophy. Quality, production and script values, the detail upon detail which result in finished product, can no longer be left to chance. Too much is at stake—not only TPA's reputation and continued success, but the investments of hundreds of advertisers and stations. So, to maintain these standards and protect these investments, you have to remember one vitally important fact: "If it ain't in the script, it ain't."

Because these free and easy days of "shooting on the wing" are long since gone, TPA maintains a full-time staff of production experts in its Hollywood office. Executive producer is Leon Fromkess, whose biography is given elsewhere in this section. Following is a list of some of the key figures who work with Fromkess in producing TPA programs:

**Rudy Flothow**

By actual count, Rudolph Flothow, TPA producer, has been involved in the making of 308 pictures, starting in 1929 as assistant production manager with Tiffany Stahl. He was a Columbia Pictures producer from 1940 to 1951 and since 1952 participated in the production of more than 200 half-hour TV film shows.

Irving Cummings Jr., an associate TPA producer, is following in his father's footsteps as a producer-director-writer. His screen play credits include "Yesterday's Heroes," "Ride Kelly Ride," "Jewels of Brandenburg," "Deadline for Murder" and "Dangerous Millions," all for 20th Century-Fox. He produced "Sign of the Ram," "Double Dynamite," "Where Danger Lives" and "A Girl in Every Port," and supervised story and production on "99 River Street," "The Steel Lady," and others.

Sidney Marshall, currently TPA's story editor on "Count of Monte Cristo," now in production, has written for virtually every medium in show business. He wrote the radio "Cristo" series for five years, as well as the best-selling novel, "Some Like It Hot" and "The Medic," "Man Called X," "Christopher Seven" and "Somebody Knows," for TV. He was also story editor and scripter on "the Line-Up"; did a full length film feature on "Mr. District Attorney," and wrote for top radio shows.

One of the newest members of TPA's Coast staff is one of Hollywood's most seasoned veterans, Dick Shayer, TPA story consultant, who has been writing for films since 1915. Shayer started with Biograph, one of the early-day silent giants. His first feature length picture was the "Rasputin, the Black Monk." He has amassed the greatest number of screen credits of any writer in the business, with more than 260 feature pictures. He was with Metro-Goldwyn-Mayer for 22 years, working on such all time greats as "All Quiet on the Western Front," "Dracula" and "Frankenstein."

But it takes more than highly qualified creative talent to take a motion picture, whether for TV or feature distribution, from its inception to the final moment of projec-

(Continued on page 18)

**TV FILM INDUSTRY'S RAPID GROWTH**

*pointed up by*

**TPA'S TWO-YEAR RISE**

*A Special Anniversary Section*

*THE MAGIC NUMBER IS FIVE*

# Video Film Co. Must Meet Many Basic Needs—Gordon

By MILTON A. GORDON
President, TPA

Did you know that the poet Longfellow was also a prophet? You remember he wrote in "Hiawatha":

"By the shores of Gitche Gumee
By the shining big sea water . . ."

Many people think Longfellow was describing the beauties of primitive America. They're wrong. Longfellow, in fact, was describing the travels of a TV film salesman, out beating the bushes as part of his company's all-out effort to get saturation sales on its newest syndicated property. (Perhaps I should add that the salesman in question made the sale. Gitche Gumee is a one-station UHF market.)

Yes, distribution plays a vital part in the successful operation of a TV film company and it has been the lack of this adjunct which has terminated the careers of a number of would-be film distributors. Yet, notwithstanding the absolute necessity for a sales organization that can sell and service an advertiser, whether headquartered on Madison Avenue, New York, or Main Street, Gitche Gumee, there are actually five basic requirements which a TV film organization must have if it is to survive in this extraordinarily competitive field. They are:

The sales organization already mentioned.

Production facilities.

Substantial financial resources.

Strong merchandising-promotion.

Flexibility.

Each of these is equally important and interdependent. The absence of any one is equally serious. The absence of any one means that the needs of the company's customers, advertisers and broadcasters, cannot be met adequately, whether the customers represent multi-million national advertisers, a local account which has just graduated up from buying station breaks, or a UHF station fighting for existence in a combination market.

Production facilities means more than merely the physical space and equipment required to make movies. It means a production staff able to bring maximum quality to any kind of program, a "Halls of Ivy," a "Count of Monte Cristo" or a "Lassie," and to provide that quality under the budget limitations and time limits imposed by TV budgets.

**Facilities**

Production facilities means one more important thing, too. It means the ability to work with, and if necessary, finance qualified independent producers. No one organization can ever get a monopoly on creative thinking and the function of independent producers must be maintained in TV as part of the process whereby the industry is infused with new ideas, i.e. new programs.

I am especially proud of TPA's record in the field of merchandising. Here is a service and plus for advertisers which has been growing steadily in importance. The fact that it can also mean added revenue for the film distributor is actually secondary. The greater importance lies in its value as a means of enhancing program value to the client and of establishing a closer relationship with the viewer-customer. TPA has been fortunate in the success already scored in merchandising "Ramar of the Jungle" and the merchandising campaigns now under way for "Captain Gallant of the Foreign Legion" and "Lassie" under the guidance of our merchandising head, Martin Stone, already show tremendous profit.

All of these ingredients necessary to film distribution are woven together by the strong chain of flexibility. And flexibility means more than being able to adapt so as to meet new situations and changes which occur daily in this somewhat frenetic business. It means flexibility of mind and a willingness to establish, rather than merely follow, tradition.

Incidentally, you'll be interested in a wire which has just come in from Gitche Gumee. They renewed.

# PRODUCER ANALYZES 'LASSIE'S' SUCCESS

By ROBERT MAXWELL
Producer of "Lassie"

The success of the "Lassie" TV show as a commercial vehicle, its many industry and public awards, and most of all, the sincerest form of flattery—imitation—have led to the inevitable query: "What were the ingredients that went into making 'Lassie' a success?"

Frankly, I wish I knew. There are certain time-tested hedges against failure in show business but, to my knowledge, there is no tried and true formula for success, and for one good and simple reason. Success in show business depends primarily and essentially on public acceptance, and public acceptance is not only impossible to pre-measure any accuracy but has a way of becoming frighteningly mercurial.

Pinned down, I suppose I would have to attribute the success of "Lassie" to its universality. It seems to be many things to many people. The membership of the Academy of Television Arts & Sciences, in awarding "Lassie" the Emmy calls it "the best children's

(Continued on page 16)

# Price-Only Deal Perils Industry, Lowers Quality, Says Sillerman

By MICHAEL M. SILLERMAN
Executive Vice-President, TPA

A growing tendency on the part of some buyers of TV film programs to buy almost entirely on a price factor—a sort of "lower prices ahead, damn the consequences," to paraphrase—is, in the considered opinion of all of us at TPA, a most alarming philosophy and policy. It is a policy that unhappily is gaining advocates. Worse yet, it is a policy that can only have one outcome for most of the parties involved—disaster.

**Danger Ahead**

If you think it out to its logical conclusion, you must come to the fact that pursuit of the policy of buying on a price basis only will inevitably reduce to a minimum the number of companies supplying film to advertisers and stations. That would mean a seller's market, not a buyer's market. Actually, that is the way it was during the early years of television, and especially during the freeze when, while markets were limited, so were the number of responsible concerns selling TV programs on film. This is reminiscent of what happened to the automobile business during the war, when automobile dealers were in complete control and cars were at a premium. This same sort of thing can happen in the TV film business just as well.

Let's see what happens if the pressure to lower prices continues. I can see these developments:

(1) Lower prices have got to force diminishing profits. Diminishing, and more to the point, disappearing profits invariably bring about a point of no return for smaller companies and they will have to cease operation. You are all familiar with instances in which certain distribution companies have been forced out of business recently. At least five companies with considerable product who were on the scene a year or two ago, today are out of the picture. There are many fewer syndication companies in the field today than there were a year ago. One trade paper item I saw indicated that there were half as many companies in the business today as there were two years ago, and they are turning out many times more film footage than at that earlier date.

**Revenue Threat**

(2) Lower prices of necessity force lower quality standards. Lower quality standards in turn must lower entertainment values. This means loss of revenue for the station because advertisers will not buy diminished audience. Everyone in television must be mindful that there are other media. Lower revenues for stations mean that the stations must increase their pressure for still lower prices, and so the vicious cycle mounts. Where does it end?

(3) Lower prices will bring about a reduction in the number of companies supplying film. Thus there will be a powerful handful of companies left to provide the stations with this basic programming ingredient. So, now we are back to our seller's market. Without any

(Continued on page 18)

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# The TPA Executive Family—Who's Who in TV Film Firm

Small

Gordon

Sillerman

Eells

*An industrial organization—no matter what the field—is no stronger than the line-up of executives who implement its policies. Television Programs of America has as its leaders a group of individuals with well-rounded backgrounds. A brief summary of the highlights of their careers follow.*

### EDWARD SMALL

Edward Small, chairman of the board of Television Programs of America and co-founder with Milton A. Gordon of the TV film production - distribution organization, got the show business urge early. When he was 15 he ran away from his Savannah, Ga., home to go into vaude, later going into tent and rep shows, first as a performer then as producer. Realizing that the business side offered both greater stability and potential, he turned to production and management.

In 1924, Small went to Hollywood, planning a brief stay. Instead he soon established himself as the leading manager in Hollywood, at one time representing as many as 300 of Hollywood's leading performers and creative names. The Small office published its own weekly newspaper, The Link, as well as its own yearbook.

Small has been closely identified with developing and launching the careers of some of the all-time filmdom greats, including John Gilbert, Corinne Griffith, Norma Shearer and Robert Donat. The latter, for example, was an unknown when Small chose him for the lead in "Count of Monte Cristo." Oddly enough, TPA's newest syndication series is based on the same great classic.

As a producer Small has made over 150 feature films, 27 of which make up TPA's highly successful Edward Small Features package. He holds the unbelieveable record of never having lost money on a film production. Still under contract to United Artists as an independent feature film producer, he also supervises all TPA productions.

### MILTON A. GORDON

Milton A. Gordon, president of Television Programs of America, Inc. (TPA), is a Chicago-born attorney-banker-businessman who is responsible for the investment of vast millions in theatrical and TV film. When he was a banker he described himself as a "fireman who puts out the fire using a hose out of which pours millions of dollars."

The fires Gordon referred to were near-tragic business fires. The most famous involved United Artists (UA) which, in the late '40's after a notable career, had been in a steady decline. Gordon, as executive vice-president of Walter E. Heller & Company, Chicago investment organization—Heller had a tremendous stake in UA and already had taken severe losses—not only devised a plan for refinancing the company but managed to bring its dissident stockholders together.

Then Gordon applied his financial wizardry to give UA a major box-office attraction, at the same time establishing a film industry "first." This was the split hemisphere financing of the Sol Spiegel—John Huston production of "African Queen," co-starring Katherine Hepburn and Humphrey Bogart. Part of the money came from America, the rest from England. The film, a box-office smash and Oscar winner, was the turning point for UA.

Prior to salvaging UA, Gordon has had a diversified business background. A Ph.D. and J.D. of the University of Chicago, he practiced law for eight years; was president of his own Army materiels factory and later, with the Heller organization, one of the nation's leading authorities on rescuing failing companies. In line with his theory that "banking can be creative," he helped make frozen juice concentrates a national habit when he salvaged a large investment in this field by setting up a national merchandising - distribution - advertising campaign. He has also been active in lumber, oil refineries, coal mines, department stores, tools and plastics.

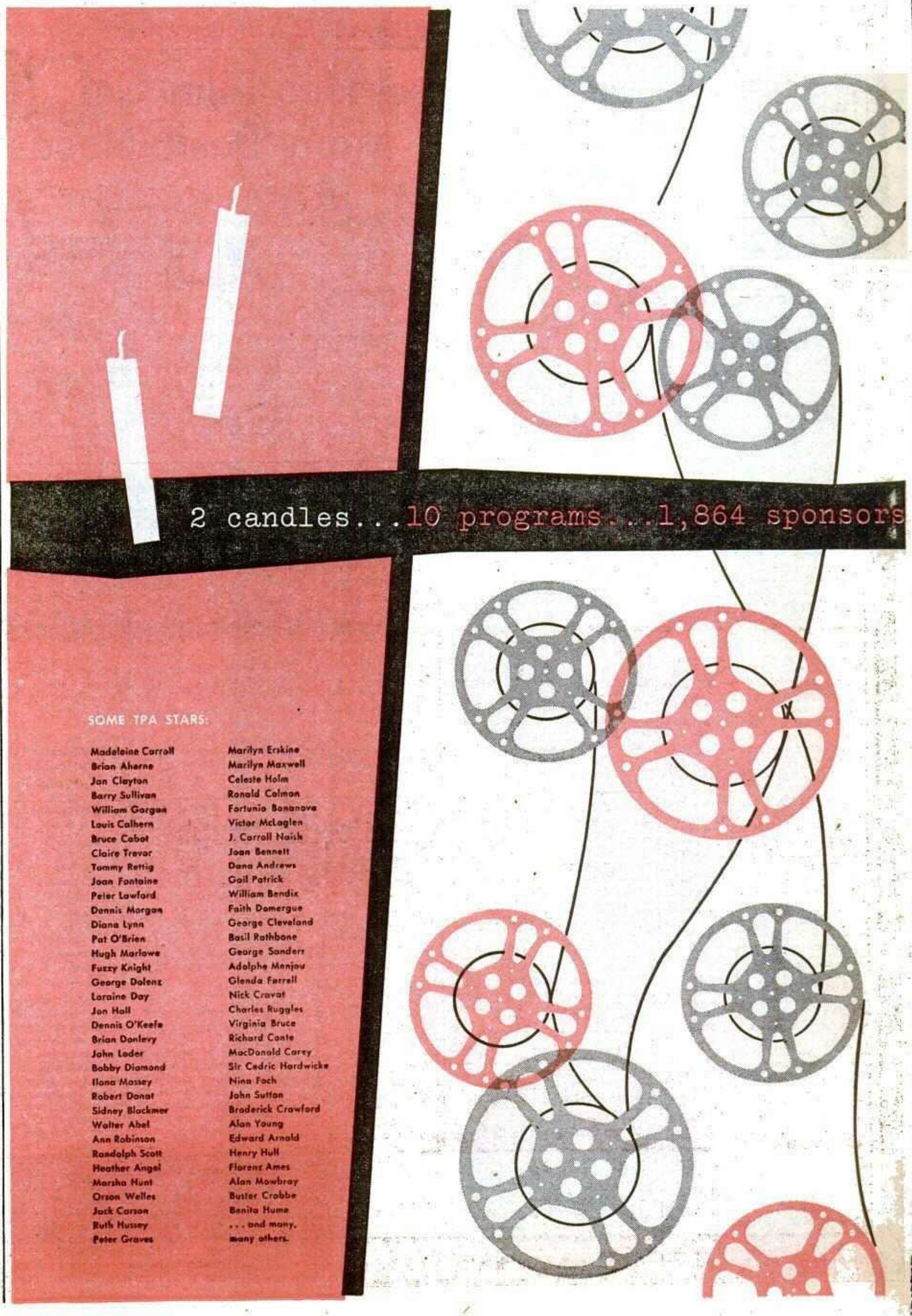
### MICHAEL M. SILLERMAN

Known as one of the few truly creative sales executives in broadcasting, it is said of Michael M. (Mickey) Sillerman that he has been identified with the sales of more programs to more stations and advertisers than any man in the industry. It has been this talent that has made him one of the principal figures in the remarkable growth of Television Programs of America, Inc. (TPA), of which he is executive vice-president.

Born in Baltimore and schooled at Johns Hopkins, Sillerman immediately went into sales and advertising, first with Alvin Austin Associates, then with Fairchild Publications and then I. Miller. He pioneered in the merchandising and advertising approach which made a woman's shoe part of her over-all ensemble, with the result that Miller opened new distributorships in 100 key markets.

Mickey's success with I. Miller led to his appointment as vice-president at the John D. Boyle, Inc., agency, from which he resigned to assume a similar post at the Biow Company. He handled such accounts as I. Miller, Camel, Esso Gas and Oil, several clothing accounts and Gerardine Hair Wave Lotion, introducing Walter Winchell to radio.

From 1932 to 1935, Sillerman was owner-producer for Hamilton Radio Productions, doing such shows as "Soconyland Sketches" for Standard Oil of N. Y.; "Mr. and Mrs.," based on the famous Briggs cartoon, for Graybar Electric, and the "Stebbins Boys" for Swift & Company. In 1935 he became sta-

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Frieberg

Fromkess

Hersh

Blumberg

tion relations and sales director for Sesac, Inc., licensor of music, negotiating contracts with some 400 stations.

In 1940, Sillerman organized Keystone Broadcasting System, by which independent stations thruout the country became linked into a transcription network, bringing them national revenue hitherto unattainable.

With the development of commercial TV, Sillerman joined Ziv Television, where he was instrumental in setting up the sales organization which moved their programs into large-scale distribution. He directed sales on such shows as "Cisco Kid," "Sports Album," "Boston Blackie" and "Story Theater." He also helped develop the 52-week non-cancellable contract; the market-by-market concentration plan, and scored the first 100 per cent market coverage with "Cisco Kid." He resigned this post to become executive vice-president of TPA and collaborated in its organization with Edward Small and Milton A. Gordon.

### BRUCE EELLS

Bruce Eells (rhymes with "sells"), vice-president in charge of the Western Division of Television of Programs of America, Inc. (TPA), holds one of the most notable sales records in the broadcasting industry. In 1947 Eells developed a revolutionary new program syndication plan for U. S. radio stations and soon after had 400 outlets participating.

In 1952, Eells disposed of his radio interests to go into television as account executive for a major distributor, resigning in 1953 to join TPA. He was elected vice-president in April, 1955.

A product of Sioux City, Ia., Bruce Eells majored at Drake University in business, finance, advertising and merchandising, later studying law at LaSalle Institute, Los Angeles. From 1934 to 1937 he was a bank examiner for the U. S. Treasury Department. He moved toward show business when he joined Republic Investment Corporation, specialists in managing business affairs for talent.

In 1943, after serving as account executive with the Don Lee network and sales manager of KHJ, Don Lee key station in Los Angeles, Eells joined Young & Rubicam in Hollywood. Eells remained with Y. & R. until he set up his own company in 1947.

### HARDIE FRIEBERG

Hardie Frieberg, vice-president in charge of the Eastern Division of Television Programs of America, Inc. (TPA), has been in commercial television ever since there's been commercial television. He started as producer of some of the industry's earliest and most fondly recalled shows, those starring such TV "gals" as Faye Emerson, Eva Gabor, Maggi McNellis and others.

In 1951, noting the trend to increased use of film in video, Frieberg became an account executive with a film production-distribution organization, resigning to join TPA in 1953.

Before turning to TV, Hardie operated one of the most successful publicity operations in the East, his clients including, among others, Kate Smith, Harry Conover, Guy Lombardo and others. He is a New Yorker and a graduate of Alfred University.

### LEON FROMKESS

Leon Fromkess, executive producer for Television Programs of America, Inc., has, since 1951, made more than 10 top TV film series. These include "Ramar of the Jungle," one of the most notable commercial successes in the field; "Stars Over Hollywood," "Chevron Theater," "Kit Carson," "Halls of Ivy" and "Gruen Theater." He is now executive producer on TPA's "Count of Monte Cristo" and "Fury" series.

Fromkess from 1945 to 1951 was partner and vice-president in charge of production of the Samuel Goldwyn Company. In that period the company produced such smashes as "Best Years of Our Lives," the Danny Kaye features, "Bishop's Wife," "Edge of Doom" and others.

Fromkess' first activity in pictures was with Columbia Pictures, from 1927 to 1936, when he did their original financing and arranged for the purchase of franchises, making the company an international operation. In 1937 he helped set up Monogram Pictures, becoming both treasurer and executive producer, leaving in 1939 to become president of PRC Pictures (later Eagle Lion).

### BEN HERSH

Ben Hersh, general manager for production at TPA's West Coast studios, has been a film maker since 1932. He started with Standard Capitol Company, which financed indie production, and supervised production, shifting over to Universal Studios in 1936 as production supervisor. Later he was president of R-C-M, producing some 1,000 musical shorts.

In 1947, after making a series of "Lum 'n' Abner" films, he became vice-president of Samuel Bischoff Productions, where his pictures included "Mrs. Mike," starring Dick Powell; "Pitfall," "Intrigue" and "Outpost in Morocco." Later he was production supervisor on such products as "The Groom Wore Spurs," starring Ginger Rogers and Jack Carson; "He Ran All the Way," with John Garfield; and "M," starring David Wayne.

In 1952, Hersh became vice-president and general manager for Edward Small Productions, since when he has supervised all production for that company, as well as TPA.

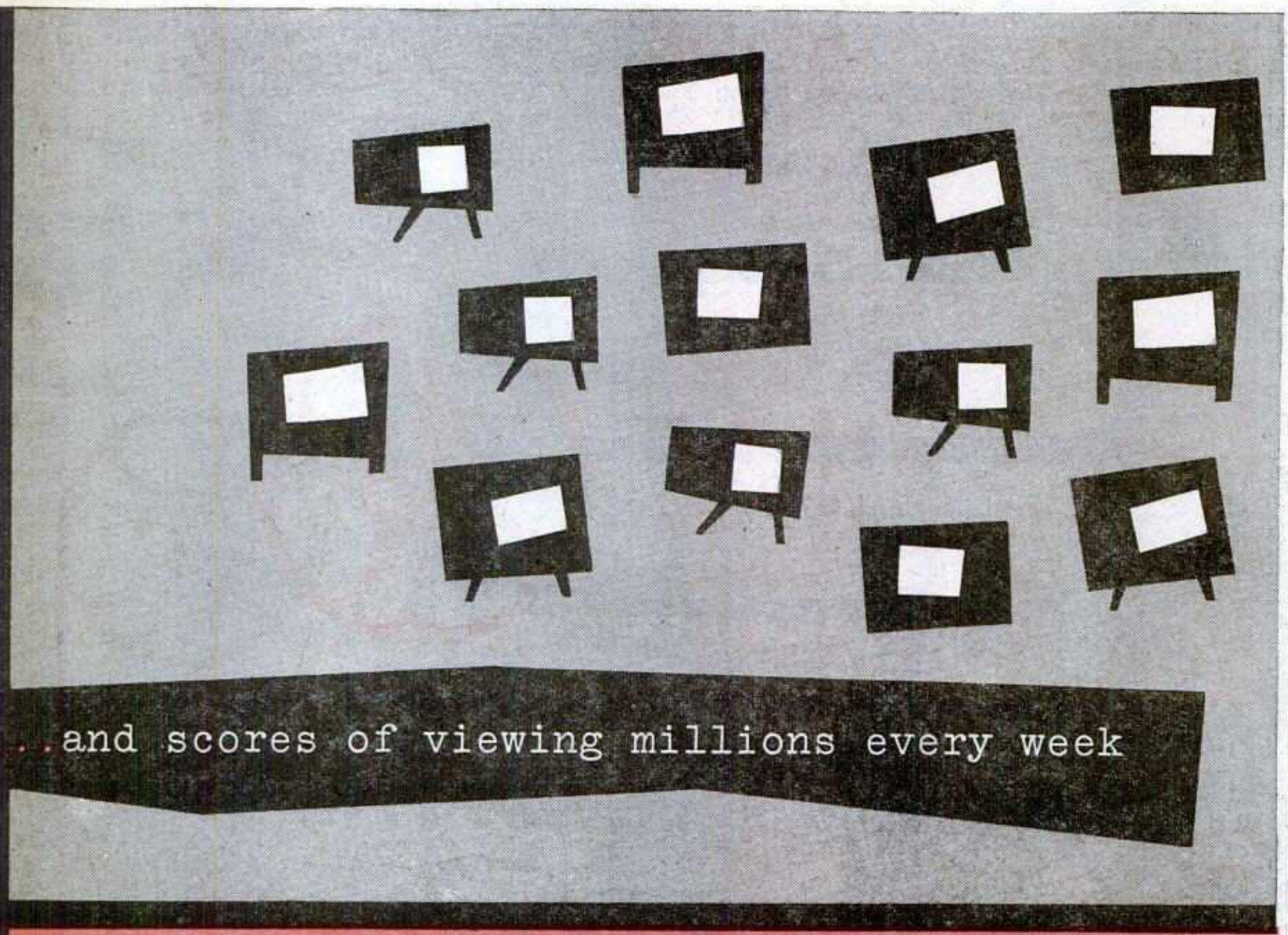
### KURT BLUMBERG

Kurt Blumberg, assistant vice-president of Television Programs of America, Inc. (TPA), has been involved with selling ever since he was in his teens. When he was 15 he got a job with a Long Beach, N. Y., boardwalk concessionaire who sold and rented bicycles. Soon after he went to work, Kurt had an interest in the business. Since then, only college and war service have interrupted his sales activities.

An honor graduate of Princeton ('46), Blumberg's first job—excluding the bike turn—was with Macy's, where at the end of three years he was senior assistant furniture buyer. He left to go with Ziv-TV, resigning to start with TPA when it was organized.

Along with his sales activities, Blumberg is recognized as one of TV's top authorities in the complex field of marketing and pricing. He

(Continued on page 18)


Even in this giant-strided television industry, there's an eye-opening reaction to the speed with which TPA has climbed to its present dominance. And for good reason. Look at the record as we light our second birthday candle:

**Four TPA Programs on the Networks:** "Lassie" . . . "Halls of Ivy" . . . "Captain Gallant of the Foreign Legion" . . . "Fury".

**Five TPA Syndicated Programs:** "Ramar of the Jungle" . . . "Your Star Showcase" . . . "Ellery Queen" . . . "Science in Action" . . . "The Count of Monte Cristo".

**TPA's Edward Small Features,** as much a staple in TV station operations as the transmitter itself.

The reception given to these programs by viewers and advertisers alike underscores the soundness of the principles on which TPA was founded:

*Quality productions of every type—for every station and advertiser.*
*Outstanding programs with magnetic viewer appeal, designed to enable sponsors to move merchandise in high volume—at low cost.*

Quality showmanship, which will ever be the hallmark of TPA programs, is the reason we look forward to a future of even greater service to viewers . . . stations . . . advertisers.

EDWARD SMALL, CHAIRMAN OF THE BOARD
MILTON A. GORDON, PRESIDENT
MICHAEL M. SILLERMAN, EXECUTIVE VICE-PRESIDENT

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*for higher sales through quality programs...*

*Television Programs of America, Inc.*

*477 Madison Avenue, New York*


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SALES BUILDERS

tpa sales builders

*for higher sales through quality programs.*

## RAMAR of the JUNGLE

*starring*

**JON HALL**

## YOUR* STAR SHOWCASE

*with your host*

**EDWARD ARNOLD**

**Sponsor name*

## THE ADVENTURES OF ELLERY QUEEN

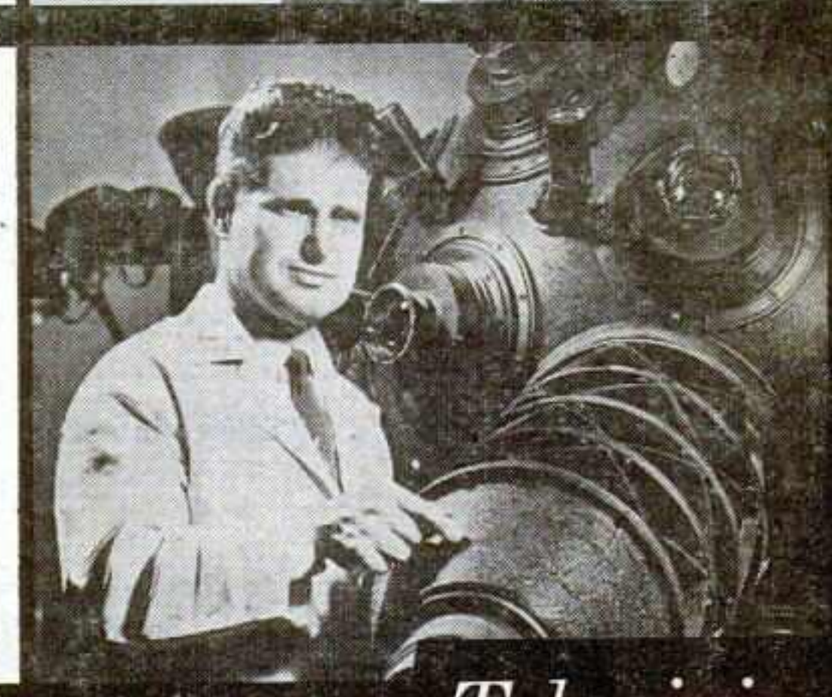
*starring*

**HUGH MARLOWE**

## SCIENCE IN ACTION

*produced in association with*

*The California Academy of Sciences*



*Television*

## THE COUNT OF MONTE CRISTO

*starring*

**GEORGE DOLENZ**

*recently released for syndication selling*

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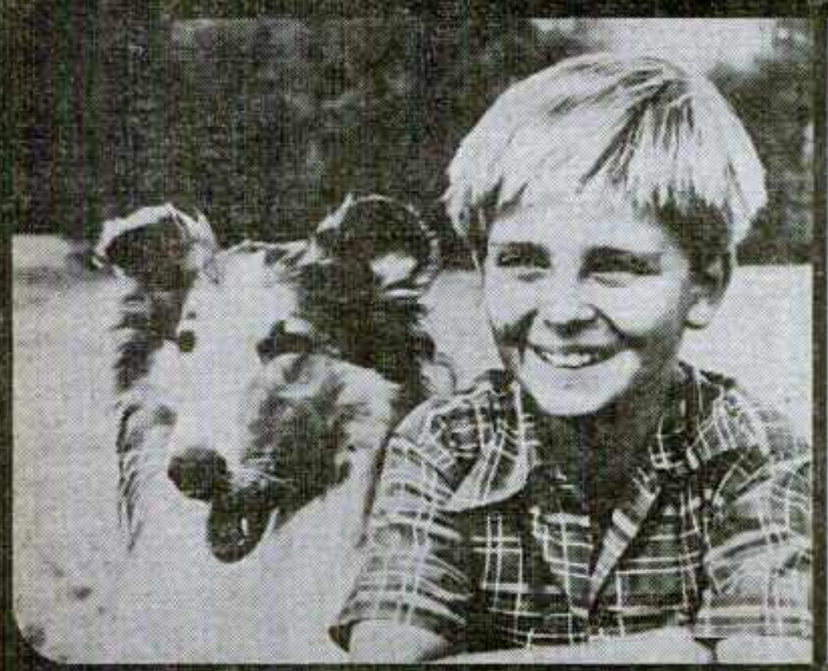
## THE HALLS OF IVY

*starring*

**RONALD COLMAN and BENITA HUME**

*CBS Network, for International Harvester Co., through Leo Burnett Company, Inc., and National Biscuit Co., through McCann-Erickson, Inc.*



## LASSIE

*starring*

**TOMMY RETTIG, JAN CLAYTON, GEORGE CLEVELAND**

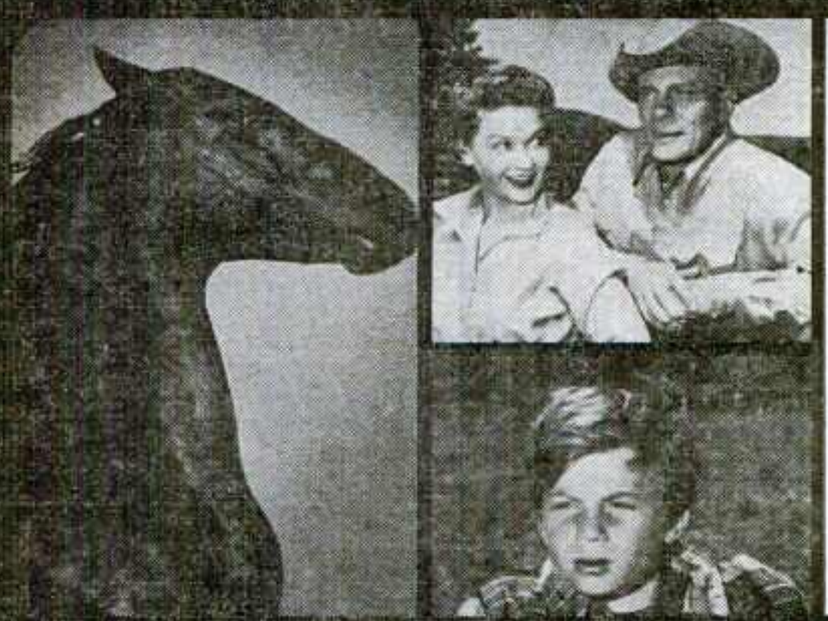
*CBS Network, for Campbell Soup Co., through Batten, Barton, Durstine & Osborn, Inc., and Kellogg Company, through Leo Burnett Company, Inc.*

## CAPTAIN GALLANT of the FOREIGN LEGION

*starring*

**BUSTER CRABBE**

*NBC Network, for H. J. Heinz Company, through Maxon, Incorporated.*



## FURY

*starring*

**BOBBY DIAMOND, PETER GRAVES, ANN ROBINSON**

*NBC Network, for General Foods, through Benton, & Bowles, Inc.*

*Programs of America, Inc.*

## THE EDWARD SMALL FEATURE FILM PACKAGE

tpa

SALES BUILDERS

tpa sales builders

*for higher sales through quality programs.*

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*Thanks...*

TO:

The Sponsors, Agencies, Station Executives who selected me the best performer in an adventure series.

AND:

To the cast and crew of the 'LASSIE' show who helped me win this award.

*Tommy Rettig*



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CONGRATULATIONS, TPA, on two years of outstanding achievement in the tv film field


## 'Lassie's' Success

• *Continued on page 11*

show." The Billboard, in making its recent film award, calls it "the best new adventure show." The Parent-Teachers' Association calls it "the best family show." Our fan mail contains letters from tots of 6 and grandmothers of 60. Our audience composition indicates an equal division between adults and children.

The "mass appeal" we have achieved was by no means accidental. In developing the format for "Lassie" and in selecting our script material we were determined not to write down to children nor write up to adults.

In this regard, we have discovered that children are also people and respond to an emotional stimulus as readily as they do to a physical stimulus. We have found it unnecessary to shoot guns, blow up atomic reactors or threaten them with mad scientists to hold their interest. As a result, I believe we have developed an empathy that many of the so-called children's shows do not have since it is far easier for a child to identify with Jeff's flunking an arithmetic test or his concern over Lassie having pups than it is to identify with a man who flies or a creature from another world.

In our second series, which began September 11, we are giving added emphasis to those problems. One of our stories involves racial prejudice. Another examines superstition. A third explores envy and jealousy. Others deal with conservation, the balance of nature, animal husbandry and, in a complete off-beat approach (certainly for a family program) we are doing one story in which Jeff learns to accept the inevitability of death.

None of this would have been possible without the confidence and co-operation of our sponsor, the Campbell Soup Company and its advertising agency, Batten, Barton, Durstine & Osborn. In the final analysis, one of the important ingredients, if not the most important, necessary to the building of a successful television program is the attitude of the people who foot the bill. It takes courage to deviate from the norm. When courage is backed by cash and confidence the road to success is far easier to travel.


# Best Wishes To TPA...

*We are proud to process your film productions*

★

**CONSOLIDATED FILM INDUSTRIES**

Fort Lee New York Hollywood

*William Fawcett*

Co-Starring in

**'FURY'**

★ ★ ★

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477 Madison Ave.
New York 22, N. Y.

Exclusive Agent
BOB BRANDEIS



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Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as $3 — !


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The Billboard

*Award*

*presented to*

# LASSIE

*Voted*

**Best Adventure Series**

Network Category,
1954-'55 Television Season

*The Billboard's 3d Annual*
*TV Film Program & Talent Awards*

**ROBERT MAXWELL ASSOCIATES**

**5746 Sunset Boulevard**

**Hollywood, California**

## TPA's $7 MIL PRODUCTION NUT BETWEEN NOW AND FEB.

NEW YORK, Sept. 10.—A production budget which may exceed $7,000,000 is in store for Television Programs of America between now and February, 1956. Of this amount, almost $5,000,000 already has been committed for four series.

The four shows to which TPA is firmly committed are "Fury," "Count of Monte Cristo," "Tugboat Annie" and "Lassie." Shooting is now under way on all of these except "Tugboat Annie," which will go under the camera within the next month or so.

In addition, TPA is currently mulling new production on its highly successful "Ramar of the Jungle" series.

Also under consideration is new production on "Captain Gallant of the Foreign Legion," currently on NBC-TV for H. J. Heinz Company and syndicated in non-Heinz markets.

## In the Script

○ Continued from page 11

tion. It takes production wizardry and it takes financial wizardry which is where Robert B. Leck, treasurer of Edward Small Productions comes in.

Leck was a long-time principal in the accounting firm of Haskins & Sells, specializing in motion picture tax and accounting problems. He resigned from Haskins & Sells to go into the picture business full-time.

These are some of the men who help make TPA films.

## The TPA Family

• Continued from page 13

has succeeded in the difficult assignment of pricing programs firmly and realistically, both from the standpoint of the client and the producer-distributor.

### SEYMOUR H. MALAMED

New York-born Seymour H. Malamed is treasurer of TPA and is one of the original staffers with the company. A former accountant and tax specialist, he is a graduate of C. C. N. Y., where he majored in business administration.

Malamed

Malamed gave up his own accounting and tax practice to get into the financial end of show business as business manager for the Charles Wick office, represented on the air by the Ken Murray and Jimmy Melton shows, among others. He moved to TPA, oddly enough, thru "Ramar of the Jungle," which Wick represented briefly before distribution was taken over by TPA. He is known as an authority on the complexities of theatrical financing.

## Price-Only Deal

• Continued from page 11

appreciable degree of selectivity, the film companies will set prices under these circumstances without due regard for the inherent values involved in normal bargaining procedure.

I can foresee one other very vital result of the pressure developing from low cost policies. That will be the decrease in the production of new syndicated film programs. This, too, is inevitable. There will be fewer companies and they will be able to capitalize on a natural reluctance to gamble the tremendous sums involved in producing 39 episodes of a half hour show. Why should they? Their competition has been forced out of business by lack of profit, and remember this is not idle talk. We have already the evidence of those distribution companies who have dropped by the wayside. And so you would have shrinking availabilities and a diminution of the supply of new syndicated film programs at a time when I think you will all agree we need an increase, and especially an increase in quality programs.


Happy to be Associated with

TPA

HOWARD A. ANDERSON CO.

Special Photographic Effects

751 North Fairfax Ave.,
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Best Wishes . . .

From Manny and Charley at

EVERGREEN NURSERIES

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on their 2nd birthday

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**AMES-DES MOINES, IOWA**—WOI-TV • **ATLANTA, GA.**—WAGA-TV—WSB-TV
**ANCHORAGE, ALASKA**—KENI-TV • **ASHEVILLE, N. C.**—WLOS-TV • **AUGUSTA, GA.**—WRDW-TV • **BAKERSFIELD, CAL.**—KBAK-TV
**BATON ROUGE, LA.**—WBRZ—WAFB-TV • **BEAUMONT, TEX.**—KBMT • **BELLINGHAM, MASS.**—KVOS-TV • **BINGHAMTON, N. Y.**—WNBF-TV
**BALTIMORE, MD.**—WAAM—WBAL-TV—WMAR-TV • **BANGOR, ME.**—WABI-TV • **GREAT BEND, KAN.**—KCKT-TV • **BURLINGTON, VT.**—WMVT
**BILLINGS, MONT.**—KOOK-TV • **BIRMINGHAM, ALA.**—WBRC-TV—WABT • **DURHAM-RALEIGH, N. C.**—WNAO-TV • **EAU CLAIRE, WIS.**—WEAV-TV • **EL PASO, TEX.**—KTSM-TV
**BOISE, IDAHO**—KIDO-TV • **BOSTON, MASS.**—WBZ-TV—WNAC-TV • **BUFFALO, N. Y.**—WBEN-TV—WGR-TV—WBUF-TV • **HOLYOKE-SPRINGFIELD, MASS.**—WHYN-TV
**BUTTE, MONT.**—KXLF-TV • **CADILLAC, MICH.**—WWTV • **CAIRO-CAPE GIRARDEAU, ILL., MO.**—KFVS-TV • **ST. LOUIS-BELLEVILLE-FESTUS, MO.**—KSD-TV—KWK-TV
**CEDAR RAPIDS, IOWA**—WMT-TV • **CHAMPAIGN-URBANA, ILL.**—WCIA • **CHARLESTON, W. VA.**—WCHS-TV • **SALT LAKE CITY, UTAH**—KTVT—KUTV—KSL-TV
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**CLEVELAND, OHIO**—WEWS—WNBK—WXEL • **COLORADO SPRINGS, COLO.**—KRDO-TV • **SOUTH BEND, IND.**—WSBT-TV • **SPOKANE, WASH.**—KHQ-TV—KXLY-TV
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**FRESNO, CAL.**—KJEO-TV—KMJ-TV • **GALVESTON, TEX.**—KGUL-TV • **GRAND RAPIDS, MICH.**—WOOD-TV • **READING, PA.**—WHUM-TV • **ROCHESTER, MINN.**—KROC-TV • **OTTAWA, CAN**—CBOT • **BRANDON, CAN.**—CKX
**DALLAS-FT. WORTH, TEX.**—KRLD-TV—WFAA-TV—KFJZ-TV—WBAP-TV • **DAVENPORT-ROCK ISLAND-MOLINE, IOWA-ILL.**—WHBF-TV • **DAYTON, OHIO**—WHIO-TV—WLW-D • **OKLAHOMA CITY, OKLA.**—KWTV—WKY-TV—KTVQ
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**SCHENECTADY-ALBANY-TROY, N. Y.**—WRGB—WROW-TV • **SCRANTON-WILKES BARRE, PA.**—WARM-TV—WBRE-TV • **SEATTLE-TACOMA, WASH.**—KING-TV—KOMO-TV—KTVW—KTNT-TV • **SIOUX CITY, IOWA**—KVTV
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**ENID, OKLA** KGEO-TV
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**TUCSON, ARIZ.**—KOPO-TV—KVOA-TV
**CHATTANOOGA, TENN.**—WDEF-TV
**SANTA BARBARA, CAL.**—KEY-TV
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*Ellery Queen*
*Lassie*
*Your Star Showcase*
*Halls of Ivy*
*Captain Gallant*
*Edward Small Features*
*Science in Action*
*Fury*
*Count of Monte Cristo*

*Television Programs of America, Inc.*
477 MADISON AVENUE
NEW YORK 22, N. Y.

tpa

# Merchandising a Major Boost to Program Values

By MARTIN STONE
Head of Stone Associates, Merchandising Representatives for TPA

One of the lessons that emerges from growing experience in the television industry is that the proper and effective merchandising of television characters can be of immeasurable value in accomplishing the major objectives of a television program.

For the client this means ever-increasing sales of its product; for the station this means consistently solid audience ratings as well as a satisfied client closely identified with his program. A well-conceived merchandising operation has a definite role to play in bringing about these objectives.

Merchandising may be considered in two main areas. First there is the vast field of commercial tie-ins authorizing the use of the names, likenesses and characters of a television show on various products for sale at retail in the toy, apparel, publishing, record, food and allied fields. Thru these tie-ins countless thousands of impressions are made each day upon present and potential viewers thru window and counter displays of the merchandise, point-of-sale material, and newspaper advertising.

Each one of these impressions brings to the consumer one more contact with the characters of the television show and, incidentally, may carry with it an automatic association with the client's product, assuming the sponsor has fulfilled his goal of developing that association most effectively.

Merchandise bearing the names and characters of the show must be of the highest quality, take full advantage of colorful design and packaging, and be priced competitively so as not to depreciate the value of the mainstay, the television show itself. Furthermore, the products and related advertising material must take full advantage of the atmosphere and format of the show in question, so as not to foster incongruous tie-ins such as have flooded the market during the recent Davy Crockett craze. Finally, the merchandising promotion must be carefully controlled to make certain that articles licensed do not in any way conflict with the sponsor's products.

The second main area of merchandising deals with premiums and special promotions. It is here that imaginative creations, taking full advantage of the format of the television show and priced so as to represent value to a purchaser, can again help widen the area of viewer acceptability of a program and indirectly of the sponsor's products. Self-liquidating premiums, giveaways at point of purchase, package inserts, contests, combination sales, all making full use of the characters and background of the show, can be most helpful in stimulating audience response and thus acting as salesmen for clients' products. Also the use of end seals, package backs, or specially developed containers offers another channel thru which full exploitation of the merchandising aspects of a program can increase sales of the client's product and widen viewer acceptability.

Obviously, merchandising is merely ancillary to successful programming. The strength of any promotional venture in television is dependent upon the force of the exposure of the show to which it is attached. Programs such as "Lassie," "Captain Gallant," "Ramar of the Jungle," create enormous loyalties among viewers because it is in the nature of these productions that they evoke responses of affection, admiration, and ideal conduct which serves as an example. Where Ramar and Gallant are colorful and adventurous in an exotic atmosphere, they provide ideal material for unusual costumes, toys, etc. Lassie, on the other hand, is founded on the familiar, and yet its hold on its audience is strengthened by its identification with everyman. Accordingly, Lassie is merchandisable on a homespun appeal based on familiar costumes, novelties and so forth.

Every TPA show begins with its eye on entertainment and aims for the greatest possible audience appeal. The program having achieved its objective and built its following, it is our function as the merchandising arm of TPA to "follow thru." A successful syndicator will, however, keep his eye on the ball for his local client. The momentum of the swing created by a first-rate show plus an effective merchandising "follow thru" produces successful results—which is par for the course for TPA.

BOBBY DIAMOND

CO-STARRING IN

'FURY'

★

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9172 Sunset Boulevard
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NEAT TRICK

## Four Years In Two and No Mirrors

NEW YORK, Sept. 10.—Altho Television Programs of America has been in business only two years this month, it has already performed the neat trick of programming almost four years of hours on the air. This is based on the total number of hours stations airing TPA shows have given to those programs. It does not include Canada, where every TPA show except its most recent property, 'Count of Monte Cristo," is aired.

Since September, 1953, when TPA started, 33,428 program hours have been aired in the U. S. This represents the staggering total of 66,856 individual half hour telecasts. Since there are 8,760 hours in the year, TPA air time totals 3.82 years. TPA is now represented on the air by 95 per cent of the U. S. stations.

The job of servicing all these clients is handled by TPA's program department, headed by Phil Besser. Besser, who's been with TPA since it started, is a veteran of the film industry, having served with Metro-Goldwyn-Mayer in distribution, moving over to TV via Unity TV Corporation at the outset of commercial television.

# Vidpix Are 'Cure-Much,' Louis Wolfson Says

By LOUIS WOLFSON II
Business Manager, WTVJ, Miami

A local station must depend upon network programming and syndicated film as its big guns in competing for a listening audience. At best, there are few local, live programs that can compete with either.

Recently a well-known, old-line Miami institution found it was fast losing its dominant position in the market. A complete and exhaustive survey indicated the worth of television advertising above competing media. The problem remaining was how the company could best utilize television to regain its local status. Double 'A' time would provide the most listeners, but any local show would be forced to compete with high budgeted network programming. What did the institution buy? Of course, the question answers itself—a half-hour syndicated film series. This is my point, "The question answers itself." It's almost impossible to program well today without the use of syndicated film.

It's not always so simple a matter to convince an advertiser that a particular syndicated property is his best solution to a sales problem.

Ed Lane, of Olin's Used Cars, got fabulous results with a quarter-hour local live program. He felt that if this program were to be extended to a half-hour and produced from a "remote" location, the success would be even greater. The new program was so complicated that it would have taken four to six weeks to work out all the details. WTVJ advised the sponsor to use "Ellery Queen," a station-owned TPA product, as a "gap filler." This was three months ago. Ed Lane's success is all he had hoped for. In Miami, he sells as many cars as all used car dealers combined. There is one twist to the story—he never put on his remote, he still has "Ellery Queen." His success, as ours, was based on the use of syndicated film.

If you're thinking "That's all well and good, but syndicated film isn't a cure-all"—I agree. It's no cure-all, but it is top-notch entertainment. It is inexpensive. It is an audience builder. It has enough variety to be programmed from sign-on to sign-off, and if you're having trouble with your local sales, a syndicated salesman will help you sell his product. Perhaps then, it's a "cure-much."

Agencies readily accept adjacencies to top-notch syndicated shows as well as network programming, because of the ratings attained. Thus, syndicated shows help a basic network station maintain high level programming outside of network option hours. Of equal importance is the fact that those stations without network affiliation must look to syndicated products to attain the high level of audience acceptance that is necessary to compete with network programming. High quality syndicated film shows are competing well against network programing.

Inadequate past experience in the fast expanding, dynamic television industry allows a writer to prognosticate. Looking into a crystal ball, the local station can see a perfection possible in film that will soon equal the immediacy that is live telecasting. Together, these two ingredients could and should combine to give better service and entertainment to the public; greater national standing to the television industry, and higher profits to the distributors, the networks and your local station.

# TV Commercials in Production for New & Current Campaigns

This weekly chart is one part of a month-long study of TV film commercials produced during the last full preceding month. The chart is broken down by industry and company, with a different group of advertisers spotlighted in each issue. The information below provides a guide to forthcoming spot campaign and program sponsorship plans.

The following symbols are used to designate types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effect; J—Jingles; M—Music; S—Slides; ID—Station Break; NA—Not Available.

(Continued from last week)

| Sponsor, Product & Agency (Show, if any) | No. (Seconds) | Type (C-Color) | Commercials Producer |
|---|---|---|---|
| **HOUSEHOLD APPLIANCES (Furnishings, Supplies)** | | | |
| Dormeyer, Appliances, John W. Shaw (Perry Como Show) | 18 (60) | LA | Kling |
| Manitowoc, Refrigerator-Freezer, O'Grady-Andersen-Gray | 2 (60), 2 (60) | LA | Kling |
| Servel Co. Refrigerators, Direct | 3 (30), 3 (20) | LA | Kling |
| Westinghouse Electric, Hot Water Heaters, McCann-Erickson (Studio One) | 1 (20) | LA | Motion Picture Stages |
| Scott Paper Co., Scott Towels, J. Walter Thompson (Father Knows Best) | 1 (80) | LA | Screen Gems |
| General Electric, Institutional, BBD&O (G. E. Theater) | 13 (105) | LA, M | Academy |
| Dow Chemical Co., Styron Wall Tiles, McManus, John & Adams (Medic) | 1 (60), 1 (120) | LA | Transfilm |
| Saran Wrap, McManus, John & Adams (Medic) | 1 (60), 1 (120) | LA | Transfilm |
| Bendix Home Appliances, Washers, Dryers, Earle Ludgin (NCAA Football) | 13 (50, 80) | LA | Wilding |
| Crosley-Bendix, Home Appliances, Earl Ludgin (Midwestern Hayride) | 2 (25, 10) | LA, SE | Olympus |
| Rath Packing Co., Rath Chopettes, Earle Ludgin | 3 (60) | LA | |
| **JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)** | | | |
| Bulova Watch Co., Watches, McCann-Erickson (Broadway Star Playhouse, Spotlight) | 1 (50), 1 (40), 2 (30), 1 (10) | LA | Fox Movietone |
| Watches, McCann-Erickson (Camera Four) | 1 (30), 1 (15) | LA | Not Available |
| **LAUNDRY SOAPS, CLEANERS (Polishes, Synthetic Detergents, etc.)** | | | |
| Procter & Gamble, Lilt, Biow-Beirn-Toigo (Those Whiting Girls) | 1 (40) | LA | Desilu |
| American Family, P&G Detergent, H. W. Kastor | 5 (60) | LA | Kling |
| Armour Chiffon, Liquid Detergent, John W. Shaw | 1 (60) | LA | Kling |
| Babbitt Co., Glim, Harry B. Cohen | 2 (60, 20) | LA | George Blake |
| Home Demonstrator, Ltd., Demo-Home Polish | 1 (50) | LA | Flicka |
| Sterling Drug, Energine, Dancer-Fitzgerald (The Vise) | 6 (60), 2 (20) | LA | Barnes-London |
| Procter & Gamble, Cheer, Young & Rubicam (The Line-Up) | 1 (90), 1 (60) | LA(C) | Biltmore |
| Cheer, Young & Rubicam (The Line-Up) | 8 (60), 1 (20) | LA | Biltmore |
| Poly Thane, Sponges, Weintraub | 1 (60) | LA | Studio |
| **TOILET REQUISITES (Toilet Soap, Cosmetics)** | | | |
| Remington Rand, Shavers, Young & Rubicam (What's My Line?) | 4 (90) | LA | Fox Movietone |
| Charmain Paper Mills, Toilet Tissue, Campbell-Mithun | 2 (60, 20) | LA, SE | Reid H. Ray |
| Helene Curtis, Spray Net, Earle Ludgin | 1 (20) | LA | Mercury-International |
| Dorothy Gray, Cosmetics, McCann-Erickson (I Love Lucy) | 10 (60) | LA, SA | Gray-O'Reilly |
| Colgate-Palmolive Co., Vel Beauty Bar, William Esty | 2 (60) (2 (20) | LA | Robert Lawrence |
| Toni Home Permanents, Home Permanents, Weiss & Geller | 2 (60) | FA | Ray Patin |
| **DENTIFRICES, SHAVING CREAMS (Mouthwashes, Tooth Brushes)** | | | |
| Dr. Lyon's Tooth Paste, Dancer-Fitzgerald (The Vise) | 4(60), 4 (20) | LA | Barnes-London |
| Listerine Co., Antizyme Toothpaste, Lambert & Feasley (Robert Montgomery Presents) | 1 (70) | LA | Fox Movietone |
| Bristol Myers, Sentry, BBD&O | 2 (60), 2 (20), 1 (10) | LA | Transfilm |
| Fitch Co., Shampoo, Harry Cohen | 3 (60) | LA | Gray-O'Reilly |
| Colgate-Palmolive, Rapid Shave, William Esty (Colgate Variety Hour) | 1 (60) | LA | TV Graphics |

# UPCOMING FILM SERIES

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

| Program (Type) | Producer | Prod'n Date | Info. in BB Issue |
|---|---|---|---|
| Untitled (Cartoon) | UPA for CBS-TV | — | 8/13 |
| Tarzan (Adv.) | Sol Lesser & Jack Denove | Sept., '55 | 8/13 |
| Richard Ellsasser (Music) | Bill Deming | Pilot | 8/13 |
| Bowling (Educational) | Atlas Film | — | 8/13 |
| Dramatic Anthology (Drama) | Don Sharpe for TPA | — | 8/20 |
| Mr. and Mrs. Theater (Drama) | Ziv-TV | Spring, '56 | 8/20 |
| Fort Delivery (Western) | Author's Playhouse | Current | 8/27 |
| Untitled (Anthology—Zane Grey) | McCadden Prod. for Zane Grey TV Prodns. | — | 9/3 |
| Untitled (Zane Grey series) | McCadden Prod. for Zane Grey TV Prodns. | — | 9/3 |

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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

# The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND ALL TV FILM SERIES IN ALL MAJOR MARKETS

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports. The complete study is published over a four-week span with all cities covered as the ARB reports become available.

The 10 top-rated shows are listed first for each market, followed by every non-network film series playing in that market. Listings are by rank order, according to rating.

All film show listed are sold on a syndicated basis unless the title is preceded by a dagger (†).

In which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

For complete program rating and audience composition information on a national or individual market basis, please consult ARB, National Press Building, Washington 4; 551 Fifth Avenue, New York; or P. O. Box 6934, Los Angeles 22.

## NEW YORK .....7 STATIONS

**THE TOP 10 TV SHOWS IN NEW YORK (* Indicates Non-Network)**

1. $64,000 Question, WCBS.....52.0
2. Toast of the Town, WCBS.....30.2
3. U. S. Steel, WCBS.....30.1
4. I've Got a Secret, WCBC.....28.5
5. Climax, WCBS.....27.6
6. Four Star Playhouse, WCBS.....27.5
6. Two for the Money, WCBS.....27.5
8. Robt. Montgomery, WRCA.....27.0
9. G. E. Theater, WCBS.....26.9
10. The Medic, WRCA.....26.8

**LOCALLY ORIGINATED FILM SERIES IN RANK ORDER**

| Rank Among Films | Title, (Type) and Distributor | August ARB Rating | Station, Day, Time | Top Opposition & Rating |
|---|---|---|---|---|
| 1. | **Superman (Adv.), Flamingo** | 10.3 | WRCA—M, to F, 6:00-6:30 | Ramar of the Jungle, 4.9 |
| 2. | **Gene Autry (West.), CBS** | 8.9 | WCBS—S, 7:00-7:30 | Terry and the Pirates, 2.4 |
| 3. | **Little Rascals (Comedy), Interstate** | 8.5 | WPIX—M, to F, 5:30-6:00 | Howdy Doody, 3.4 |
| 4. | **City Detective (Mys.), MCA** | 7.0 | WPIX—Su, 9:30-10:00 | Stage 7, 21.5 |
| 4. | **Annie Oakley (West.), CBS** | 7.0 | WCBS—S, 5:30-6:00 | Junior Frolics, 4.5 |
| 6. | **Mr. District Attorney (Mys.), Ziv** | 6.6 | WABC—T, 9:30-10:00 | Spotlight Playhouse, 3.3 |
| 6. | **Racket Squad (Adv.), ABC** | 6.6 | WABC—Th, 10:30-11:00 | Lux Theater, 19.2 |
| 8. | **†Studio 57 (Drama), Heinz** | 6.3 | WABD—T, 8:30-9:00 | Arthur Murray Party, 18.5 |
| 8. | **Guy Lombardo (Music), MCA** | 6.3 | WRCA—Th, 7:00 | Various, 7.2 |
| 10. | **The Whistler (Mys.), CBS** | 5.9 | WPIX—Su, 9:00-9:30 | G. E. Theater, 26.9 |
| 11. | Eddie Cantor (Ziv), WABC, M-10:00 | 5.8 | | |
| 11. | Waterfront (MCA), WABT, T-7:30 | 5.8 | | |
| 11. | Range Rider (CBS), WRCA, F-6:00 | 5.8 | | |
| 14. | Cases of Eddie Drake (CBS), WPIX, Su-10:30 | 5.6 | | |
| 14. | Wild Bill Hickok (Flamingo), WRCA, W-6:00 | 5.6 | | |
| 16. | Man Behind the Badge (MCA), WCBS, S-6:30 | 5.2 | | |
| 16. | Amos 'n' Andy (CBS), WCBS, S-4:30 | 5.2 | | |
| 18. | Science Fiction Theater (Ziv), WRCA, F-7:00 | 5.1 | | |
| 18. | I Led Three Lives (Ziv), WABC, F-10:00 | 5.1 | | |
| 20. | Inspector Mark Saber (Koch), WPIX, Su-10:00 | 4.9 | | |
| 20. | Ramar of the Jungle (TPA), WPIX, M to S-6:00 | 4.9 | | |
| 22. | Doug. Fairbanks Presents (ABC), WRCA, W-10:30 | 4.6 | | |
| 23. | Wild Bill Hickok (Flamingo), WCBS, Su-11:30 a.m. | 4.2 | | |
| 23. | Sherlock Holmes (UM&M), WRCA, M-7:00 | 4.2 | | |
| 23. | Fabian of Scotland Yard (CBS), WRCA, W-7:00 | 4.2 | | |
| 26. | Laurel and Hardy (Governor), WCBS, S-6:15 | 3.8 | | |
| 26. | Joe Palooka (Guild), WABD, S-7:30 | 3.8 | | |
| 28. | China Smith (NTA), WABD, M-9:00 | 3.7 | | |
| 29. | Stories of the Century (Hollywood), WCBS, S-5:00 | 3.5 | | |
| 30. | Baseball Hall of Fame (Flamingo), WOR, M & T-9:45 | 3.3 | | |
| 31. | I Led Three Lives (Ziv), WABC, Su-6:00 | 3.1 | | |
| 31. | †Soldiers of Fortune (Seven-Up), WABC, F-8:00 | 3.1 | | |
| 33. | Mayor of the Town (MCA), WRCA, S-11:15 | 2.8 | | |
| 34. | Liberace (Guild), WPIX, M to F-6:30 | 2.7 | | |
| 35. | Your All-Star Theater (Screen Gems), WABC, Su-6:30 | 2.6 | | |
| 36. | Stories of the Century (Hollywood), WCBS, Su-5:00 | 2.4 | | |
| 36. | Little Rascals (Interstate), WPIX, S-6:30 | 2.4 | | |
| 36. | Terry and Pirates (Official), WABD, S-7:00 | 2.4 | | |
| 36. | Cisco Kid (Ziv), WABC, M-7:30 | 2.4 | | |
| 40. | Captain Zero (Atlas), WRCA, Su-11:30 | 2.1 | | |
| 40. | Life With Elizabeth (Guild), WABD, M-7:30 | 2.1 | | |
| 40. | Conrad Nagel Theater (Guild), WABD, W-7:30 | 2.1 | | |
| 40. | Orient Express (NTA), WABD, W-9:00 | 2.1 | | |
| 40. | †Ames Bros. (R. C. Cola), WABD, F-7:00 | 2.1 | | |
| 40. | Dick Tracy (Combined), WOR, S-9:00 | 2.1 | | |
| 46. | Mr. and Mrs. North (ATPS), WABD, T-9:00 | 1.9 | | |
| 47. | Mr. and Mrs. North (ATPS), WABD, Su-9:30 | 1.7 | | |
| 47. | †The Hunter (Tafon), WABD, Su-10:00 | 1.7 | | |
| 47. | Story Theater (Ziv), Su-10:30 | 1.7 | | |
| 47. | All-Star Theater (Screen Gems), WABC, M to F-11:00 | 1.7 | | |
| 47. | Hollywood Preview (Flamingo), WABD, T-9:30 | 1.7 | | |
| 47. | Dangerous Assignment (NBC), WABC, F-9:00 | 1.7 | | |
| 47. | Colonel March (Official), WABC, T & F-10:30 | 1.7 | | |
| 47. | Famous Playhouse (MCA), WOR, S-9:30 | 1.7 | | |
| 55. | Heart of the City (MCA), WABD, F-9:00 | 1.4 | | |
| 55. | Cowboy G-Men (Flamingo), WOR, S-1:30 | 1.4 | | |
| 55. | Hopalong Cassidy (NBC), WABC, S-3:00 | 1.4 | | |
| 58. | Movie Museum (Sterling), WOR, M-T-9:30 | 1.2 | | |
| 59. | Life With Elizabeth (Guild), WABD, F-10:30 | 1.1 | | |
| 59. | Hopalong Cassidy (NBC), WABC, M to F-4:00 | 1.1 | | |
| 61. | Story Theater (Ziv), WOR, M & T-9:00 | 1.0 | | |
| 61. | †Patti Page (Oldsmobile), WRCA, T & Th-6:30 | 1.0 | | |
| 61. | Liberace (Guild), WPIX, F-11:30 | 1.0 | | |
| 64. | Old American Barn Dance (Kling), WABD, S-9:30 | 0.9 | | |
| 65. | Rev. Oral Roberts (Kling), WPIX, Su-12:30 | 0.7 | | |
| 65. | Cowboy G-Men (Flamingo), WOR, Su-7:00 | 0.7 | | |
| 65. | Greatest Sports Thrills (Winik), WABC, Th-9:30 | 0.7 | | |
| 65. | Movie Museum (Sterling), WOR, F-2:00 | 0.7 | | |
| 65. | Liberace (Guild), WPIX, M, W, Th-11:00 | 0.7 | | |
| 65. | Hollywood Off-Beat (MCA), WABC, Su-8:00 | 0.7 | | |
| 71. | Little Rascals (Interstate), WPIX, M, W, Th-10:30 | 0.6 | | |
| 71. | Files of Jeffrey Jones (CBS), WABC, M to F-6:00 | 0.6 | | |
| 73. | Hopalong Cassidy (NBC), WABC, Su-4:00 | 0.5 | | |
| 73. | Counterpoint (MCA), WABD, S-9:00 | 0.5 | | |
| 75. | Renfrew of the Mounted (Bagnall), WPIX, Su-1:00 | 0.3 | | |
| 75. | Cowboy G-Men (Flamingo), WOR, M, T, W, F-6:30 | 0.3 | | |
| 75. | Boss Lady (M. & A. Alexander), WABD, F-9:30 | 0.3 | | |
| 78. | Dick Tracy (Combined), WOR, Th-6:30 | 0.2 | | |
| 78. | Your All-Star Theater (Screen Gems), WABC, M, to F-6:30 | 0.2 | | |
| 80. | Movie Museum (Sterling), WOR, M, W, Th, F, S-7:15 | 0.1 | | |
| 81. | Dione Lucas (Modell), WPIX, M to F-1:00 | 0.5- | | |
| 82. | Liberace (Guild), WPIX, T-11:45 | 0.3- | | |
| 82. | Baseball Hall of Fame (Flamingo), WOR, S-7:00 | 0.3- | | |
| 82. | Liberace (Guild), WPIX, T-Midnight | 0.3- | | |

## LOS ANGELES .....7 STATIONS

**THE TOP 10 TV SHOWS IN LOS ANGELES (* Indicates Non-Network)**

1. $64,000 Question, KNXT.....45.6
2. Best of Groucho, KRCA.....33.0
3. Disneyland, KABC.....30.9
4. What's My Line? KNXT.....28.7
5. Climax, KNXT.....27.1
6. *Confidential File, KTTV.....26.6
7. Dragnet, KRCA.....21.2
8. Robert Montgomery, KRCA.....21.0
9. Waterfront, KTTV.....20.8
10. Burns and Allen, KNXT.....20.5

**LOCALLY ORIGINATED FILM SERIES IN RANK ORDER**

| Rank Among Films | Title, (Type) and Distributor | August ARB Rating | Station, Day, Time | Top Opposition & Rating |
|---|---|---|---|---|
| 1. | **Waterfront (Adv.), MCA-TV** | 20.8 | KTTV—T, 7:30-8:00 | Delinquency, 6.6 |
| 2. | **Life of Riley (Comedy), NBC** | 17.6 | KTTV—S, 8:00-8:30 | Spade Cooley, 12.3 |
| 3. | **Badge 714 (Mys.), NBC** | 15.3 | KTTV—S, 7:30-8:00 | Harry Owens, 5.8 |
| 4. | **Stories of the Century (West.), Hollywood** | 15.1 | KTTV—Su, 9:00-9:30 | G. E. Theater, 17.5 |
| 5. | **Science Fiction Theater (Drama), Ziv** | 14.5 | KTTV—T, 8:00-8:30 | Place the Face, 14.3 |
| 6. | **Life With Elizabeth (Comedy), Guild** | 13.6 | KTTV—M, 8:30-9:00 | Talent Scouts, 12.9 |
| 7. | **Search for Adventure (Adv.), Bagnall** | 12.8 | KCOP—Th, 7:30-8:00 | Halls of Ivy, 10.9 |
| 8. | **Mr. District Attorney (Mys.), Ziv** | 12.5 | KNXT—M, 10:00-10:30 | Montgomery Presents, 20.2 |
| 9. | **I Led Three Lives (Adv.), Ziv** | 12.4 | KTTV—S, 8:30-9:00 | Spade Cooley, 13.5 |
| 10. | **Liberace (Music), Guild** | 12.1 | KTTV—T, 8:30-9:00 | Arthur Murray Party, 9.6 |
| 11. | Eddie Cantor (Ziv), KTTV, M-7:30 | 11.8 | | |
| 12. | Life With Father (CBS), KNXT, F-7:00 | 11.6 | | |
| 13. | Amos 'n' Andy (CBS), KNXT, Su-5:30 | 11.5 | | |
| 14. | Abbott and Costello (MCA), KTTV, M-8:00 | 9.1 | | |
| 15. | Secret File, U.S.A. (Official), KTTV, S-9:00 | 9.0 | | |
| 16. | Amos 'n' Andy (CBS), KNXT, T-7:00 | 8.9 | | |
| 16. | Annie Oakley (CBS), KTTV, T-7:00 | 8.9 | | |
| 18. | The Whistler (CBS), KTTV, Su-11:00 | 8.7 | | |
| 18. | Superman (Flamingo), KTTV, S-7:00 | 8.7 | | |
| 20. | Doug. Fairbanks Presents (ABC), KRCA, W-10:30 | 8.5 | | |
| 21. | I Am the Law (MCA), KTLA, T-8:30 | 7.7 | | |
| 22. | Man Behind the Badge (MCA), KTTV, T-9:00 | 7.1 | | |
| 23. | The Playhouse (ABC), KTTV, W-10:00 | 7.0 | | |
| 23. | Foreign Intrigue (Official), KRCA, F-10:00 | 7.0 | | |
| 25. | Mr. and Mrs. North (ATPS), KTTV, F-9:30 | 6.9 | | |
| 26. | Stories of the Century (Hollywood), KTTV, M to F-6:00 | 6.8 | | |
| 27. | Victory at Sea (NBC), KTTV, M-7:00 | 6.3 | | |
| 27. | Star and the Story (Official), KTTV, F-10:00 | 6.3 | | |
| 27. | Paris Precinct (UM&M), KTTV, S-9:30 | 6.3 | | |
| 30. | Boston Blackie (Ziv), KTTV, F-8:00 | 6.2 | | |
| 31. | Wild Bill Hickok (Flamingo), KABC, Su-6:00 | 5.8 | | |
| 31. | †Patti Page (Oldsmobile), KNXT, M, & W-6:45 | 5.8 | | |
| 33. | Big Game Hunt (Sterling), KHJ, M-7:30 | 5.5 | | |
| 33. | Gene Autry (CBS), KCOP, Th-7:00 | 5.5 | | |
| 35. | Hans C. Andersen (Interstate), KTLA, M-7:30 | 5.4 | | |
| 36. | Racket Squad (ABC), KTTV, F-8:30 | 5.2 | | |
| 36. | Scotland Yard (A-B TV), KNXT, S-10:00 | 5.2 | | |
| 36. | My Hero (Official), KTTV, W-7:00 | 5.2 | | |
| 39. | Sherlock Holmes (UM&M), KTTV, W-7:30 | 5.1 | | |
| 39. | Little Rascals (Interstate), KNXT, M, T, Th-5:00 | 5.1 | | |
| 41. | Frankie Laine (Guild), KTTV, M-9:30 | 5.0 | | |
| 41. | Little Rascals (Interstate), KNXT, W, F-5:15 | 5.0 | | |
| 43. | Lone Wolf (MCA), KTTV, W-8:30 | 4.9 | | |
| 44. | Cisco Kid (Ziv), KTTV, S-6:30 | 4.8 | | |
| 45. | Dangerous Assignment (NBC), KCOP, T-7:00 | 4.7 | | |
| 46. | Royal Playhouse (MCA), KTTV, M-9:00 | 4.4 | | |
| 46. | Uncommon Valor (Gen'l Teleradio), KTTV, W-9:00 | 4.4 | | |
| 46. | Times Square Playhouse (Ziv), KCOP, W-10:00 | 4.4 | | |
| 46. | †Studio 57 (Heinz), KABC, T-8:00 | 4.4 | | |
| 50. | Range Rider (CBS), KNXT, M to F-6:00 | 4.3 | | |
| 51. | Life With Elizabeth (Guild), KTTV, T to F-6:30 | 4.2 | | |
| 52. | The Falcon (NBC), KNXT, Su-10:30 | 4.1 | | |
| 52. | Public Prosecutor (Consolidated), KTLA, T-7:30 | 4.1 | | |
| 54. | Joe Palooka (Guild), KTLA, Th-7:30 | 4.0 | | |
| 55. | Cisco Kid (Ziv), KTTV, Su-6:30 | 3.7 | | |
| 56. | Meet Corliss Archer (Ziv), KRCA, F-8:30 | 3.6 | | |
| 56. | Janet Dean, R.N. (UM&M), KTTV, Su-8:00 | 3.6 | | |
| 56. | Heart of the City (MCA), KTTV, Su-10:30 | 3.6 | | |
| 56. | Racket Squad (ABC), KTTV, M-11:15 | 3.6 | | |
| 60. | Your All-Star Theater (Screen Gems), KTTV, W-8:00 | 3.5 | | |
| 61. | Hopalong Cassidy (NBC), KTTV, S-5:00 | 3.2 | | |
| 61. | Championship Bowling (Schwimmer), KHJ, Su-10:00 | 3.2 | | |
| 63. | Play of the Week (NTA), KTTV, Su-7:30 | 3.0 | | |
| 63. | Favorite Story (Ziv), KHJ, M-8:00 | 3.0 | | |
| 63. | Follow That Man (MCA), KTLA, T-8:00 | 3.0 | | |
| 63. | Inner Sanctum (NBC), KCOP, T-10:00 | 3.0 | | |
| 67. | †Kit Carson (Coca-Cola), KTTV, Su-5:30 | 2.9 | | |
| 67. | Counterpoint (MCA), KTTV, Th-9:30 | 2.9 | | |
| 69. | Florian ZaBach (Guild), KCOP, M-7:30 | 2.7 | | |
| 69. | Top Secret (Flamingo), KTLA, W-7:30 | 2.7 | | |
| 69. | Pride of the Family (MCA), KTLA, F-7:30 | 2.7 | | |
| 72. | Popular Science (Interstate), KTLA, M to F-7:15 | 2.5 | | |
| 72. | Crown Theater (MCA), KTTV, M-10:00 | 2.5 | | |
| 72. | Ellery Queen (TPA), KCOP, T-7:30 | 2.5 | | |
| 72. | Orient Express (NTA), KTTV, Th-10:00 | 2.5 | | |
| 72. | Western Marshal (NBC), KRCA, T-7:00 | 2.5 | | |
| 77. | Hollywood Preview (Flamingo), KCOP, M-8:00 | 2.4 | | |
| 77. | Dateline Europe (Official), KRCA, F-10:30 | 2.4 | | |
| 79. | Passport to Danger (ABC), KCOP, T-8:00 | 2.2 | | |
| 79. | Famous Playhouse (MCA), KTTV, Th-8:00 | 2.2 | | |
| 79. | Showtime (Studio), KTTV, F-7:30 | 2.2 | | |
| 82. | Movie Museum (Sterling), KRCA, M to F-6:30 | 2.1 | | |
| 83. | Ramar of the Jungle (TPA), KTTV, Su-6:00 | 1.9 | | |
| 83. | Beulah (Flamingo), KABC, M-7:00 | 1.9 | | |
| 83. | Crusade in Europe (Unity), KCOP, F-10:00 | 1.9 | | |
| 86. | Playhouse 15 (MCA), KCOP, T to S-10:45 | 1.7 | | |
| 87. | The Ruggles (Corradine), KHJ, M to Th-7:00 | 1.6 | | |
| 88. | Beulah (Flamingo), KABC, M to F-1:00 | 1.5 | | |
| 89. | Colonel March (Official), KTTV, Su-7:00 | 1.4 | | |
| 89. | The Visitor (NBC), KCOP, W-7:30 | 1.4 | | |
| 89. | Paragon Playhouse (NBC), KCOP, S-8:00 | 1.4 | | |
| 92. | Inspector Mark Saber (Koch), KHJ, M to F-4:30 | 1.2 | | |
| 93. | Paragon Playhouse (NBC), KCOP, W-7:00 | 1.1 | | |
| 93. | Heart of the City (MCA), KTTV, Th-9:00 | 1.1 | | |
| 93. | His Honor, Homer Bell (NBC), KCOP, F-7:00 | 1.1 | | |
| 96. | Movie Museum (Sterling), KRCA, M to F-12:30 a.m. | 1.0 | | |
| 96. | Inner Sanctum (NBC), KCOP, S-7:30 | 1.0 | | |
| 98. | Famous Playhouse (MCA), KCOP, W-8:00 | 0.8 | | |
| 98. | King's Crossroads (Sterling), KHJ, S-12:30 | 0.8 | | |
| 98. | Files of Jeffrey Jones (CBS), KCOP, S-7:00 | 0.8 | | |
| 101. | Baseball Hall of Fame (Flamingo), KABC, M-10:45 | 0.6 | | |
| 102. | Story Theater (Ziv), KCOP, Su-6:30 | 0.5 | | |
| 102. | Rev. Oral Roberts (Kling), KCOP, Su-9:30 | 0.5 | | |
| 102. | This Week in Sports (INS), KHJ, S-1:00 | 0.5 | | |
| 102. | Space Ranger (MCA), KCOP, S-10:30 a.m. | 0.5 | | |
| 106. | Noah Berry Jr. (UPD), KNXT, S-10:30 | 0.4 | | |
| 107. | Space Ranger (MCA), KCOP, Su-8:00 | 0.3 | | |
| 107. | Candid Camera (Associated), KHJ, W-7:30 | 0.3 | | |
| 107. | Yesterday's Newsreel (Ziv), KTTV, S-1:45 | 0.3 | | |
| 107. | The Ruggles (Corradine), KHJ, M to F-1:30 | 0.3 | | |
| 111. | King's Crossroads (Sterling), KHJ, S-6:30 | 0.3- | | |

## CHICAGO .....4 STATIONS

**THE TOP 10 TV SHOWS IN CHICAGO (*Indicates Non-Network)**

1. $64,000 Question, WBBM.....42.5
2. What's My Line? WBBM.....34.2
3. Toast of the Town, WBBM.....26.6
4. U. S. Steel Hour, WBBM.....25.1
5. I've Got a Secret, WBBM.....23.6
6. Robert Montgomery, WNBQ.....23.5
7. Courtesy TV Theater, WGN.....23.3
8. Two for the Money, WBBM.....23.1
9. Mayor of the Town, WNBQ.....22.2
10. Topper, WBBM.....22.0

**LOCALLY ORIGINATED FILM SERIES IN RANK ORDER**

| Rank Among Films | Title, (Type) and Distributor | August ARB Rating | Station, Day, Time | Top Opposition & Rating |
|---|---|---|---|---|
| 1. | **Mayor of the Town (Drama), MCA-TV** | 22.2 | WNBQ—S, 10:00-10:30 | Stars on Parade, 10.5 |
| 2. | **Eddie Cantor (Comedy), Ziv** | 19.3 | WNBQ—M, 9:30-10:00 | Summer Theater, 14.5 |
| 3. | **Science Fiction Theater (Drama), Ziv** | 17.5 | WNBQ—S, 10:30-11:00 | Stars on Parade, 9.8 |
| 4. | **Mr. District Attorney (Mys.), Ziv** | 14.8 | WBKB—F, 9:30-10:00 | Windows, 8.9 |
| 5. | **Racket Squad (Mys.), ABC** | 13.5 | WGN—T, 8:30-9:00 | Dollar a Second, 14.0 |
| 6. | **†Death Valley Days (West.), Pacific-Borax** | 12.5 | WBKB—M, 10:00-10:30 | Various, 15.4 |
| 6. | **Badge 714 (Mys.), NBC** | 12.5 | WGN—T, 8:00-8:30 | Summer Theater, 12.2 |
| 8. | **I Led Three Lives (Adv.), Ziv** | 11.3 | WGN—T, 9:30-10:00 | It's a Great Life, 19.1 |
| 9. | **Superman (Adv.), Flamingo** | 11.1 | WBKB—S, 5:00-5:30 | Various, 2.2 |
| 10. | **Little Rascals (Comedy) Interstate** | 9.6 | WBKB—M to F, 4:30-5:00 | Various, 5.6 |
| 11. | Stories of the Century (Hollywood), WBKB, F-9:00 | 9.5 | | |
| 12. | Gene Autry (CBS), WBBM, M to F-5:30 | 8.4 | | |
| 13. | Captured (NBC), WGN, Th-9:30 | 7.7 | | |
| 14. | Gene Autry (CBS), WBBM, S-6:00 | 7.4 | | |
| 15. | Range Rider (CBS), WBBM, M to F-5:00 | 7.3 | | |
| 15. | Paragon Playhouse (NBC), WNBQ, M-10:30 | 7.3 | | |
| 15. | Studio 57 (Heinz), WBKB, T-10:00 | 7.3 | | |
| 18. | Little Rascals (Interstate), WBKB, Su-2:00 | 6.7 | | |
| 19. | Cisco Kid (Ziv), WBKB, Su-5:00 | 5.8 | | |
| 19. | Mr. and Mrs. North (ATPS), WGN, F-9:00 | 5.8 | | |
| 21. | Soldiers of Fortune (Seven-Up), WBKB, Th-7:00 | 5.5 | | |
| 21. | Hopalong Cassidy (NBC), WNBQ, S-6:00 | 5.5 | | |
| 23. | Wild Bill Hickok (Flamingo), WBKB, Su-1:30 | 5.2 | | |
| 24. | Liberace (Guild), WGN, W-9:30 | 5.1 | | |
| 24. | Cisco Kid (Ziv), WBKB, S-4:00 | 5.1 | | |
| 26. | Range Rider (CBS), WBBM, Su-Noon | 4.9 | | |
| 26. | Gene Autry (CBS), WBBM, Su-12:30 | 4.9 | | |
| 26. | Meet Corliss Archer (Ziv), WBKB, Th-10:00 | 4.9 | | |
| 29. | Joe Palooka (Guild), WBKB, T-10:30 | 4.8 | | |
| 29. | Front Page Detective (Consolidated), WBKB, Th-7:30 | 4.8 | | |
| 31. | Wild Bill Hickok (Flamingo), WBBM, S-9:00 a.m. | 4.6 | | |
| 32. | Royal Playhouse (MCA), WBKB, S-5:30 | 3.9 | | |
| 33. | Royal Playhouse (MCA), WBKB, T-9:30 | 3.6 | | |
| 33. | Police Call (NTA), WGN, 9-9:30 | 3.6 | | |
| 35. | Big Game Hunt (Sterling), WBKB, Su-2:30 | 3.4 | | |
| 35. | Biff Baker, U.S.A. (MCA), WGNT-9:00 | 3.4 | | |
| 35. | The Falcon (NBC), WNBQ, W-10:30 | 3.4 | | |
| 35. | Crown Theater (CBS), WGN, Th-9:00 | 3.4 | | |
| 39. | Patti Page (Oldsmobile), WNBQ, Su-F-10:30 | 2.8 | | |
| 39. | Dateline Europe (Official), WBKB, Th-10:30 | 2.8 | | |
| 41. | Championship Bowling (Schwimmer), WGN, Su-Noon | 2.6 | | |
| 42. | Cowboy G-Men (Flamingo), WNBQ, Su-11:00 a.m. | 2.3 | | |
| 43. | Famous Playhouse (MCA), WBKB, Th-9:30 | 2.2 | | |
| 44. | How Does Your Garden Grow? (International), WNBQ, Su-1:00 | 1.4 | | |
| 45. | Walt's Workshop (Schwimmer), WNBQ, F-7:30 | 1.2 | | |
| 45. | †Ames Bros. (R. C. Cola), WNBQ, F-10:45 | 1.2 | | |
| 47. | Follow That Man (MCA), WBBM, Th-11:00 | 0.9 | | |

## DETROIT .....4 STATIONS

**THE TOP 10 TV SHOWS IN DETROIT (* Indicates Non-Network)**

1. $64,000 Question, WJBK.....34.7
2. What's My Line? WJBK.....34.2
3. *Badge 714, WWJ.....28.0
4. Traffic Court, WWJ.....27.3
5. Rob't Montgomery Presents, WWJ.....27.2
6. *Waterfront, WXYZ.....26.4
7. *Baseball, WJBK.....25.8
8. U. S. Steel Hour, WJBK.....24.7
9. Two for the Money, WJBK.....24.6
10. I've Got a Secret, WJBK.....24.4

**LOCALLY ORIGINATED FILM SERIES IN RANK ORDER**

| Rank Among Films | Title, (Type) and Distributor | August ARB Rating | Station, Day, Time | Top Opposition & Rating |
|---|---|---|---|---|
| 1. | **Badge 714 (Mys.), NBC** | 28.0 | WWJ—Su, 10:00-10:30 | Joe Palooka, 4.7 |
| 2. | **Waterfront (Adv.), MCA** | 26.4 | WXYZ—T, 10:00-10:30 | Tales of Tomorrow, 10.2 |
| 3. | **Secret File, U.S.A. (Adv.), Official** | 20.0 | WWJ—M, 9:30-10:00 | Hot Rods, 13.3 |
| 4. | **Amos 'n' Andy (Comedy), CBS** | 18.5 | WWJ—W, 10:00-10:30 | I Am the Law, 17.7 |
| 5. | **I Led Three Lives (Adv.), Ziv** | 18.0 | WJBK—F, 9:30-10:00 | So This Is Hollywood, 10.2 |
| 6. | **†Studio 57 (Drama), Heinz** | 17.9 | WWJ—T, 9:30-10:00 | The Search, 13.3 |
| 7. | **I Am the Law (Mys.), MCA** | 17.7 | WJBK—W, 10:00-10:30 | Amos 'n' Andy, 18.5 |
| 8. | **Mr. District Attorney (Mys.), Ziv** | 17.1 | WWJ—W, 9:30-10:00 | U. S. Steel, 24.9 |
| 9. | **Man Behind the Badge (Mys.), MCA** | 16.4 | WJBK—S, 9:30-10:00 | Your Play Time, 10.5 |
| 10. | **†Soldiers of Fortune (Adv.), Seven-Up** | 13.7 | WWJ—S, 10:00-10:30 | Big Town, 17.8 |
| 11. | Mayor of the Town (MCA), WWJ, M-10:00 | 13.3 | | |
| 12. | Inspector Mark Saber (Koch), WJBK, Th, F-10:00 | 11.9 | | |
| 13. | The Whistler (CBS), WJBK, F-10:30 | 11.3 | | |
| 14. | Abbott and Costello (MCA), CKLW, M-8:30 | &10.5 | | |
| 15. | Tales of Tomorrow (Sterling), WJBK, T-10:00 | 10.2 | | |
| * 16. | Science Fiction Theater (Ziv), WXYZ, Th-9:30 | 9.7 | | |
| 17. | City Detective (MCA), CKLW, T-10:30 | & 8.9 | | |
| 18. | Foreign Intrigue (Official), WXYZ, T-10:30 | 8.0 | | |
| 19. | Eddie Cantor (Ziv), WJBK, Th-9:30 | 7.8 | | |
| 20. | Follow That Man (MCA), CKLW, Su-10:30 | & 7.6 | | |
| 21. | Cisco Kid (Ziv), WXYZ, Th-7:00 | 7.3 | | |
| 21. | Dangerous Assignment (NBC), CKLW, F-10:30 | & 7.3 | | |
| 23. | Little Rascals (Interstate), WXYZ, M to F-6:15 | 7.1 | | |
| 24. | Annie Oakley (CBS), WWJ, Su-5:00 | 6.9 | | |
| 24. | Guy Lombardo (MCA), CKLW, T-9:30 | & 6.9 | | |
| 26. | Heart of the City (MCA), CKLW, M-10:30 | & 6.7 | | |
| 27. | Beulah (Flamingo), WXYZ, M to F-12:30 | 6.5 | | |
| 28. | Top Plays of '55 (Screen Gems), WJBK, W-10:30 | 6.2 | | |
| 29. | Superman (Flamingo), WXYZ, W-5:30 | 5.5 | | |
| 30. | Conrad Nagel Theater (Guild), WJBK, T-10:30 | 5.3 | | |
| 31. | Sherlock Holmes (UM&M), WXYZ, F-10:30 | 5.1 | | |
| 32. | Little Show (Sterling), WWJ, M to F-11:15 | 4.8 | | |
| 33. | Victory at Sea (NBC), WJBK, Su-12:00 noon | 4.7 | | |
| 33. | Joe Palooka (Guild), WXYZ, Su-10:00 | 4.7 | | |
| 33. | Wild Bill Hickok (Flamingo), WXYZ, M-5:30 | 4.7 | | |
| 33. | Movie Museum (Sterling), WJBK, M-10:30 | 4.7 | | |
| 33. | The Unexpected (Ziv), CKLW, Th-10:30 | & 4.7 | | |
| 38. | Telesports Digest (MCA-TV), WXYZ, F-10:00 | 4.6 | | |
| 38. | Wild Bill Hickok (Flamingo), CKLW, S-4:00 | & 4.6 | | |
| 40. | Championship Bowling (Schwimmer), WXYZ, S-11:00 | 4.5 | | |
| 41. | Laurel and Hardy (Governor), WXYZ, T-5:30 | 4.4 | | |
| 42. | †Patti Page (Oldsmobile), WJBK, T & Th-6:45 | 4.4 | | |
| 42. | Times Square Playhouse (Ziv), CKLW, S-10:30 | & 4.4 | | |
| 44. | Bandstand Revue (Paramount), WJBK, Su-10:00 | 4.2 | | |
| 44. | Greatest Sports Thrills (Winik), WXYZ, F-7:00 | 4.2 | | |
| 46. | Paragon Playhouse (NBC), CKLW, T-9:00 | & 4.0 | | |
| 47. | Yesterday's Newsreel (Ziv), CKLW, Su-10:00 | 3.8 | | |
| 47. | The Playhouse (ABC), WWJ, Th, & F-10:30 | 3.8 | | |
| 49. | Yesterday's Newsreel (Ziv), CKLW, M to F-10:15 | & 3.6 | | |
| 50. | Space Ranger (MCA), WWJ, M to F-5:30 | 3.4 | | |
| 51. | Wild Bill Hickok (Flamingo), WJBK, Su-10:00 & | 3.8 | | |
| 51. | Play of the Week (NTA), CKLW, W-9:00 | & 3.3 | | |
| 51. | Story Theater (Ziv), CKLW, Th-7:30 | & 3.3 | | |
| 54. | Wrestling-Hollywood (Paramount), WJBK, S-11:30 | 2.9 | | |
| 55. | Cowboy G-Men (Flamingo), WXYZ, Su-1:30 | 2.5 | | |
| 55. | The Visitor (NBC), CKLW, T-7:00 | & 2.5 | | |
| 57. | Boston Blackie (Mys.), CKLW, W-10:30 | & 2.2 | | |
| 57. | Greatest Sports Thrills (Winik), WXYZ, Th-8:30 | 2.2 | | |
| 59. | Greatest Sports Thrills (Winik), WXYZ, M-6:30 | 1.8 | | |
| 60. | Your TV Theater (Ziv), CKLW, Th-7:00 | & 1.5 | | |
| 60. | Hollywood Review (Flamingo), WXYZ, Th-7:30 | 1.5 | | |
| 62. | Colonel March (Official), WXYZ, Su-3:30 | 1.1 | | |
| 63. | Hopalong Cassidy (NBC), CKLW, Su-7:00 | & 0.7 | | |
| 63. | Fearless Fosdick (Sterling), CKLW, F-4:00 | & 0.7 | | |
| 65. | Facts Forum (Forum), WJBK, Su-8:45 a.m. | 0.4 | | |
| 66. | How Does Your Garden Grow? (Int'l), CKLW, Su-10:30 a.m. | & 0.2 | | |

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# Show Business Eyes John Dough's Leisure

• Continued from page 1

spending power that we did in 1940. In that year our gross national income was $75.7 billion. In the first quarter of 1953 gross national income had climbed to $246 billion. In 1940, $49.2 billion was spent on basic living costs for food, clothing and shelter, leaving $26.5 billion in discretionary spending power. In 1953, basic living costs to equal 1940 per capita standard of living, amounted to $112 billion, leaving the tremendous sum of $135 billion in disposable income, or five times that of 1940. Tho complete statistics are not available, the figure has grown during 1954.

### TV Lends a Hand

Most seriously affected by the decline of spectator amusements, which includes night clubs, theaters, concerts, auto and ice shows, rodeos, etc., is the performer. Fortunately, some of the slack in talent income has been taken up by television, tho not hardly enough. The life blood of the performer is simply performing, and a drop in gate attendance in any field affects his income potential as well as that of the management.

The do-it-yourself fad has resulted in an increase of sales in the home workshop field of $50 million in 1947 to $200 million in 1953, a like increase in gardening of $500 million to $700 million. Diverting a portion of that spending power into entertainment industry channels is the problem currently causing consternation to the moguls of show business.

The most optimistic view concerning the leisure market is that the latter apparently knows no bounds. While the consumer appetite for necessities may become sated, there evidently is no limit to the market for leisure.

# Red Heart Gets Option Provided It Gets a Show

HOLLYWOOD, Sept. 10.—CBS-TV has given Red Heart Dog Food an option on the 7:30-8 p.m. Friday night slot provided the company can come up with a mutually satisfactory show. This means, apparently, that the net has just about given up on "My Friend Flicka," which it bought from TCF-TV.

The web has been unable to sign a sponsor for the "Flicka" series, which has been beset by cost and production problems to a degree that 20th Century-Fox chief, Darryl Zanuck, took over personal supervision two weeks ago. The first half-hour pix have reportedly cost TCF-TV in the neighborhood of $50,000 apiece.

It's believed that CBS wants between $30,000 and $35,000 plus time for the show, a tab that advertisers are reluctant to pick up in a marginal slot opposite "Rin Tin Tin." In the meantime, affiliates are selling the time to local sponsors, and the net is finding it harder and harder to come up with a presentable slate of stations.

# Screen Gems Pacts Three Region Deals

NEW YORK, Sept. 10.—Screen Gems has closed three new regional deals on its "Celebrity Playhouse" dramatic anthology, which Falstaff Beer early this year pacted for some 40 markets in the Midwest.

Deals have been made with Standard Oil of Texas for eight Southwest markets; Blatz Beer for seven Midwest markets, most of them in Wisconsin, and with Stroh's Beer for a number of Michigan markets, including Detroit, where Falstaff is not airing the series.

Other regional sales on the show are pending, according to John Mitchell, Screen Gems' sales veepee, while a final decision is reached by Falstaff on what markets it wants to add to its current line-up.

# THEY SHELLED OUT $100 MIL

Eddie Small and Milt Gordon, chairman and president of Television Pictures of America have, in their combined careers, been involved in disbursements and receipts well over $100,000,000.

Small, as a veteran film producer, has been responsible for the budgets of over 150 movies and in addition to the millions involved in their production, there are the many more millions scored at the box office.

Gordon, a banker and business man before he became active head of TPA, not only set up the refinancing of United Artists, but was responsible for lending millions during his tenure as executive vice-president of Walter E. Heller & Co., Chicago bankers.

# TV FILM SALES

ABC FILM SYNDICATION
**DOUGLAS FAIRBANKS PRESENTS**
WTVJ, Miami: Chase Federal Savings & Loan

ASSOCIATED ARTISTS
**JOHNNY JUPITER**
KRID, Dallas: Adv. TBA

CBS TV FILM SALES
**AMOS 'n' ANDY**
WRGB, Schenectady, N. Y.: Saratoga Quezic Corp.
KFSA, Fort Smith, Ark.; White Dairy Ice Cream
WBKB, Chicago: Duffy Mott
**ANNIE OAKLEY**
Akron; Burlington, Vt.; Champaign, Ill.; Columbus, Ga.; Durham, N. C.; Greensboro, N. C.; Jefferson City, Mo.; Knoxville; Mobile, Ala.; KPHO, Phoenix, Ariz.; Roanoke, Va.; Scranton, Pa.; Sioux Falls, S. D.; Springfield, Mass.; Texarkana, Tex.; KWWL, Waterloo, Ia.; Waterbury, Conn.: Renewal for Carnation Milk
KVEC, San Luis Obispo, Calif.: Friskie Dog Food
KTVX, Tulsa, Okla.: Friskie and Carnation Milk

GUILD FILMS COMPANY
**FLORIAN ZABACH**
WTAP, Parkersburg, W. Va.: First Federal Savings & Loan Assn.

MCA-TV
**MAYOR OF THE TOWN**
WCNY, Carthage-Watertown, N. Y.: Molson's Ale
KVEC, San Luis Obispo, Calif.: Richfield
**ROCKY JONES, SPACE RANGER**
KRLD, Dallas: Adv. TBA
**TOUCHDOWN**
KVOO, Tulsa, Okla.: Fred Jones Motor Company
**DR. HUDSON'S SECRET JOURNAL**
KOTV, Tulsa, Okla.: T. G. & Y. Variety Stores
**CITY DETECTIVE**
KGLO, Mason City, Ia.: Falstaff Beer

NBC FILM DIVISION
**STEVE DONOVAN, WESTERN MARSHAL**
WFBG, Altoona, Pa.: Quality Bakers for Stitchman Bakeries
KOMU, Columbia, Mo.: Rice Sausage
KGGM, Albuquerque, N. M.: Adv. TBA
**BADGE 714-A**
KCMO, Kansas City, Mo.: Adv. TBA
**BADGE 714-B**
KNTV, San Jose, Calif: Union Furniture
**BADGE 714-C**
KCSJ, Pueblo, Calif.: Adv. TBA
**LIFE OF RILEY-A**
KLIX, Twin Falls, S. D.: Adv. TBA
**LIFE OF RILEY-B**
KLIX, Twin Falls, S. D.; KCSJ, Pueblo, Calif.: Adv. TBA
**LIFE OF RILEY-D**
WEAU, Eau Claire, Wis.; XETV, San Diego: Adv. TBA
KCSJ, Pueblo, Calif.: Michael Silver Batteries
**GREAT GILDERSLEEVE**
KHOL, Kearney, Neb.: Adv. TBA
**VICTORY AT SEA**
KHOL, Kearney, Neb.: Adv. TBA
**THE FALCON**
KABC, Los Angeles: Adv. TBA
**HOPALONG CASSIDY-HALF HOUR-A**
WCCO, Minneapolis: Adv. TBA
**HOPALONG CASSIDY-HALF HOUR-B**
WCCO, Minneapolis: Adv. TBA
**HOPALONG CASSIDY-ONE HOUR**
KHAS, Hastings, NEB.: Adv. TBA

STUDIO FILMS
**FRANKIE FONTAINE SHOW TIME**
WGBS, Miami: Miami Lincoln-Mercury

SPORTSVISION
**ALL AMERICAN GAME OF THE WEEK**
KFSA, Fort Smith, Ark.: Fort Smith Vehicle Co., and Newton's Jewelry

UM&M
**JANET DEAN, R. N.**
KRLD, Dallas: Adv. TBA
**NEW ORLEANS POLICE DEPARTMENT**
KRID, Dallas: Adv. TBA

WINIK FILMS
**MADISON SQUARE GARDEN**
WPTZ, Philadelphia; WBZ, Boston: El Producto Cigars

ZIV TELEVISION PROGRAMS
**BOSTON BLACKIE**
KLIX, Twin Falls, Idaho: T. R. Simplot Fertilizer
**HIGHWAY PATROL**
KOTV, Tulsa, Okla.: Safeway Stores
**I LED THREE LIVES**
WTAP, Parkersburg, W. Va.: Burger Beer

# Who's Buying What Where—New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.

Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (½)—split sponsorship.

*(Continued from last week)*

| Sponsor—Program | Distributor | Markets |
|---|---|---|
| **OTHER FOODS AND FOOD STORES** | | |
| Kroger Co.—D. Fairbanks Presents | ABC Film | WOOD, Grand Rapids, Mich. |
| Piggly Wiggly Stores—Annie Oakley | CBS Film | KDUB, Lubbock, Tex. |
| St. Louis Independent P'kg Co.—Range Rider | CBS Film | KSD, St. Louis |
| Lay Potato Chips—Long John Silver | CBS Film | 23 Southern markets |
| Progresso Foods—San Francisco Beat | CBS Film | WDUS, New Orleans |
| Las Vegas Market—Eye on the World | CBS Film | KRBC, Abilene, Tex. |
| Ripon Foods—Guy Lombardo | MCA-TV | WREX, Rockford, Ill. |
| Rice Sausage—Steve Donovan, Western Marshal | NBC Film | KWK, St. Louis |
| Colonial Food Stores—Great Gildersleeve | NBC Film | Norfolk; Richmond, Va.; Greensboro, N. C.; Raleigh, N. C.; Greenville, N. C.; Greenville, S. C.; Columbus, S. C.; Atlanta; Moscow, Ga.; Augusta, Ga.; Albany, Ga. |
| **HOUSEHOLD APPLIANCES (Furnishings, Supplies)** | | |
| Downs Furniture—Mr. and Mrs. North | ATPS | KALB, Alexandria, La. |
| Kirschman Furniture—Amos 'n' Andy | CBS Film | WDSU, New Orleans |
| Palmer Bedding—Stories of the Century | Hollywood TV Serv. | KLZ, Denver |
| Estee Sleep Shops—The Falcon | NBC Film | WNBQ, Chicago |
| Servel Co.—Big Playback | Screen Gems | KOLN, Lincoln, Neb. |
| Hotpoint—Little Theater | Sterling | WJBK, Detroit |
| General Electric Dealers—The Playhouse | ABC Film | WABD, New York |
| General Electric—Life With Father | CBS Film | WISE, Ashville, N. C.; KGMB, Honolulu |
| Norther Furniture Co.—San Francisco Beat | CBS Film | KLAS, Las Vegas, Nev. |
| Speed Queen Washers—Guy Lombardo | MCA-TV | WREX, Rockford, Ill. |
| Echols Bedding Co.—My Hero | Official | WDBC, Orlando, Fla. |
| **JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)** | | |
| De Roy's Jewelry—All Star Theater | Screen Gems | WJAC, Johnstown, Pa. |
| **PUBLIC UTILITIES** | | |
| Minneapolis Light & Power—Science in Action | TPA | Duluth, Minn. |
| Southern Carolina Power & Light—Dr. Hudson's Secret Journal | MCA-TV | Ashville, N. C.; Raleigh, N. C.; Wimington, N. C.; Florence, S. C. |
| **COFFEE, TEA, COCOA, ETC.** | | |
| Old Dutch Coffee—The Goldbergs | Guild Films | WABD, New York |
| Manhattan Coffee—Badge 714 (B) | NBC Film | KOMU, Columbia, Mo. |
| **MISCELLANEOUS AND UNIDENTIFIED SPONSORS** | | |
| Allison-Erwin—All Star Theater | Screen Gems | WBTV, Charlotte, N. C. |
| Leco Mills—World We Live In | Sterling | WNCT, Greenville, N. C. |
| Aristo Blue Chinchillas—Your Star Showcase | TPA | WJHB, Jacksonville, Fla. |
| Iron City Distributing Co.—Guy Lombardo | MCA-TV | WSTV, Steubenville, O. |
| Builder's Lumber—Royal Playhouse | MCA-TV | KALB, Alexandria, La. |
| Top Hat TV—Wrestling From Hollywood | Paramount TV | KOHL, Axtel, Neb. |
| Langston & Ingram, Inc.—Your Star Showcase | TPA | KALB, Alexandria, La. |
| Hurricane Fence—Your Star Showcase | TPA | KALB, Alexandria, La. |
| Kapahulu Tavern—Jimmy Demaret Show | Award-TV | KONA, Honolulu |
| Jensvold Implement Co.—Stories of the Century | Hollywood TV Serv. | KGLO, Mason City, Ia. |
| Sears, Roebuck—Dr. Hudson's Secret Journal | MCA-TV | KTTV, Los Angeles |
| Leader Electric—Paragon Playhouse | ABC Film | WNBQ, Chicago |
| Pacific Gamble—Life of Riley (A) | NBC Film | KOOK, Billings, Mont. |
| Ben Franklin Stores—Fabulous 40 | NTA | KONA, Honolulu |

# Sterling to Pitch Film Jockey Idea to Stations

NEW YORK, Sept. 10.—Sterling Television will shortly begin a promotion to urge stations to go in for the type of film jockey programming that WABD here has in its "Featurama." About 90 per cent of the film that WABD uses on this show is out of the Sterling catalog.

Sterling undoubtedly has the largest diversification of shorter films in such series as "This Is Charles Laughton," "Armchair Adventure," "Little Theater" and its many miscellaneous films. Bernice Coe, sales manager, estimates that Sterling can supply such a show with around 1,000 different films of 12½ minutes or less running time.

Sterling is an old hand at the film jockey concept. This is precisely the idea of its "King's Crossroads," which started out as a local live show here and then was put entirely on film by Sterling.

The key to the appeal of such a program, according to Miss Coe, is to build the local personality as a radio station promotes its own disk jockey. This enables the station to personalize the appeal, the sales messages and the merchandising potential of the show as it cannot do on an all-film show.

Sterling has not yet set a sales plan for this promotion. WABD is understood to pay per play. Miss Coe, however, said she is toying with the idea of offering a flat weekly charge.

# Atlantic Ditches Corradine Contact

NEW YORK, Sept. 10.—Atlantic Television, feature film distributor, has notified Tom Corradine and Associates that henceforth Atlantic will handle its own sales on the West Coast. Corradine has been acting as Atlantic's West Coast sales rep, but the firm is understood to be unhappy with the fact that Corradine also represents other distributors, including Atlas Television, Screencraft, Governor Television, and Jules Weill's Fortune Films.

Atlantic will cover the West Coast territories via phone and sales trips out of the New York office.

To corral bigger television audiences . . . get in touch with

CISCO KID CORRALS RICHMOND!

34.0*

ZIV Television

It's round-up time in Richmond when CISCO KID rides into town. CISCO played by Duncan Renaldo consistently draws ratings like 34.0 reported in *Telepulse March & April 1955.

CINCINNATI, NEW YORK, HOLLYWOOD

MAJOR PROMOTION

# Cap Slots 5 Artists, 5 Songs In 5 Big TVers

HOLLYWOOD, Sept. 10.—Capitol Records will accomplish a major promotional coup this month via the slotting of five top recording artists and as many songs on five important television shows with a cumulative audience expected to top 150 million viewers.

The most ingenious show bows September 26 on the Ziv-TV syndicated "Mr. District Attorney" airer, with Nat (King) Cole airing "Someone on Your Mind." Script for the show was penned by Cap staffers, while the plot deals with record piracy. Film will show scenes of Capitol's recording studios, depict an examination of the Capitol label, with the bogus disk and other details concerning disk bootlegging. "Someone on Your Mind," of course, gets the plug and is heard thruout the show, latter syndicated in some 200 markets areas thruout the nation.

Frank Sinatra will be heard on the "Our Town" segment of "Producers' Showcase" via NBC September 19, with records from the score already in release. Judy Garland, recently signed to a Capitol recording contract, will be seen in the first of the new Ford "Star Jubilee" series on CBS September 24. An album titled "Miss Show Business" was completed here last week and will be in release prior to the teleshow.

Two singles receive the TV hypo when Margaret Whiting airs "Lover, Lover" and "I Kiss You a Million Times" on "Those Whiting Girls," CBS, September 26. Another new pactee, Harry James, also gets television exposure on "America's Greatest Dance Bands" on CBS September 24.

LOCO WALK

# Hot Latin Exits Tico, Joins Col.

NEW YORK, Sept. 10.—Columbia Records snared itself a first-magnitude Latin-pop property this week with the signing of the pianist-orkster Joe Loco. Loco has been a consistently good seller for the indie Tico Records for the past five years, and it's understood that his Tico pact, which had more than two years to go, was bought out by Columbia. His Columbia deal is for five years, with sessions to begin within two weeks.

Loco first broke into national prominence about four years ago with his mambo version of "Tenderly." Last year he had a big one with "El Baion." His Columbia cuttings, which will include some "mambo jazz," will take place

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# FANTASTIC LOG TOTES TERRIFIC SUPERLATIVES

NEW YORK, Sept. 10.—Goldie Goldmark, a publisher of uncommon energy and fortitude, in addition to his insatiable curiosity concerning any facet of the music business, has come up with a direct challenge to powerhouse deejay Bill Randle.

Last Saturday (3) the Sheldon Music general manager insists he logged Randle's CBS show from start to its finish, four and one-half hours later, and, asks Goldmark, "How come with all those glowing adjectives, most of those tunes don't happen?"

Goldmark's log, as thoroly entered as a traveling man's expense sheet, quotes Randle as using the following adjectives and phrases in the indicated number on the show: great, 47; greatest, 16; fantastic, 18; big, 9; biggest, 11; hit, 23; very big hit, 3; very well, 5; very greatest, 2; sensational, 11; indescribable, 2; greatest of our times, 7; top hit of our time, 2; unbelievable, 4.

# CRG, YPR Set Big Fall Push On Kiddie Line

NEW YORK, Sept. 10.—Children's Record Guild and Young Peoples' Records, the twin de luxe children's disk lines operated by the Sutliff-Stevenson combine here, have been geared for a big retail push this fall. National Sales Manager Larry Sockell left Tuesday (6) for a cross-country trip to set up promotions on distributor and dealer levels, and to introduce new additions to the line.

One deal to be inaugurated by Sockell is an incentive plan for distributor salesmen based on August-thru-December billing. He'll also introduce a plethora of new promotion material, including catalogs, point-of-sale displays, etc. Thru distributors, he'll encourage

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# Westminster, Vox Involved In Mail-Order Enterprises

## Both Sign Book-of-the-Month Limited Pacts; Clubs Welcome Columbia

By IS HOROWITZ

NEW YORK, Sept. 10.—Greater involvement of established record manufacturers in the mail-order field came to light this week when it was learned that at least two important LP producers have inked deals with a major club operator.

At the same time reactions of top disk clubs to Columbia's entry into the mail arena unanimously tagged the project as likely to give mail-order disk clubs generally a shot in the arm by lending greater authority and "respectability" to that method of marketing LP's.

Both Westminster and Vox Records have negotiated limited pacts with the Book-of-the-Month Club's Music Appreciation Records wing. In both cases disks are scheduled for early release.

Trade observers have speculated that Columbia's move into the club business would impel diskeries which have turned down such business in the past to take now a second look at such proposals. It is known that in the past few weeks many indie diskery heads have contacted club officials for data, but just how many will result in firm deals remains to be seen.

Westminster has made available its catalog set of Bach's "St. Matthew Passion," a four-disk package of a performance conducted by Hermann Scherchen. B-O-M-C will offer the package to its members at $18.95, but the set will be given special handling and will not be rated a regular club selection.

In effect, B-O-M-C will list the set mail service. A "limited" number will be pressed up first and the mail pull tested on a restriced list of prospects. If response is good the set will be offered to the club's entire list of approximately 500,000 prospects.

In Vox' case, the equivalent of one LP side has been leased to B-O-M-C for regular club selection issue. The club's November selection will feature Vox' star pianist Guiomar Novaes in a performance of Beethoven's "Moonlight Sonata" and a short Mozart sonata. The

(Continued on page 30)

# Coral Nears Biggest Year

NEW YORK, Sept. 10.—Coral Records is well on the way to winding up its biggest year. September billings are already estimated at between $100,000 and $150,000 above September of last year, and about $175,000 above the billings of August.

In addition to a hot singles line, the impact of the fall plan, unveiled several weeks ago, gave impetus to this month's orders. The label, thru August of this year, has been 55 per cent ahead of last year.

NEW BUYER-BAIT

# EmArcy's Sampler Spans 2 Decades

NEW YORK, Sept. 10.—Mercury Records will launch an extensive three-month promotion of its subsidiary jazz label EmArcy within the next two weeks. Highlight feature of the drive will be 12-inch LP sampler, retailing at 98 cents and designed to acquaint new disk customers with EmArcy's top jazz artists, including Dinah Washington, Sarah Vaughan, Clifford Brown, and the label's newest personality Julian (Cannonball) Adderley.

The bargain-priced sampler will be followed by the release of 28 new 12-inch EmArcy LP's, retailing at the regular $3.98 price. The jazz label will be one year old in October, by which time artist and repertoire chief Bobby Shad will have cut and marketed 85 12-inch LPs.

Immediately following the release of the new jazz packages, EmArcy will introduce a big direct-to-the-consumer promotion. Details of the plan haven't been completed, but it will feature a premium or special price offer on the consumer level, with dealer participation.

The 98-cent LP sampler, tagged "Jazz of Two Decades," will spotlight EmArcy sides cut in the 1940's on one side, and material cut since 1950 on the flip. Pricing structure on the sampler will follow that of Columbia, which thru its distributors offered its 98-cent "I Like Jazz" sampler to dealers for 75 cents.

# Seeburg's 40 EP's For Program Aid

CHICAGO, Sept. 10.—The J. P. Seeburg Corporation this week announced a special package of 40 extended play records designed for helping program the firm's newly introduced 200-selection coin-operated phonograph.

Called a dual music system, the new machine will be merchandised on the basis of two separate units—one offering 50 45 r.p.m. singles, the other 50 EP's. Seeburg distributors will sell both the machines and the EP record package. (See Music Machine department for full details.)

The package consists of 160 tunes—two tunes to a side—considered to be all-time favorites and selected by Seeburg officials. The records cover two categories listed on the machine's selector panel: 20 records of all-time favorites, and 20 classics and varieties. In the country and western category, 10 are to be EP's purchased by operators from their regular record outlets, making a total of 50 EP records. The 50 singles are designed on the machine for hit tunes (20), rhythm and blues (20) and country and western (10).

The EP's, which are not a part of Seeburg's background music library, are produced for the firm by Standard Radio Transcription Services, Inc., Chicago, are pressed by RCA Victor's Custom Records Division, and include both tunes in public domain and those licensed by American Society of Composers, Authors and Publishers, Broadcast Music, Inc., etc.

Seeburg spokesmen stated that there are no present plans for producing more packages and that the

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# Decca Readies New Series of LP Classics

NEW YORK, Sept. 10.—Decca Records later this month will launch a new classical LP series to carry a suggested list price of $5.98. The line will be known as the Archive Production" series, and will consist of pre-19th Century music recorded by Decca's German associate, Deutsche Grammophon.

All disks in this special line will be imported pressings, carried in factory-sealed packages and containing detailed notes in English. They will be distributed thru regular Decca channels.

Other DGG material not slated for special Archive treatment will continue to be released on Decca's Gold Label series at the regular diskery list of $3.98 per 12-incher.

The first Archive release will consist of 12 LP's. It will bracket compositions dating back to the day of Gregorian chant and as recent, relatively, as Mozart. A major Archive release later this year will be Bach's St. John Passion, as recorded by the chorus of the St. Thomas Church in Leipzig.

OTTO REPORT

# Disk Sales Rise 30% In Germany

NEW YORK, Sept. 10.—Record sales in Germany have increased 30 per cent in the last year, according to Fritz Schulz-Reichel, whose disks under the "Crazy Otto" tag are released here by Decca.

Schulz-Reichel, here to go on a deejay tour and perhaps play some personal appearances if negotiations with the American Federation of Musicians are concluded, says the German record business is beginning to experience some of the problems besetting American diskeries. Chief of these is the great number of releases and tunes. The practice of covering has become very extensive too.

A big hit in Germany can reach sales of 500,000 and maybe 600,000, but a disk is considered fair if it hits 40,000, Schulz-Reichel says. A big one currently is Al Hibbler's "Unchained Melody." American artists such as George Shearing, Johnnie Ray, Bing Crosby, Ames Brothers, Nat Cole, Rosemary Clooney and Doris Day are big sellers. Miss Day,

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# Herald to Step Into Jazz Record Field

NEW YORK, Sept. 10.—Herald Records will move into the jazz field next week. Initial plans call for one LP release per month, with a stepped-up schedule to follow, according to Jack Angel, label topper.

The Aaron Bell Trio, currently at the Concord Hotel, Monticello, N. Y., will be waxed at the first session Monday (12). The group features Bell on bass; Charley Smith, who has played with Shearing and Kenton, on drums, and Charley Bateman on piano. The initial release is skedded for September 20.

Angel, with Bob Rosen as artist and repertoire exec, plans to bring in talent from the Pacific Coast for future cutting dates.

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# Waller Leaves Confusion As Songs Near Renewal

NEW YORK, Sept. 10.—It appears that the colorful saga of Thomas A. (Fats) Waller is still incomplete. While the late pianist-entertainer-songwriter is reputed to have confounded Tin Pan Alley publishers with his business shenanigans, his marital affairs also contributed to the confusion. This came to light recently when it was learned that several of Waller's most valuable copyrights are coming up this year for renewals.

When Waller died in 1943, two widows stepped forward to claim his estate. Edith Hatcher Waller, who was adjudged the legal widow, went to the American Society of Composers, Authors and Publishers to have Waller's credits directed to her, only to learn that all payments had been directed to the other Mrs. Waller. The legal Mrs. Waller then asked Eli Oberstein to handle the situation, and he prevailed upon ASCAP to render each widow a 50 per cent share. But Mrs. Edith Hatcher Waller was desirous of some immediate cash and persuaded Oberstein to buy a bloc of Waller re-

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# ZHITO UPPED ON BB STAFF

NEW YORK, Sept. 10.—Lee Zhito, widely known to music industry sources here, this week was promoted to the post of general manager of The Billboard's West Coast Television Division. Details are on page 10 this issue.

www.americanradiohistory.com

# Rhythm-Blues Toppers Reap Lush Harvests in Personals

## Heading for Greatest Year, Grosses Hit $25,000,000; Agents Get $2 Mil

By PAUL ACKERMAN

NEW YORK, Sept. 10. — The rhythm and blues personal appearance field is experiencing its lushest days and is heading for the greatest year in its history. This is the studied opinion of experts in the field, who point out that the popularity of r.&b. acts in the live show-business category parallels the greatly increased r.&b. record market.

It is estimated that r.&b. talent in the personal appearance field now earns a total of about $16,000,000 annually. The total gross business done is figured at approximately $25,000,000 annually, and agents' commissions across the country is estimated at $2,000,000 conservatively.

Top New York agencies handling r.&b. talent — Shaw Artists, Gale Inc., Universal, Mercury Artists—are estimated as racking up commissions totaling $1,000,000 annually from r.&b. dates. The figure hits $2 million when outlying small, but active, agencies are taken into consideration. The Buffalo agency in Houston, Tex., for instance—which handled the late Johnny Ace—books such top talent as B. B. King, Bobby Blue Bland, etc. Ben Waller on the West Coast books the Universal attractions there, and has such talent as Johnny Watson; and in the East, the Jolly Joyce Agency in Philadelphia handles some top white r.&b. attractions, outstanding of which is Bill Haley and His Comets.

Bulk of the r.&b. personal appearance business is done on one-nighters. Jack Archer, vice-president of Shaw Artists, estimates this is about 90 per cent of the over-all field.

### Individual Grosses

Talent, particularly those artists which are riding hit records, rack up fabulous annual grosses. It is estimated that Bill Haley, very conservatively, will have grossed about $300,000 for the year—whereas some feel the figure will likely reach $500,000. The agency take on such bookings are considerable—figured on the basis of 10 per cent on location dates and 15 per cent on one-nighters. Haley is figured as likely to earn about $50,000 in commission for Joyce. B. B. King, for instance, is estimated as likely to earn between $30,000 and $35,000 in commissions for the Buffalo agency.

Irv Siders, of the Gale Agency, estimates there are about 200 important one-nighter dates thruout the country. The West Coast, for instance, has 15 days, spread four days a week for three weeks. Texas has about 20 days; Florida, about 10; Georgia, 6; Alabama, 4; Mississippi, 4; Arkansas, 2; Missouri, 6; Kansas, 4; Nebraska, 3; Wisconsin, 1; Minnesota, 1; Illinois, 12; Ohio, 12; Indiana, 8; Kentucky, 4; Tennessee, 5; South Carolina, 5; North Carolina, 8; Virginia, 4; West Virginia, 6; Penn-

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# Dealers Earn 150G On Col. Club Subs

NEW YORK, Sept. 10.—Columbia Records this week is mailing to its dealers thruout the country a second progress report on its recently launched mail order Club, and listing six vital refinements of the plan in areas that have provoked dealer opposition. The letter, signed by Columbia Sales Director Hal Cook, also details the Club's advertising schedule for September and October, for which the bill will be more than $220,000.

According to Cook, the Club, in less than a month, has received "tens of thousands of memberships from dealers all over the country." He estimates that these dealers will earn up to $150,000 in commissions just from memberships already sent in, while not investing "a penny in inventory or floor space to earn these commissions."

Cook, in listing the modifications of the Club plan, states that the listed "changes in policy . . . have been asked for by many dealers." Several of these were revealed last week by Columbia President Jim Conkling at a meeting of metropolitan area dealers at Garden City, Long Island (The Billboard, September 10). One is the provision that dealers may claim for themselves any direct subscriptions they can transfer before October 1. Another is the company's guarantee of protection against dealers who try to obtain members by offering extra inducements. Such dealers, it is stated, will lose their Club franchise unless they desist when requested to do so.

Dealers also will be supplied with a demonstration record for customers who want to hear the free gift records before deciding to join. The disk already is in preparation. As a guarantee that the Club will not offer unlimited repertoire to mail buyers, Cook states that "The Club will usually have available not more than three months' selections." In answer to the fear that Columbia might undersell its dealers, Columbia guarantees "without qualification never to offer subscribers a greater inducement for joining the Club direct than that offered for subscription thru dealers."

Dealer suspicions regarding a possible ulterior motive by Columbia are allayed with "We hereby guarantee that the list of Club

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# W'minster Fall Push to End 5,000 Series

NEW YORK, Sept. 10.—Westminster Records has budgeted more than $50,000 for newspaper ads to push its $2.99 fall LP promotion. In effect, the promotion will also spell a closeout of the label's 5,000 Series. Once the basic line on the label, it is now being superseded by Westminster's 18,000 Series.

The $2.99 sale, a carbon of the company's promotion a year ago, will kick off with a full-page ad in The New York Sunday Times September 18. A similar ad is to be placed in a Cleveland paper that day, and others will follow until the deal's cut-off date, January 1.

Westminster execs say they will fill dealer orders on the sale merchandise only so long as stock is on hand. No items are to be given extra production runs should inventory run out.

The diskery will also give special dating privileges on its 18,000 Series, 49 albums being readied for quick release. Among these are 25 LP's, which consists of recouplings of 5,000 Series etchings. New material on the remaining 24 LP's will feature recordings by all artists on the label, and the release will be billed as the "Cavalcade of Westminster Artists."

## TRIPLE CROWN TO CHUCK BERRY

NEW YORK, Sept. 10. — Chuck Berry's towering hit, "Maybellene," last week made the chanter eligible for the Triple Crown Award, when his Chess disking swept the No. 1 spots on all three Rhythm and Blues charts — retail, juke box and disk jockey.

The Billboard accolade is awarded only to artists who win top ratings in all three categories in a single week. Berry's click retains its No. 1 position on the r.&b. charts this week, while continuing to rate high on all the pop listings as well.

# Am-Par Signs 5; Romances More Artists

NEW YORK, Sept. 10. — Am-Par Records has signed five artists to date, and is negotiating with at least three others. The label's artist and repertoire chief, Sid Feller, has inked composer-conductor Bernie Wayne; pianist Alec Templeton; the Toppers, a male vocal quarter, pop baritone John Leslie; and the Trio Schmeed, Swiss yodelers. At the same time negotiations are in progress between the label and thrush Eydie Gorme (currently on Coral), singers Dick Duane and Richard Hayes, and canary Betty Anne Steele.

Feller cut Am-Par's first sides

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## THE GOODMAN STORY

# Mulling Offers While His Bio Cues Majors

NEW YORK, Sept. 10.—Benny Goodman, with his biofilm "The Benny Goodman Story" already completed at Universal-International, and scheduled for January release, was still without a recording contract this week. At press time, Goodman was mulling offers from each of the major labels, as well as several adventurous indies, regarding his disposition of a series of tapes in his possession, which he has cleared for release.

Goodman, who recently obtained a license from the American Federation of Musicians for his own recording company, also has been cutting studio dates on his own, including one last week with a small band and his one-time vocalist Art Lund. Of the aforementioned tapes, which were processed from air checks dating back to the first Goodman band of the '30's, the orkster has edited enough material for four 12-inch LP's. He also plans to make a deal for a series of performances by his latest Sextet, taped last summer during his Basin Street nitery engagements.

Meanwhile, there has been considerable speculation as to which label will land the sound track to the film. Decca is rated as the favorite via its control of the picture company, altho release of such a

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# Flatto, DeMaria Enter P. M. Field

BOSTON, Sept. 10. — Jerry Flatto, of Boston Record Distributors, a leading New England one-stop, has entered the personal management field with Connie DeMaria under the name of Music, Inc. DeMaria will handle the New York end of the business. Flatto will maintain an office in his quarters here.

To date they have signed Dick Roman, recording for Double A Records; the Lane Brothers, a vocal and instrumental trio, and Trude Adams, who had a successful run at the Colony in London.

## 'X' MONIKER TO BE 'VIK'

NEW YORK, Sept. 10. — Reports have it that Label "X" will shortly become an extinct moniker. The RCA Victor subsidiary is readying a change of label, with "Vik" selected as its new name.

The disk outfit was inadvertently christened with its one-letter "X" tag by The Billboard. When hush-hush rumors about the label started to break a couple of years ago, Billboard stories referred to the contemplated new firm as "X." The name caught on, and Victor finally adopted it officially.

## GOOD DAYS

# Deejay Freed Has Himself A Busy Week

NEW YORK, Sept. 10.—Deejay Alan Freed was doing all right this week. He broke his own house record at the Paramount Theater in Brooklyn, chalking up a gross of more than $154,000 for the seven-day run. Also Radio Station WINS here decided to extend his broadcasting time another hour in the early evening, thus putting him on the air from 6 p.m. to 9 p.m. Monday thru Friday.

The net on the $154,000 gross reportedly was $125,000. Freed (in on a guarantee plus percentage) splits his take with promoter Morris Levy and WINS. The deejay has received several bids from theaters across the country this week, including the Roxy here. According to WINS Program Director Bob Smith, however, the jockey plans to space his stage appearances, believing his type of show will be more effective that way.

As the matter stands now, Freed

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## STUNT DISK

# Victor-Mag Tie-in Plugs J. P. Morgan

NEW YORK, Sept. 10. — A unique large-scale mutual promotion stunt has been formulated by RCA Victor and Pageant magazine and could prove a real publicity bonanza to Victor artist Jaye P. Morgan.

The project, engineered by Victor flack Ann Fulchino, comes off in the November issue of Pageant, which will devote 10 pages to Miss Morgan's story, plus the back cover and a plug band on the front cover. The last page of the story will contain a laminated picture record which can be torn from the page and played. Pageant has a reported circulation of one million.

This disk, a one-sided affair, will contain one minute and 15 seconds of Miss Morgan's new Victor re-

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# Sippel Directs Wing's Sales

NEW YORK, Sept. 10.—Mercury President Irv Green this week appointed Johnny Sippel as national sales director of Mercury's new subsidiary label, Wing, succeeding Jack Bernard, who is returning to the promotion field in New Orleans

Sippel, Mercury's Western division field representative for the last three and a half years, is moving his family from Los Angeles to Chicago, where he will headquarter for Wing. Prior to joining Mercury, Sippel was a Billboard staffer for several years, working out of the magazine's Chicago and Hollywood offices.

# Cap Exec Meet In Hwd. Sept. 12

HOLLYWOOD, Sept. 10.—Capitol Records' five district sales managers will gather here next week for a series of meetings beginning September 12. Meet will be helmed by Cap President Glenn Wallichs, Vice-President Lloyd Dunn, Sales Manager Mike Maitland and Merchandise Manager Bud Fraser.

Both Wallichs and Dunn were scheduled to return from their respective trips to Hawaii and Europe this weekend.

Meeting will center about plans for the first six months of 1956. Arriving for the conference are Max Callison, Chicago; Irv Jerome, New York; Bob Camp, Los Angeles; Ivan Conwell, Denver, and Con Comstock, Atlanta.

# Tape Library in Club-Type Drive for Consumer Sales

NEW YORK, Sept. 10. — In a move to further the sales of its pre-recorded tape library, Livingston Electronics is launching a promotion that, in effect, will make its reels available to consumers at a 25 per cent discount.

Yet another producer to peg a good part of its potential distribution to club-type, mail-order sales, the company will offer its product thru ads soliciting business both thru dealers and direct. Members of the Livingston club will be asked to join at $6 a head, for which they will receive a coupon booklet permitting them to purchase 25 reels at the special discount prices.

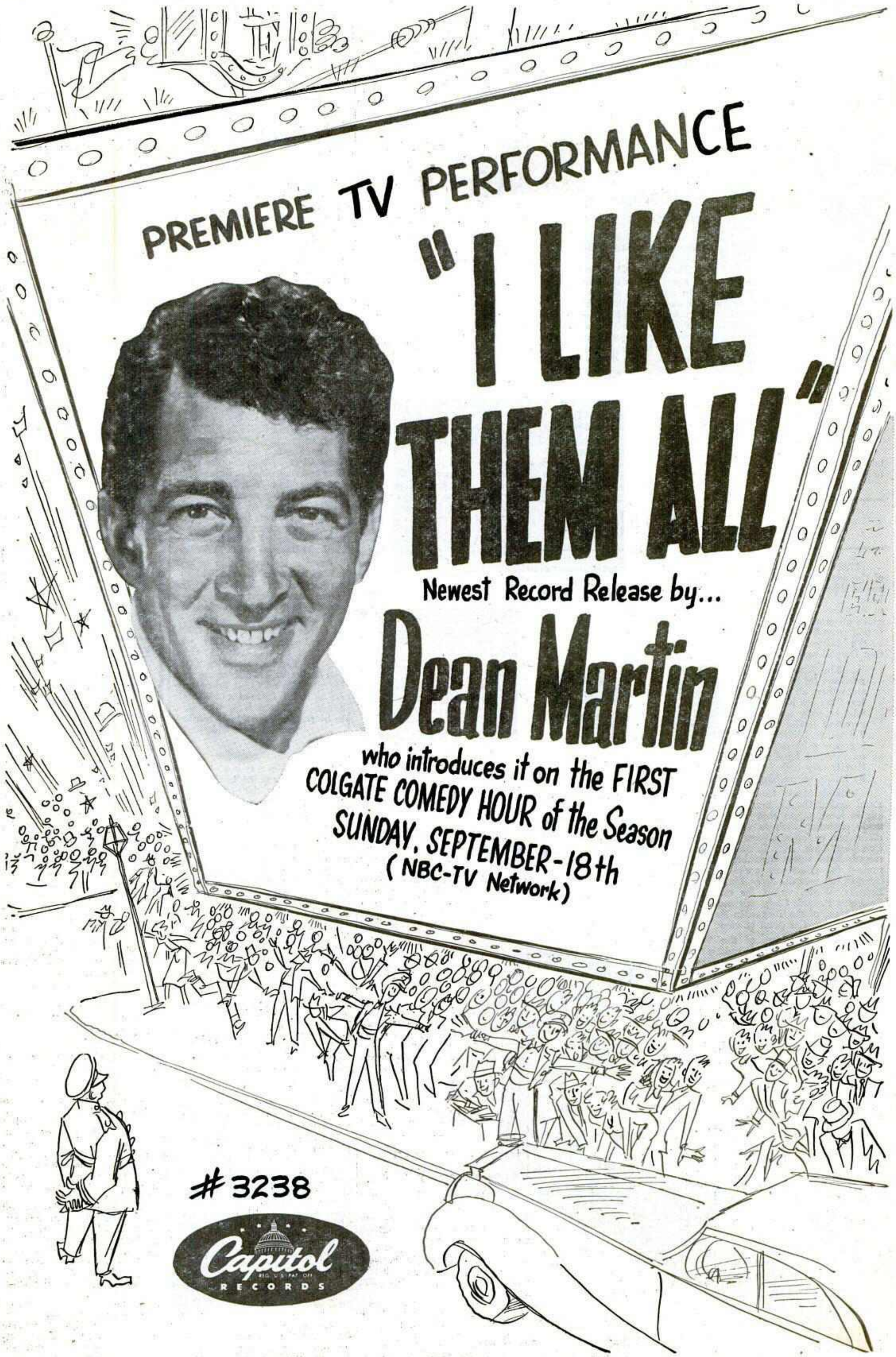
Club prices will be $4.50 per five-inch, dual-track reel; $9 per seven-inch reel, and $7.50 for binaural sets. All are recorded at 7½ i.p.s.

Chet Smiley, Livingston president, said the move to a partial mail-order policy came about as the best means possible to reach the diverse and scattered market. His best estimate is that there are no more than 2,000,000 consumers with equipment sufficiently sensitive to be potential customers of hi-fi tapes.

It was pointed out that dealers would receive 15 per cent on all direct sales made to members signed up by the retailers. In the case of member purchases thru the stores, the latter will be entitled to their full market, despite the 25 per cent slash in price.

At the same time, dealers will be urged to solicit from members titles of the selections they expect to purchase at a later date. Thru production runs pegged to indicated demand, Livingston hopes to realize certain manufacturing economies, making possible the lower club price.

Livingston's current library consists of about 150 reels. Labels featured in the library include items taken from the disk catalogs of Atlantic, Esoteric, Oceanic, Boston, Lyrichord and Tico records.

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# VOX JOX

By JUNE BUNDY

**GIMMIX:** Carl Owen, WCMC, Wildwood, N. J., recently staged a one-shot deejay remote from a Florida Seminole Indian village located on the Wildwood boardwalk. Those interviewed included "15 restless looking alligators." . . . Happy Ison, WORZ, Orlando, Fla., Andy Wilson and Johnny Talley recently promoted a successful country and western show with Col. Tom Parker, headlined by Andy Griffith, Marty Robbins, Tommy Collins, Ferlin Huskey and Elvis Presley. . . . Sylvan Green, formerly musical director and accompanist for Beatrice Kay, is riding the jockey range at KONE, Reno, Nev., and the station is offering to send "personalized tape greetings" from Green to other deejays across the country on request. . . . Frank Allen is spotlighting a "Top Tune Tally" service on his "All Set for Music" show over WOW, Omaha. The service represents the station's personal survey of top records in the area as reported by dealers in Nebraska, Iowa, South Dakota and Kansas. Frank also uses The Billboard national charts extensively in programming

**DRIVE-IN PLUGS: Mike Heuer, KMA, Shenandoah, Ia., has a "captive audience" every night at the local drive-in theater. "Periodically," says Mike, "Part of my 'Club 960' show will be recorded by the theater's projectionist and played back during intermission time at the drive-in. They let me know when ever the show is recorded that way, and I plug it heavily." . . . Jerry Nesler, KCBQ, San Diego, Calif., gets his plugs from a different kind of a drive-in, the Zanz Drive-In restaurant, which sponsors his program. Zanz recently took over a nearby theater for its "July 4 Jubilee" show, with Nesler promoting the affair by giving away Jubilee passes to winners of his record contests (name the artist, label, tune, etc.). He gave out 3,500 passes in all (chalking up a record number of phone calls), with winners required to pick up their passes at the drive-in. . . . Another drive-in deejay is Herb Fontaine, WCOU, Lewiston, Me., who is playing platters before the shows start at the Lewiston Drive-In Theater every weekend, with his four-and-a-half-year-old son Howie on hand to help spin 'em.**

**CHANGE OF THEME:** Ted Crays, KRMD, Shreveport, La., is taking over a four-hour Saturday afternoon deejay show, in addition to his regular four-hour nightly program. New jocks at KRMD are Don

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# DEALER DOINGS

By GARY KRAMER

**DRIVE-IN RECORD SHOP:** One of the most unusual—and one of the most ambitious—retail operations in the country is the drive-in record shop opened in Seattle September 10 by Terry King and Larry Dolgoff. Called Disc City, the store will not actually bring records out to customers parked outside the store, but with its large parking space all around the circular store, and Neon signs over the building, it will resemble the big drive-in type restaurant. Disc City will also be the headquarters of Northwest Record Sales, the one-stop business that Dolgoff and King operate in Seattle.

**The Avenue Shop, North Miami, Fla., has discovered a good use for broken disks. After accumulating quite a few, they stuck them all over their display window with a large sign reading: "We are having a sale to break all records." Bill Packard, who recently took over the shop, says that this has been an excellent traffic builder. . . . A good question from J. & H. Television, Riverside, N. J.: "Why do distributors insist on pushing new releases and let their stock run down on top-selling numbers? I have not been able for weeks to get one record that is very high in Billboard charts from my distributor, yet he insists on pushing new and doubtful merchandise on me."**

Wilking Music Company, Indianapolis, is taking an aggressive stand against the Columbia Records subscription record club. It ran ads in local papers that were highly critical of the plan. The ads made a strong pitch to the public to buy RCA Victor records in preference to "sight unseen and sound-unheard" LP's offered by the Columbia Club. . . . In some of the smaller towns where classical records have never been big sellers, the Columbia Club plan was praised for effectively opening the door to new business in that category of records. Sally Moffatt, of the Ping Electric Music Bar, Ephrata, Wash., writes, for example: "We're going all out on the Columbia Records Club. It's something we've needed for a long time." Trella Hart, of the Teegarden Furniture Company, Lawrenceville, Ill., expressed a similar point of view.

**Ruth Pedersen, of the Wilmington Electrical Specialty Store, Wilmington, Del., writes: "We believe that The Billboard should enlighten manufacturers on the demand for good sets of classical organ music. We average no less than five and up to 10 sets a week on Biggs' 'The Art of the Organ.' His new Bach album also started to sell just as quickly as we put it on display in the store. We could certainly use more of them."**

## Dealers Earn 150G

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members will not be used by us or by anyone else for promotions other than those of the Columbia LP Record Club.

The letter concludes with: "Any further suggestion on how to make the Club serve you better will always be welcomed by us."

Columbia's magazine ad campaign for the specified two-month period reportedly will reach 39,000,000 readers, placing into circulation 30,243,167 dealer coupons. The reason for the incomplete coupon coverage is the fact that most of the ads were placed before dealer emphasis was strengthened, and several publications were unable to stop press for the revision. The costliest of the ads will be a two-page spread in the September 19 issue of Life, which will set the diskery back $39,479. This particular ad will contain the strong dealer pitch.

## Am-Par Signs

• Continued from page 26

this week with Templeton for an album. Wayne is also slated for an album session, spotlighting a group of his own tunes. The Schmeeds (brothers Werner and Willy and sister Claire) make their TV debut here October 1 on an NBC-TV spectacular, Max Leibman's version of "Heidi"; while the Toppers are featured on Arthur Godfrey's morning show.

The label is still shooting at a November release date for its first sides (in addition to the Mickey Mouse Club line which comes out in a couple of weeks) and prexy Sam Clark and Feller hope to add at least one really big name artist before that time.

Arranger - conductor - composer Don Costa joins Am-Par Monday (12) as associate a.&r. director. He's also slated to head up a new jazz division for the label.

# R&B Toppers Reap Harvest

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sylvania, 6; New Jersey, 6; New York, 6; Massachusetts, 6.

The personal appearance field in night clubs is estimated at about 12 weeks nationally; and in theaters — just a smattering, chief of which are the Apollo in New York, Howard in Washington, and the Royal in Baltimore.

The spread of r.&b. into the pop field is resulting in more so-called "middle of the road" spots, where both pop and r.&b. talent is shown. Night clubs which have been running jazz shows are now using r.&b. talent in increasing numbers. Jack Archer gives as examples the High Hat, Boston; the Celebrity Club, Providence; the Copa, Pittsburgh; the Tiffany, Los Angeles; the Crown Propeller, Chicago, and the Orchid Room, in Kansas City. Buffalo, Pittsburgh, Cleveland and Chicago are among the areas which have become more strongly r.&b. conscious.

### Talent Buyers

There are a number of top r.&b. promoters thruout the country who buy talent lavishly. Biggest of these is generally regarded as Howard Lewis, who operates out of Dallas, and is estimated as buying perhaps $750,000-worth of talent annually. On some r.&b. packages, Lewis will take as many as 20 dates in Texas alone. He also operates in adjoining areas, as New Orleans, Houston, San Antonio, cities in Oklahoma, etc.

Another big buyer is Eli Weinberg, known to some as "The King of the South," who operates in West Virginia, Virginia, the Carolinas and such cities as Birmingham and Knoxville. Weinberg is estimated as buying some $350,000 to $400,000 worth of talent yearly. Weinberg's father, Ralph, incidentally, was a pioneer in r.&b. shows, moving strongly into the field when the band business began to decline.

Another important duo of promotors is Irvin and Izzie Feld, operating out of Washington. The brothers are concert promoters and operate in the jazz and longhair fields, as well as in r.&b.

Another promoter of note is David Booker, out of Kansas City, who has time in that city, Wichita, Omaha, Topeka, Moberley (Mo.) and St. Louis. Then there are such important West Coast talent buyers as Frank Pedroni and Mannie Schwartz. These lads, who used to be partners, operate in territory ranging from Bakersfield northward.

### Basic Economics

Archer notes that it is easier to create new promoters in r.&b. than in pop—owing to the basic economics of the business. For a talent cost of $300 to $500, for instance, a spot can get an r.&b. record name of some consequence. It's not too difficult to get off the nut. The same is not true of the pop field, where talent is much more expensive, and a bundle can be lost easily. Siders, however, notes that booking costs have gone up, and that the 10 per cent and 15 per cent fees allowed by the American Federation of Musicians do not give the agency much leeway.

Artists must be packaged for the road while they are hot on disks. One of the problems, Siders points out, is the adequate staging of these acts. The bigger agencies have producers who work with the acts, get their routines and costuming in shape. This has become necessary because some artists who have clicked on disks have proved disappointing on the road due to lack of stage experience.

One of the problems facing agencies in the r.&b. field is the increased activity of disk jockeys as r.&b. promoters. Top jockeys like Alan Freed are known to pay well for talent; but lesser deejays, particularly in view of their friendly relationship with record companies, often seek the talent for next to nothing. Generally, r.&b. acts of disk prominence command on one-nighters a salary of between $300 and $500, plus a percentage. This figure holds for singles and small combinations, including groups.

With the r.&b. incursion into the pop and jazz fields continuing, it is felt that the best is yet to come. The most recent eye-opener was Alan Freed's show at the Brooklyn Paramount, which grossed more than $154,000 for the week, easily breaking the house record (see separate story).

# S. & S. Revives 98-Cent Big Golden Line

NEW YORK, Sept. 10.—Simon & Schuster, producer of the 25-cent Little Golden Records, is reactivating its 98-cent Big Golden children's line, which has been off the market for the past two years. This renewal has been inspired by Golden's new operating arrangement with Disney and the new Am-Par diskery involving production of the 98-cent Mickey Mouse Club records. (The Billboard, September 3.)

According to Golden's artists and repertoire chief, Arthur Shimkin, the new line will be a "Star Line" featuring name talent, and, like the Mickey Mouse series, will carry between nine and 10 minutes on each 78 and 45 r.p.m. disk. S. & S. salesmen will sell Big Golden disks along with the Am-Par Mickey Mouse disks in their usual book, chain and supermarket outlets.

Only a few of the titles from the old Big Golden line will be retained, including several standard groupings and Jimmy Durante disks. New material will feature Roy Rogers and the "Howdy Doody" cast, with whom Golden has exclusive record deals, and also Warner Bros.' cartoon characters such as Bugs Bunny, etc. Golden has an exclusive deal with Warners for disks below 50 cents retail and a non-exclusive pact for higher ticket disks.

The new Big Golden line will be ready for shipment to stores in January.

# Seeco, Musart In Mex. Deal

NEW YORK, Sept. 10. — Seeco Records, locally based Latin-American diskery, has closed a deal with Musart of Mexico for the production and distribution of Seeco disks south of the border. Seeco in turn will release Musart diskings here.

The deal, just signed by Seeco President Sidney Siegel, succeeds an earlier Seeco arrangement with Columbia Records for Mexico, which had been in effect for six years.

Siegel left this week for Puerto Rico and Caracas, where he will visit distributors and do some recording. Meanwhile, the disker retained indie promotion man Chuck Darwin as a factory rep to ink distributors for the line. Seeco is issuing a new 12-inch LP series, with seven new titles scheduled for release on October 1.

# RCA to Exhib At Gift Show

NEW YORK, Sept. 10.—RCA Victor, in a move to capture a share of the lush Christmas gift market, will exhibit its disk wares at a Business Gift Show, sponsored by Exhibit Management Associates, September 12-14 at the Biltmore Hotel here. For the more than 800 industrial gift buyers expected to attend, Victor will outline how firms can purchase records as gifts thru the company's distributors.

At least 132 album items will be made available, with discounts for quantity purchases to be channeled thru distributors. A plan for dealer participation is also in the works.

THE NEW SONG SENSATION
"SUDDENLY THERE'S A VALLEY"
Recorded by:
JULIUS LaROSA ..... Cadence
PATTI ANDREWS ..... Capitol
JO STAFFORD ..... Columbia
GOGI GRANT ..... Era
KAY ARMEN ..... MGM
MARTHA LYNN ..... RCA Victor
*Records listed alphabetically by companies
HILL & RANGE SONGS

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

BILLBOARD SAYS "WATCH IT!"
THE SHEPHERD SISTERS'
"Love's Not A Dream"
Benida Record #5034
BAKER MUSIC, INC.
146 W. 54th St., N. Y. C.

WATCH FOR
"ROCK-A-WAY"
RUSTY KEEFER and his GREEN LIGHTS
featuring RITA DELMAR on CORAL RECORDS
MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

a Great New Song!
"The LONGEST WALK"
recorded by
J.P. Morgan
RCA #20/47-6182
ADVANCED MUSIC CORP.

Angel Bells
MILLS MUSIC, INC.

BIG HIT!
Eddie Fisher's
DON'T STAY AWAY TOO LONG
BOURNE, INC. 136 W. 52 St. N. Y. C., N. Y.

*the greatest "b" side*
*since* TENNESSEE WALTZ

"Blackberry Winter"

*by* MITCH MILLER
*with his orchestra and chorus*
*featuring* BERNADINE READ
*b/w*
THE YELLOW ROSE OF TEXAS
*columbia 40540*

Copyrighted material

## Westminster, Vox Involved

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flip side of the LP will carry the usual club musical analysis.

The Novaes disk will sell thru the club at the regular club price of $3.60. On Vox' retail record, tho it doesn't include the Mozart sonata, a Beethoven Piano Concerto is carried in addition to the "Moonlight."

Tradesters will watch the results of the Vox deal with strong interest to see if the Angel experience will be duplicated. Angel's first LP side leased to the B-O-M-C is known to have sold over 100,000 copies mail order. This same disk (Herbert von Karajan's reading of Debussy's "La Mer") in Angel's retail coupling is reported to have sold thru dealers at a hiked pace of 20 per cent after the B-O-M-C promotion, altho it originally had been released to dealers many months earlier.

Execs of the B-O-M-C, as well as those of the Josefowitz Brothers and Sutliff-Stevenson combines (Musical Masterpieces and Music Treasures respectively), this week told The Billboard that success of the Columbia project can only help disk mail-order sales generally. This will be primarily due to the authority of the artists' names now being plugged thru consumer coupon ads, they said, and the known quality of Columbia LP's.

Some cast doubt, however, on the ability of Columbia to maintain its four-to-one ratio of dealers subscriptions to direct subs. Their experience, it was said, indicated that ads plugging "split" responses normally funneled 90 per cent direct and only 10 per cent thru dealers' hands.

Meanwhile, a B-O-M-C spokesman took issue with Columbia prexy Jim Conkling's statement that mail-order clubs were out to raid diskery talent stables (The Billboard, September 10). In the case of Rudolf Serkin, he admitted that the pianist had been offered a hefty guarantee for two LP's, but that B-O-M-C had no desire to sign any artist to an exclusive pact. Serkin, as well as any other artist B-O-M-C approached, it was stressed, was sought for specific works and could remain the "property" of Columbia for additional waxings.

## Copyright Mix-Ups

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newal rights, which he did for a reported $7,500 non-returnable advance.

**Joys Involved**

Oberstein then approached Santly-Joy (now Joy Music), who owned a number of Waller copyrights for the original copyright period thru its predecessor, Santly Brothers. A deal there was rendered more attractive by the fact that Waller's long-time lyricist, Andy Razaf, was under contract to Santly-Joy in 1944 and getting his share of the renewals was unlikely to prove difficult for the publisher. So Oberstein sold the Waller rights to Santly-Joy, retaining an override on the profits. Included in the package were such titles as "Ain't Misbehavin'," "Honeysuckle Rose," "I've Got a Feeling I'm Falling," "Black and Blue," etc., most of which were published by either Santly or Mills Music.

The first three are among those coming up for renewal this year.

## CRG, YPR Set

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all dealers to replace their soiled, frayed CRG and YPR jackets with fresh sleeves, which will be supplied gratis.

Designated for special plugging is the newly-completed Children's Almanac Series, a set of 12 YPR disks, each dealing with a specific month, and including suitable folk songs and games. They will be available singly, but also in a special de luxe package of 12, retailing at $14.88. Another series set for special action is the Pram line of six disks for children one and two years of age.

According to Sockell, the combined lines have added 24 new 45 r.p.m. titles to the previous doughnut catalog, to comply with an increased demand. Last year, a 78 r.p.m. version of a CRG or YPR title outsold a 45 version 20 to one. This year, says Sockell, it's down to eight to one. Price-wise, the diskery retails 78's for $1.24, and 45's at $.105.

During his trip, Sockell plans to carry a big supply of silver dollars. Dealers have been tipped that a stranger may enter their stores and ask about children's records. If the clerk picks up a CRG or YPR record first, the stranger (Sockell) will hand her (or him) a silver dollar.

## Goodman Story

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set will depend on whether or not the diskery is able to obtain releases on drummer Gene Krupa, tenorman Stan Getz and pianist Teddy Wilson, all of whom are under contract to Norman Granz' Clef label. It is known that Granz himself intends to release a set of numbers from the film featuring those contract artists and also Lionel Hampton. Harry James and Ziggy Elman, featured trumpeters, are both between contracts and present no problem.

RCA Victor, Columbia and Capitol, to whom Goodman has been under contract at various times, are expected to release special packages tying in with the pic. Victor, following the policy adopted for "The Glenn Miller Story," will issue a new package containing the original performances of the tunes featured on the film track. That diskery also has been studying the possibility of compiling a de luxe multi-disk Goodman package from the original waxings in the files, of which only a small percentage have been reissued on LP.

## Stunt Disk

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lease, or actually about one-half of the commercial record. The built-in disk will be four inches in diameter and will play at 78 r.p.m. This is believed to be the first time such a gimmick has been used in a general consumer magazine.

Victor, which will market the full-size version of the Morgan waxing simultaneously with the magazine's publication in mid-October, will make a special mailing of the magazine to 2,700 disk jockeys and also to 750 key juke box ops. About 8,500 dealers will receive special window streamers plugging the magazine, and a special promotion record will be sent to radio stations in addition to the regular deejay samples.

The laminated disks are being manufactured for Pageant by Rainbo Records of California.

As for the tune on the record; that's strictly a hush-hush affair. However, it's known to be a new tune, and the publisher is Broadway Music, a company best known for old tunes. The publisher reportedly has waived his royalties on the Pageant insert disk.

## Hot Latin Exits

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with various size units including a trio, quartet, string band and big brass ork.

Loco's signing indicates a new Latin accent shaping up at Columbia. During the past year, the label has been building the Belmonte band, and most recently concocted a precedental arrangement with pactee Xavier Cugat. Cugat's deal permits the release of single disks on one label, the subsidiary Epic, and of packages on the mother Columbia label.

In addition to his recording activities, Loco has been a staff arranger and contract writer for E. B. Marks Music for the past two years. It is believed that when his deal there expires next month, Loco will throw his new material into his own Loco Publishing Company.

## Otto Report

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incidentally, has had a tremendous boost thru her films. Among bands, Les Brown and Ray Anthony are big.

It's not generally known, but Schulz-Reichel is a cool cat despite his honky-tonk styled hits and is an honorary member of the Hot Club of France, an honor accorded him by Charles Delaunay in 1941.

Three-speed phonos are now plentiful in Germany, he reports, and this has boosted disk sales. The 30 per cent increase is primarily in the pop field, altho the package business is increasing too. Forty-fives are gradually supplanting 78's. Single disks sell for four marks, which is roughly tantamount to U. S. retail prices. Big labels include Polydor, the pop wing of Deutche Grammaphon; Electrola, Telefunken-Decca, and Philips.

Jazz is currently experiencing a big upsurge, as is true in other parts of the Continent.

As elsewhere, sheet music is in a tailspin, and disks have become the most important means of song exploitation. Performance money, thru the German Musicians Society, is the chief source of publisher and writer income.

## Good Days

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will move into his new evening time period in four weeks, when he takes over the 6 to 7 p.m. time period heretofore occupied by Jack Lacey, with Lacy starting a 4 to 6 p.m. time schedule. Freed will discontinue his 11 p.m. to 1 a.m. program except on Friday and Saturday nights.


# WANTED FOR CASH!

**BMI or ASCAP PUBLISHING FIRM**

**Responsible party with knowledge of music biz wants to buy firm for cash. All inquiries will be held strictly confidential —all inquiries will get immediate action.**

**BOX A-169, THE BILLBOARD**
**6000 Sunset Blvd., Hollywood 28, Calif.**


# FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

**Webb Pierce has peddled a series of three shows to ABC-TV for nationwide coverage, 8:30-9 p.m., September 15, 22 and 29, the programs emanating from Station WSIX, Nashville. Previous commitments will prevent Pierce from appearing on the September 15 date, which will have Minnie Pearl and her "Grand Ole Opry" unit filling in for him. . . . Lou Black, of Top Talent, Inc., Springfield, Mo., memos that Wanda Jackson, formerly with the Hank Thompson band, is a new addition to "Ozark Jubilee," with Sonny James slated to join the "Ozark" roster October 8.**

Curtis Gordon, Mercury waxer, has joined the ranks of Uncle Sam's Army for a two-year hitch and is currently stationed at Fort Jackson, S. C. Friends may address him: Serv. Bat. 516, F. A. 101st Div. . . . Smokey Warren, country performer and promoter in the Eastern area, was a recent Cincinnati visitor, where he spent several days with Thurston Moore, country artist publicist-publisher. He also took time out to greet old friends on WLW's "Midwestern Hayride." En route home, Smokey stopped off in Wheeling, W. Va., for a visit with "WWVA Jamboree" folk.

**Slim Whitman and his manager, Ray Bartlett, were slated to meet in New York Tuesday (13) with officials of a London agency to discuss a possible tour of England, where the publication, Musical Express, rates Slim's "Rose Marie" in the No. 1 slot. Last Friday and Saturday (9-10), Whitman guestarred with "Circle Theater Jamboree," Cleveland, and Wednesday (15) he begins an extended tour for A. M. Bamford at Ste. St. Marie, Mich. Remainder of the route stacks up as follows: Grand Rapids, Mich., 16; Duluth, Minn., 17; St. Paul, 18; Fort Williams, Ont., 19; Fort Francis, Ont., 20; Winnipeg, Man., 21; Minot, N. D., 22; Regina, Sask., 23; Williston, N. D., 24; Edmonton, Alta., 26; Calgary, Alta., 27; Lethbridge, Alta., 28; Spokane, Wash., 29, and Helena, Mont., 30.**

Hank Thompson and his band, who in the last four months have appeared at 83 ballrooms in 23 States, covering some 24,000 miles, return to Oklahoma City this week, from which base they'll work for the next nine months. Hank and the lads have their own TV show over WKY-TV, Oklahoma City, and also work the Trianon Ballroom there each Saturday night when in town. Hank will vacation from September 25 thru October 7, during which time Merle Travis (Capitol) will spell him in the band. On October 8, Hank and the combo head for Dallas and a stand at the Texas State Fair, their third year at that spot. Jim Halsey, still with Uncle Sam's Army at Huntsville, Ala., is Thompson's personal manager.

**Jack Turner, heard regularly over WSFA-TV, Montgomery, Ala., via "Alabama Jubilee" on Tuesday nights at 9 and the "Jack Turner Show," Monday, Wednesday and Friday at 5 p.m., had the Blackwood Brothers (RCA Victor) as recent guests on the latter show. Jack welcomes other recording artists who may be in the territory to guest on these shows. On September 24, Turner and his steel guitarist, Jimmy Porter, will journey to McComb, Mass., for a Jack Turner Day celebration, which will include a parade, a visit to the various radio stations, and a big show at night.**

Hank Zero and his manager, Paul Gilley, were Nashville visitors September 2-3, when Zero did the Mr. Dee Jay, U. S. A. stint on the "Friday Night Frolic" over WSM. He also guested on the Marty Robbins segment of "Grand Ole Opry." Gilley, while in Nashville, signed contracts with Murray Nash Associates for his new song, "A Lonely Heart Cries," which he wrote in conjunction with country artist Ked Killen. . . . Sonny Burns is fronting the Round-Up Play Boys

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# RHYTHM-BLUES NOTES

By PAUL ACKERMAN

It's become commonplace, of course, for pop labels to cover r.&b. hits. Now, however, we notice that r.&b. labels are doing an extraordinary amount of covering within the r.&b. category. On the best-selling national r.&b. chart, for instance, there are two versions of "It's Love Baby." Lewis Brooks started it for Excello, and now Ruth Brown's version on Atlantic has moved into the charts. Another disk, the Midnighters on Federal, is also apparently getting some of the business. Another instance is "Walking the Blues." Jack DuPree's original King disk has been covered by Willie Dixon on Checker. There are several versions of "Come Back Maybellene," the answer to Chuck Berry's "Maybellene." Notable are John Greer's version on Groove, and Mercy Dee's on Flair.

**There are plenty more: "All Around the World," by Little John on King, was covered by Titus Turner on Wing; "Those Lonely, Lonely Nights," by Earl King on Ace, was cut by Johnny Watson on RPM; "Only You" by the Platters, currently on the best selling chart, has been done by the Cues on Jubilee; Joe Williams recently did two covers—B. B. King's "Everyday" and Ella Johnson's "All Right, Okay, You Win."**

Stan Pat has signed the Dreamers for Grand Records. . . . The Tri-Tones open Monday (12) at Pep's, Philadelphia, for a three-week stand. . . . Bill Shadburn, deejay at WJAZ, scouting up talent for an r.&b. promotion. . . . J. Cirt Gill Jr., WHBG, Greensboro, recently had the great Satchel Paige on the air for an interview. Gill uses a lot of homey gimmicks on his show—like using a toaster to make toast in his studio while he's on the air with a bread commercial. . . . Lorenzo Milam, deejay at WJVB, Jacksonville, Fla., has been using what he considers a good gimmick on his r.&b. shows. Between records he puts on a taped background of piano blues. This makes for smoother continuity, Milam figures. . . . Bob (Baldy Bob) Johnson on KICK, Springfield, Mo., has started an r.&b. show on Saturday mornings, sponsored by the local record shop. Sales have bounced, and the teen-agers really rock the place, says Baldy.

**Lorene Williams pens us a note that Peacock has a lot of faith in their new artist, Carl Van Moon, who has just cut his initial side, "Lonesome Road." . . . Herald Records is branching out into the jazz LP business (see separate story).**

www.americanradiohistory.com

# *Look what's happening to "Miss Show Business"!*

**Saturday, September 24**

She stars on the first of the mammoth Ford hour-and-a-half shows over the coast-to-coast CBS-TV network—

## FORD STAR JUBILEE

20,000,000 Americans will be "out front" as Judy Garland does the songs that have made her the greatest singing star of them all. A record audience even for Judy!

**Monday, September 26**

Capitol Records proudly releases Judy's new album . . . it promises to be the hit of the year! The title . . .

## MISS SHOW BUSINESS

Collected in one album for the first time: the outstanding songs from a fabulous career. Mixing laughter and tears as only she can, Judy sings great tunes from her Palace Theatre triumph, motion pictures, and later hits—all presented in a big high fidelity package.

**33⅓ rpm W-676 45 rpm EDM-676**

*MR. DEALER: Be ready to cash in on Judy's big week!*

Capitol RECORDS

Copyrighted material

# PHONOS—HI FI

**VICTOR MARKETING NEW PHONO LINE . . .**

A new line of phonos will be marketed by RCA Victor late this month. The line was introduced to distributors at the factory's quarterly meeting recently. The new models include a three-speed portable phono, retailing at $79.95; a three-speed portable hi-fi phono, $119.95; a three-tube, portable 45 phono, $34.95; a two-tube, portable 45 phono, $29.95; a radio-phono combination with a 45 Slideamatic player, $44.95, and a 45-record player attachment, $19.95. The models come in a variety of colors.

**ORRADIO INTRODUCES NEW MAGNETIC TAPE . . .**

The ORRadio Industries, Opelika, Ala., is introducing a new magnetic recording tape that will double the playing time over standard recording tape, thus making it possible for an entire opera to be recorded without changing reels. ORRadio, manufacturer of Irish brand magnetic tape, claims the new Irish double-play recording tape can record up to four hours without a reel change at one and seven-eighths speed and eight hours dual track, marking the first time 2,400 feet of magnetic tape is available on the seven-inch reel, and eliminating the need for adaptors in getting professional recording time. The new double-play tape is priced at $7.50 hi-fi net for the 2,400-foot reel.

**WEBCOR DEBUTS ITS LINE IN BRITAIN . . .**

Webster-Chicago has launched its first line of phonos and tape recorders in London, England, thru its Webcor, Great Britain, Ltd., subsidiary. The line consists of three phonos retailing from $52.90 to $131.30, and one tape recorder at $191.10. The phonos are being manufactured in London by the Plessey Company, with an initial monthly production rate of 3,000 units set to start in October, and phonos slated for store delivery by mid-November. Parts for the tape recorder are being imported from the U. S. and assembled in London. The tape units are expected to be in the stores by February, and by fall Webcor hopes to manufacture tape recorders for England in two price ranges.

# JAZZ ON THE UPBEAT

By BILL SIMON

**JAZZ LOSES 2 TALENTS, REGAINS 4 GIANTS . . .**

Jazz lost two sizable talents in recent weeks. First was Bud Wise, the former Gene Krupa tenorman, who died in Las Vegas, Nev. The other was Bob Gordon, brilliant young baritone sax star of the West Coast school, who was contracted to Pacific Jazz label. Gordon was killed in an auto accident.

But jazz has gained from the recent return to health of such jazz giants as Miles Davis, Serge Chaloff, Allen Eager, and Bud Powell. All are extremely active and determined to stay that way. Davis, incidentally, just had an operation for nodes on his vocal chords, which sounds reasonable for a trumpeter, but how do you account for the fact that Art Blakey, a drummer, had to have a similar operation?

**LONDON TO ISSUE THIRD OF HEATH CONCERTS . . .**

When Ted Heath played his most recent concert at the London Palladium August 21, London Records had its engineers on hand to tape the affair. This month the firm is releasing an earlier concert from the same source, No. 3 in the series. Heath also is represented this month with his "Gershwin for Moderns" LP.

**ERTEGUN TO W. COAST FOR RECORD DATES . . .**

Atlantic's Nesuhi Ertegun will take off for the Coast Sunday (11) for recording dates with, among others, Dave Pell, Shorty Rogers, Bobby Short and a new vocalist, Betty Bennett. Miss Bennett is the wife of Andre Previn, who will write half of the arrangements for her 12-inch LP. Rogers will write the other half.

Meanwhile, Ertegun has readied Atlantic's second big jazz release to break in October. The featured LP artists will be Lee Konitz (with Warne Marsh), Jack Montrose (with Bob Gordon), Tony Fruscella, Wilbur de Paris and George Wein. The last named, who happens also to be president of his own Storyville label, will play piano in a collection entitled "Wein, Women and Song."

**PASSING NOTES AND ADDED LICKS . . .**

Pianist **Bud Powell** will open a two-week stand at Birdland next Friday (16). . . . Prestige Records has dropped its subsidiary New Jazz label and absorbed its catalog into the regular Prestige line. Prestige's **Art Farmer** will take his new group into the Beehive, Chicago, for three weeks starting November 11. **Gigi Gryce** and Art's brother, **Addison Farmer**, are in the unit, which is one of the first jazz units to be booked by Universal's new jazz agent, **Walter Hyde.**

**Duke Ellington** is at the Hull, Quebec, prior to a westward jump which will bring him into the Moulin Rouge, Las Vegas, Nev., from November 3 to 28. . . . **Louis Armstrong** will leave for Europe next month and will stay thru part of January. He'll do concerts plus one three-week stand at the Olympic Theater, Paris. **Lionel Hampton** will follow him over there in January. . . . Riverside just taped a new LP with its New Star pianist, **Randy Weston.** . . . Good Time Jazz has signed a long-term deal with **Claire Austin,** Sacramento thrush. She'll do traditional jazz and blues for GTJ and modern and pop tunes for the subsidiary label, Contemporary.

RCA Victor's jazz wing has signed **Hal McKusick** to an exclusive contract. McKusick, who plays alto sax, flute and clarinet, was formerly with Jubilee, and also has cut an LP for Bethlehem.

# MUSIC AS WRITTEN

**Hartford's State Puts Off Fall Opening . . .**

An apparent aftermath of recent Connecticut floods has been the decision of the 4,200-seat State Theater in Hartford, Conn., to postpone indefinitely its scheduled fall opening. The theater was not touched by flood. Originally the house had been set up to open with Tony Bennett and a rock 'n' roll revue Saturday (10). Owned and operated by the Harris Brothers the theater has a weekend flesh-and-film policy thru winter and spring.

**Vanguard to Launch Theater Showcase . . .**

Vanguard Records will inaugurate its new Theater Showcase series in October, featuring "offbeat" material by musical comedy and night club personalities. The first release will include LP's by comedienne Charlotte Rae and Shannon Bolin. The latter is featured in "Damn Yankees."

**Apollo Records Rebuts Charges by Pauling . . .**

Bess Berman, of Apollo Records, this week rebutted an allegation by cleffer Lowman Pauling that the diskery owed him royalties. Pauling had recently filed suit in Federal Court (The Billboard, September 3). Miss Berman stated that the royalties were paid; that the checks were made out to the Five Royales, of which Pauling had been a member. As for copyrights, which Pauling claims the diskery unlawfully appropriated, Miss Berman answers that Pauling assigned the disputed songs to Apollo.

**Jimmy Dean Gets Big Mercury Send-Off . . .**

Mercury is packaging the first waxing by its new country and western artist Jimmy Dean in a special double-fold sleeve for deejays, marking the first time the label has extended such a send-off to a single release. The four-page sleeve features bio material and photos of Dean, with a special message to jockeys on the back.

**Phil Bennett Forms Own Disk Firm . . .**

Phil Bennett, blind tenor sax man and society band leader, has formed his own disk company, Bryant Records. The first LP, featuring Bennett's dance ork, will be shipped this week, and will include 10 standard tunes on the 10-inch disk. Bennett's last recording deal was with Herman Lubinsky's Regent label.

**Lewis Revamps Show, Seeks New Singers . . .**

In a move to attract more teenage listeners, the **Robert Q. Lewis** show on CBS-TV is revamping its line-up of vocalists, and is looking for a new young girl and boy singer. The **Chordettes** were dropped from the show this week, and semi-classical artists **Lois Hunt** and **Earl Wrightson** will henceforth limit their appearance to a twice-weekly basis. The show is aired daily at 2 p.m.

## New York

M-G-M has signed singer-dancer **Carol Haney,** who recently starred on Broadway in "The Pajama Game." Her first release will be issued in November. . . . **Conie Francis** opens at La Vie here October 6 for a week's engagement. . . . Country and western artists **Marvin Rainwater** and **Bob Wills** have teamed up to tour county and State fairs, kicking off the junket Saturday (10) in Birmingham, Ala., and winding up the trek October 1 in Washington. . . . A second son was born to the **Artie Pines** August 31. They named him **Richard S.** . . . **Mitch Miller's** summer radio series for Kraft Music Hall will continue on the CBS radio network this fall as a sustainer in the same time period, Sundays, 9-10 p.m.

Gale Agency's **Irv Siders** has set **Sarah Vaughan** for the Fontainbleu, Miami, October 11-17. . . . Decca's **Paul Cohen,** c.&w. recording chief, has purchased two masters from **Red River Dave.** . . . **Jackie Brooks** has been signed by Decca.

Last week the **Nat (King) Cole-Dorothy Collins** package pulled 14,000 people into the Red Rocks Theater, outdoor amphitheater in Denver. This reportedly set a new record for the spot, which has a seating capacity of 9,000.

# • Best Selling Popular Albums

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

## LP'S

1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia CL 710
2. IN THE WEE SMALL HOURS—Frank Sinatra . . . Capitol W 581
3. LONESOME ECHO—Jackie Gleason . . . . . Capitol W 627
4. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
5. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
6. PETE KELLY'S BLUES—Jack Webb . . . RCA Victor LPM 1126
7. PETE KELLY'S BLUES—Peggy Lee and Ella Fitzgerald . . . . . Decca DL 8166
8. STARRING SAMMY DAVIS JR. . . . . Decca DL 8118
9. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Matty Matlock . . . . . Columbia CL 690
10. HOLIDAY IN ROME—Michel LeGrand . . . . . Columbia CL 647
11. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
12. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol W 509
13. VIENNA HOLIDAY—Michel LeGrand . . . . . Columbia CL 706
14. I LIKE JAZZ . . . . . Columbia JZ 1
15. SOFT AND SWEET—The Three Suns . . . RCA Victor LPM 1041

## EP'S

1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia EPB 540
2. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol EBF 581
3. THE STUDENT PRINCE—Mario Lanza . . RCA Victor ERB 1837
4. STARRING SAMMY DAVIS JR. . . . . Decca ED 2214-6
5. PETE KELLY'S BLUES—Jack Webb . . . . RCA Victor EPB 1126
6. LONESOME ECHO—Jackie Gleason . . . . . Capitol EAP 627
7. SHAKE, RATTLE AND ROLL—Bill Haley . . . . Decca ED 2168
8. PETE KELLY'S BLUES—Peggy Lee and Ella Fitzgerald . . . . . Decca ED 2269
9. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Matty Matlock . . . . . Columbia B 2103-5
10. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol EAP 309
11. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol EBF 352
12. OKLAHOMA!—Sound Track . . . . . Capitol SDM 595
13. MOODS IN SONG—Nat (King) Cole . . . . . Capitol EAP 1-633
14. CRAZY OTTO, PART 1 . . . . . Decca ED 2201
15. CRAZY OTTO, PART 2 . . . . . Decca ED 2202

# • "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. A TOSCANINI OMNIBUS—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6026
2. COLORATURA LYRIC—Maria Callas . . . . . Angel 35233
3. VIVALDI: THE SEASONS—New York Philharmonic (Cantelli) . . . . . Columbia ML 5044
4. TCHAIKOVSKY: SYMPHONY NO. 5—Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8325
5. ORFF: ANTIGONAE, SCENES 4 AND 5—Vienna Symphony Orchestra (Hollreiser) . . . . . Columbia ML 5038

# • Reviews and Ratings of New Classical Releases

**THE SERIOUS GERSHWIN (2-12")—Morton Gould, Conductor and Pianist Victor LM 6033 . . . . . 88**

This is a companion set to RCA Victor's "The Popular Gershwin," and a more commercial entry would be hard to imagine. Gould has a fine orchestra behind him and the engineers have enhanced his efforts with outstanding sound. Included in the boxed two-disk pack are "Rhapsody in Blue," "Concerto in F," "An American in Paris" and Gould's lush arrangement of a suite from "Porgy and Bess." All this in addition to three sensitively read Gershwin preludes. Same elaborate book as in the pop set, and at no increase in price, should make this a market runaway.

**PUCCINI: MADAME BUTTERFLY (3-12")—Victoria de los Angeles, Soprano; Giuseppe di Stefano, Tenor; Orchestra and Chorus of the Rome Opera House; Gianandria Gavazzeni, Cond. Victor LM 6121 . . . . . 85**

As of right now, and for some time to come if no other powerhouse entry comes along to upset the balance, most future sales of this ever-popular opera should be fairly evenly divided between this set and the London package featuring Renate Tebaldi. Presented here is a performance with lasting qualities, beautifully performed in its separate parts and in its ensemble. In Miss de los Angeles we have a "Butterfly" of mellower voice than is the case normally, but this is all on the credit side of the ledger. At least $3 cheaper than any other quality version, this new Victor package figures to enjoy healthy and sustained movement.

**BERLIOZ: SYMPHONIE FANTASTIQUE (1-12")—Boston Symphony Orchestra; Charles Munch, Cond. Victor LM 1900) . . . . . 83**

The long-awaited Munch reading of the "Symphonie Fantastique," an appreciated specialty of the conductors, is finally here. And it has been worth waiting for. Munch gives this warhorse a fire, intensity and depth such as will arouse the most jaded appetites—and probably cause many record collectors to abandon whichever version of it was previously their favorite. Fortunately, the conductor has a perfect instrument in the Boston Symphony to translate his grand scale conception of this symphony into colorful and precisely detailed realization. An outstanding disk on all counts.

**RAVEL: DAPHNIS AND CHLOE (1-12")—Boston Symphony, Charles Munch, Cond. Victor LM 1893 . . . . . 82**

While there have been several versions of the complete ballet score in recent months, RCA Victor has pulled the stops out for this release, and should grab off the major share of the market for this remarkable "early modern" work. The thrilling opening section, with wordless chorus, which is omitted from the more frequently played Suites 1 and 2, is great demonstration material. The music is Munch's meat, and he has the right orchestra for it. Victor, while retaining its regular $3.98 price, has provided a bound-in booklet containing drawings, photos and articles pertaining to the ballet. The cover is distinctive and an eye-catcher.

**PUCCINI: MANON LESCAUT (3-12")—Licia Albanese, Soprano; Robert Merrill, Baritone; Jussi Bjoerling, tenor; Orchestra and Chorus of the Rome Opera House; Jonel Perlea, Cond. RCA Victor LM 6116 . . . . . 80**

Price and quality-wise, this fine edition faces formidable competition from the earlier London-Tebaldi version of Puccini's first important, characteristic opera. The singing here is excellent, and the names—Albanese, Bjoerling and Merrill, are barely more impressive than the lesser-known members of the cast. Recording is good, and the name power should carry this into some of the hamlets where "Manon Lescaut" has not been stocked previously.

**BEETHOVEN: SYMPHONY NO. 4; PERFIDO, OP. 65 (1-12")—Elizabeth Schwarzkopf, Soprano; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35203 . . . . . 75**

In his circuit of the Beethoven symphonies, von Karajan comes here to one for which his approach is perhaps more apt than some of the others he has essayed. He has a fine feeling for this effervescent score and takes it at a lithe, athletic pace. While the conductor does not rival Toscanini, this interpretation will be of interest to many since it will probably be one of the works von Karajan will conduct with the Philharmonia on their American tour this fall. The incom-

(Continued on page 34)

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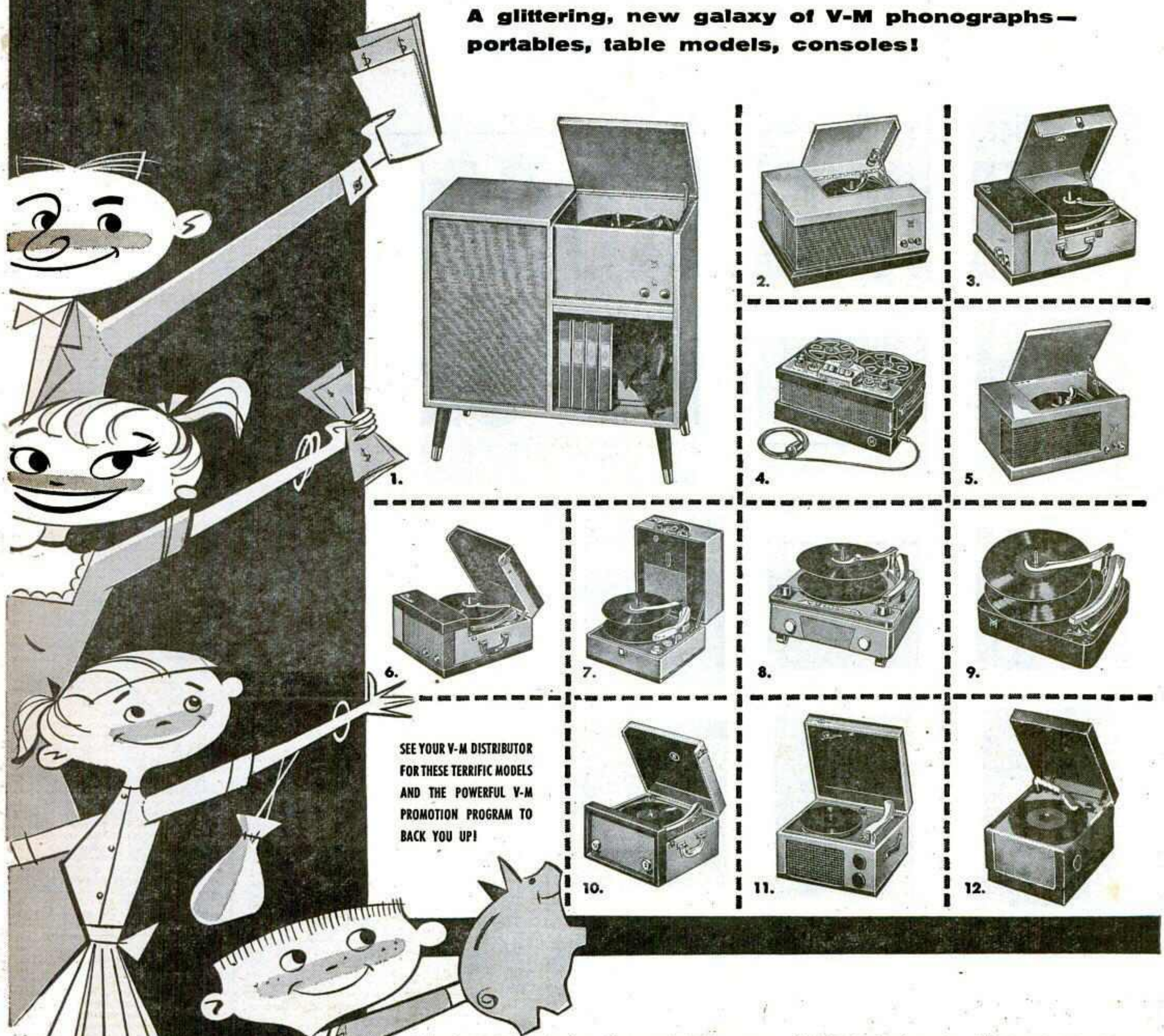


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# • Reviews and Ratings New Classical Releases

• Continued from page 32

parable Schwarzkopf in the opera scene "Ah Perfido" is an important added sales incentive for this package.

**BEETHOVEN: SYMPHONY NO. 3 (EROICA) (1-12")—Chicago Symphony; Fritz Reiner, Cond. Victor LM 1899....78**

Altho there now are two dozen versions of this masterpiece on the LP market, including those by such acknowledged Beethoven specialists as Toscanini and Walter, this new issue should find its supporters. The recording is handsome, and Reiner is the magnificent orchestral technician. The cover is striking, tho not elaborate, and the $3.98 price is right. Searchers for a more spiritual statement will probably stay with one of the older editions, however.

**MOZART: COMPLETE WORKS FOR PIANO SOLO (1-12")—Album I, Walter Gieseking, Piano. Angel ANG 35068....73**

Formerly, these performances were available only in the $75 de luxe edition of Mozart's complete piano works, as played by Gieseking. This is the first of the 11 disks to be made available separately. The music here represents some very early Mozart (age 6) along with the late B Flat Sonata, K.570, and an assortment of fairly obscure pieces, all comparatively simple from the ...anical standpoint. Gieseking's playing, loaded with charm, is the model for student pianists, and fine listening for the consoisseur. Good long-term prospects.

**BRUCKNER: SYMPHONY NO. 7 IN E MAJOR; OVERTURE IN G MINOR (2-12") — Vienna Symphony Orchestra; Willem van Otterloo, Cond. Epic SC 6006 ..... 72**

Of all Bruckner's symphonies, this is, in many ways, the most accessible. Despite its length it stands up, too, as one of Bruckner's most tightly organized works, having a free-flowing continuity that holds listener interest from start to finish. Van Otterloo's reading is admirable and intensely moving. The highly regarded Van Beinum interpretation, therefore, gets stiff competition from this Epic set, which also has better sound quality in its favor. The orchestra led by Van Otterloo in the G Minor Overture is the Hague Philharmonic.

**JOSE SIQUEIRA: XANGO; EIGHT BRAZILIAN FOLK SONGS (1-12")—Alice Ribeiro, Soprano. Vanguard VRS 465 ..... 69**

"Xanga," described as a "Brazilian Negro Cantatan" is a colorful work saturated with folk references and quickly pleasurable. It figures appropriately as the key item in a rather ambitious addition to the growing Vanguard catalog of folk material. Miss Ribeiro is an expressive singer; the recording is excellent. Released at the same time by Vanguard are several other folk sets—these all 10-inchers—among which the two most interesting are "Music of Africa" (VRS 7023), exciting stuff even if it is more polished music than the name conjurs, and "Russian Folk Songs" (VRS 7024), featuring some great Soviet singers in traditional material and with sound superior to the usual imported product. Exploitation of this Vanguard line among collectors of folk material should prove profitable to many dealers.

**CIMAROSA: CONCERTO IN C MAJOR FOR OBOE AND STRING ORCHESTRA; TARTINI: CONCERTO NO. 58 IN F MAJOR; LULLY: BALLET SUITE (1-12") — Scarlatti Orchestra; Franco Caracciolo, Cond. Angel 35255 ..... 68**

This program of 17th and 18th century music is played by an Italian ensemble that specializes in this literature, and highly polished interpretations of all three works are presented. The soloist in the Cimarosa concerto is Sidney Gallesi, who gives a deft, technically impeccable reading. Comparison with the admirable Mitch Miller performance for Mercury, however, indicates that Gallesi is somewhat lacking in color and warmth. The orchestra is heard at its best in the Tartini work. The Lully Ballet Suite is a compilation of excerpts from various operas and ballets of his. This album is likely to appeal to many outside the specialist group.

**RACHMANINOFF: PIANO CONCERTO NO. 1; LISZT: PIANO CONCERTO NO. 2 (1-12")—Cor de Groot, Piano; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3145 .....68**

Name-wise and performance-wise, these versions of two fairly popular romantic works face tough competition. The interpretations are competent and well recorded, but these are unlikely to sell easily until de Groot's reputation stateside begins to approach that enjoyed by the pianist abroad.

# • Reviews and Ratings of New Popular Albums

**MEMORIES ..... 80**
Ethel Merman (1-12")
Decca DL 9028

Ethel Merman belts across a collection of oldies from the Gay Nineties to the Roaring Twenties with sock showmanship and strong nos.algic appeal. Her brassy vitality and infectious personality are warmly showcased on such perfect Merman-material as "Ta-Ra-Ra-Boom-Der-E," "Hello My Baby," "Way Down Yonder in New Orleans," and "Frankie and Johnny," while the Mitchell Boys' Choir and the Old Timers' Quartet provide harmonious backing and keep the parade of 40 songs moving along at a smooth pace. Great jockey programming, and a sure-fire seller for Ethel Merman fans.

**BAREFOOT BALLERINAS .....77**
Larry Elgart, Cond. (1-12")
Decca DL 8034

Decca has given a young and talented writer-arranger, Charles Albertine, an opportunity not easily come by, and has devoted an entire album to his impressionistic scorings. What is most immediately impressive is the energy and free-wheeling emotion that is etched here. It is music sentimental and exotic, with quickly shifting moods. And the sound is exciting enough on its own to pull heavy action from hi-fi enthusiasts, if directed their way consciously by discerning dealers. This pack could enjoy quite a temporary vogue, altho its commercial life may wane rather quickly.

**SHALL WE DANCE .....75**
Buddy Morrow and his Ork (1-12")
Mercury MG 20062

Morrow is in a mellow, danceable mood in this collection of dreamy standards, designed for romantic terping; and also good programming material for jocks and jukes. Mercury is backing the package with a strong "bring back the dance band" campaign tied in with the National Ballroom Operators' Association, and the results should pay off with additional sales. The amusing cover art should appeal to the teen-trade, and the selections ("Melancholy Baby," "September Song," "I Found a Million Dollar Baby," "That Old Feeling," etc.) pack a strong nostalgic message for older buyers.

**ETHEL SMITH'S CHA-CHA-CHA ALBUM.....75**
(1-12")
Decca DL 8164

Ethel Smith's organ albums are steady sellers, and this one—a collection of cha-chas, mambos and merengues—may very well chalk up extra sales in view of the current vogue for Latin-American rhythms. The LP features 12 south-of-the-border instrumentals, with "Sweet and Gentle" and "Delicado" particular standouts. Miss Smith is at her showmanly best on Latin-American material and her visual assets are becomingly displayed in a leggy photo on the cover.

**MOVIE POP PARADE .....74**
(1-12")
M-G-M E 3220

M-G-M probably makes better use of its old pop-single material than any other label. This package is designed to appeal to a wide range of movie fans, offering as it does theme music from 12 recent motion pictures, including Dave Rose's lovely instrumental version of "Love Is a Many-Splendored Thing," Billy Eckstine's "Love Me or Leave Me" and Kay Armen's "La La Lu" from "Lady and the Tramp." Practically all of the films are still showing across the country so dealers should cash in on local promotions. A made-to-order programming package for jocks.

**TODAY'S HITS .....74**
Alvy West and his Ork (1-EP)
RCA Camden CAE 302

Out several weeks already, this most recent entry in Camden's 79-cent "Today's Hits" series groups ditties still active enough to hand it plenty of potential as a store traffic item. Bright readings by the Alvy West crew, together with male and fem vocal combos, include "The Banjo's Back in Town," "Hummingbird," "It's a Sin to Tell a Lie" and "Hard to Get."

**SONGS FOR AND ABOUT MEN....73**
Burl Ives (1-12")
Decca DL 8125

Burl Ives' many followers should insure good sales of this latest LP by the rotund balladeer, altho it is not likely to move as consistently as some of his earlier disk packages. With a few notable exceptions, the material is not familiar enough to the mass buyer of "folk" material. But the songs, 15 in all, are expertly sung and the more knowing collector will find much to relish here. In any case, a Burl Ives set spells better than average sales, and this one will bring in attractive loot.

**MARAIS AND MIRANDA IN PERSON .....72**
(1-12")
Decca DL 9072

The package was recorded at a Chicago concert given earlier this year by Marais and Miranda. The performances are excellent examples of the unique art of this well-known pair of folklorists. The repertoire here is varied, containing much African material, and a smattering of French, English, Swiss and Pennsylvania Dutch pieces. Lovers of folk material will find the album fascinating. The presentation is informal, containing explanatory sections by the artists.

**MUSICAL HEADLINES .....69**
World Symphony Orchestra (1-12")
Request RLP 10029

The selections herein are a series of musical vignettes which derive their inspiration from current events. Typical pieces are titled "Atomic Test," "Haze Over the Hudson," "Supreme Court in Session," "Germany Signs Pact"—10 in all. The music of Hans Lengsfelder is performed by the World Symphony Orchestra conducted by Henri Andeau. The package is

(Continued on page 58


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"YOUR CLUB FINALLY GIVES ME ANSWER TO DISCOUNTERS AND 'NO-TALENT' RECORD CLUBS. I'M WITH YOU."

LLOYD'S HI FI SHOP, DENVER, COLO.

"AT LAST A MAJOR RECORD COMPANY WITH ENOUGH GUTS AND FORESIGHT TO INCLUDE THEIR DEALERS IN THE GREATEST PROMOTIONAL IDEA TO COME ALONG YET. AM BEHIND THE CLUB ALL THE WAY."

HOUSE OF RECORDS, DAYTON, O.

"COLUMBIA RECORD CLUB IS ASSURED SUCCESS WITH US. IT IS BRINGING MORE COLUMBIA CUSTOMERS TO US DAILY."

RALPH LA RASA, RECORD DEPT., WILSON'S JEWELRY STORE, SYRACUSE, N. Y.

"AMAZING ACCEPTANCE BY CONSUMERS—UTMOST CONFIDENCE IN YOUR LP CLUB PLAN. THANKS FOR A GREAT PROGRAM."

WILLIAM ERHART, WILLIAM ERHART MUSIC, WEST HARTFORD, CONN.

"ALREADY GOOD RESULTS FROM COLUMBIA CLUB PLAN, AND DIRECT MAIL CAMPAIGN IS ALREADY PRODUCING RESULTS."

RAY BELLER, RAY BELLER'S MUSIC, MANCHESTER, CONN.

"AFTER A LOT OF THOUGHT, I HAVE A GREAT DEAL OF CONFIDENCE IN COLUMBIA CLUB PLAN, AND KNOW IT IS GOING TO BE OF GREAT BENEFIT TO THE RECORD BUYER."

BEN KALMAN, MUSIC IN THE ROUND, SPRINGFIELD, MASS.

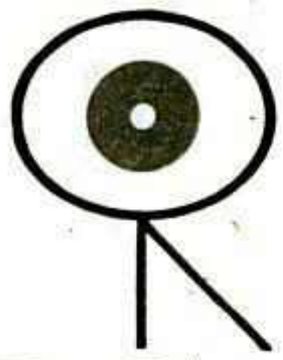
"WONDERFUL REACTION TO RECORD CLUB. SHOULD PROVIDE SECURE FUTURE BUSINESS CONGRATULATIONS."

WEISER MUSIC STORE, JOHNSTOWN, PA.

"I THINK THE CLUB PLAN IS FINE, AND ABOUT THE ONLY SALVATION FOR THE SMALL DEALER. IT AT LEAST PUTS US ON A COMPETITIVE BASIS—THE REST, I FIGURE, IS UP TO US. WE HAVE HAD VERY GOOD RESPONSE, AND ARE WELL PLEASED WITH THE RESULTS SO FAR."

BOB CLEVELAND, CLEVELAND'S MUSIC CENTER, DANVILLE, VA.

**Dealer reports like the above prove it's *doubly* profitable to feature the Columbia "LP" Record Club. You not only earn continuing commissions on membership subscriptions; you bring people into your store—and that means *volume*. Give a window display to the Columbia "LP" Record Club . . . and watch the customers flock in.**



# COLUMBIA RECORDS

***The oldest label with the newest ideas***

**IN OUR 66TH YEAR**

799 SEVENTH AVENUE NEW YORK 19, N. Y.

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

# The Billboard Music Popularity Charts

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

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

*For survey week ending September 7*

This Week | Last Week | Weeks on Chart

**1. Yellow Rose of Texas** — 1 — 7
By D. George—Published by Planetary (ASCAP)
**BEST SELLING RECORDS:** M. Miller, Col 40540; Johnny Desmond, Coral 61476.
**OTHER RECORDS AVAILABLE:** I. Fields Trio, Tico 273; T. B. Strength, Cap 3217; E. Tubb, Dec 29633.
**ELECTRICAL TRANSCRIPTION:** Ray Pearl Ork, Standard.

**2. Ain't That a Shame** — 2 — 10
By D. Bartholomew and A. Domino—Published by Commodore (BMI)
**BEST SELLING RECORDS:** P. Boone, Dot 15377; Fats Domino, Imperial 5348; R. Gaylord, Wing 90000.
**ELECTRICAL TRANSCRIPTION:** David Lewinter Ork, Standard.

**3. Seventeen** — 4 — 7
By Young-Gorman & Bennett—Published by Lois (BMI)
**BEST SELLING RECORDS:** B. Bennett, King 1470; Fontane Sisters, Dot 15386; R. Draper, Mercury 70651.
**RECORD AVAILABLE:** E. M. Morse, Cap 3199.

**4. Rock Around the Clock** — 3 — 17
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP)
**BEST SELLING RECORD:** B. Haley, Dec 29124. **RECORDS AVAILABLE:** S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.

**5. Love Is a Many-Splendored Thing** — 11 — 4
By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP)
**BEST SELLING RECORD:** Four Aces, Dec 29625.
**RECORDS AVAILABLE:** D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; D. Rose, M-G-M 30883.

**6. Wake the Town and Tell the People** — 5 — 7
By Gallop & Livingston—Published by Joy (ASCAP)
**BEST SELLING RECORDS:** L. Baxter, Cap 3120; M. Carson, Col 40537.
**ELECTRICAL TRANSCRIPTION:** David Lewinter Ork, Standard.

**7. Bible Tells Me So** — 9 — 7
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP)
**BEST SELLING RECORD:** Don Cornell, Coral 61467; N. Noble, Wing 90003.
**RECORDS AVAILABLE:** K. Armen, M-G-M 12045; M. Jackson, Col 40554; Weatherford Qt., Vic 20-6218.

**8. Autumn Leaves** — 16 — 4
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP)
**BEST SELLING RECORD:** R. Williams, Kapp 116.
**RECORDS AVAILABLE:** S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; J. Gleason, Cap 3223; V. Young, Dec 29653.

**9. Hard to Get** — 8 — 13
By Jack Segal—Published by Witmark (ASCAP)
**BEST SELLING RECORD:** G. MacKenzie, X 0137.
**ELECTRICAL TRANSCRIPTION:** Jimmy Blade, Standard.

**10. Learnin' the Blues** — 6 — 18
By Dolores Vicki Silvers—Published by Barton (ASCAP)
**BEST SELLING RECORD:** F. Sinatra, Cap 3102. **RECORDS AVAILABLE:** R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominoes, King 1492.
**ELECTRICAL TRANSCRIPTION:** Jimmy Blade, Standard.

## Second Ten

**11. Maybellene** — 10 — 5
By Chuck Berry—Published by Arc (BMI)
**RECORDS AVAILABLE:** C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682.

**12. Hummingbird** — 7 — 10
By Don Robertson—Published by Ross Jungnickel (ASCAP)
**RECORDS AVAILABLE:** Chordettes, Cadence 1267; F. Laine, Col 40506; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110.
**ELECTRICAL TRANSCRIPTION:** Ray Pearl Ork, Standard.

**13. Tina Marie** — 12 — 6
By Bob Merrill—Published by Roncom (ASCAP)
**RECORD AVAILABLE:** P. Como, Vic 20-6192.
**ELECTRICAL TRANSCRIPTION:** David Lewinter Ork, Standard.

**14. Longest Walk** — 18 — 6
By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP)
**RECORD AVAILABLE:** J. P. Morgan, Vic 20-6182
**ELECTRICAL TRANSCRIPTION:** Ray Pearl Ork, Standard.

**15. I'll Never Stop Loving You** — 13 — 10
By Kahn and Bradszky—Published by Feist (ASCAP)
**RECORDS AVAILABLE:** L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298.
**ELECTRICAL TRANSCRIPTION:** Ray Pearl, Standard.

**16. Gum Drop** — 21 — 5
By Rudy Toombs—Published by Toombs (BMI)
**RECORDS AVAILABLE:** Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090.

**17. Song of the Dreamer** — 19 — 6
By Eddie (Tex) Curtis—Published by Ludlow
**RECORDS AVAILABLE:** E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528.

**18. Moments to Remember** — 28 — 2
By Stillman & R. Allen—Published by Beaver (ASCAP)
**RECORD AVAILABLE:** Four Lads, Col 40539.

**19. Unchained Melody** — 15 — 24
By Hy Zaret and Alex North—Published by Frank (ASCAP)
**RECORDS AVAILABLE:** C. Atkins, Vic 20-6018; L. Baxter, Cap 3055; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; R. Hamilton, Epic 9102; A. Hibbler, Dec 29441; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Grove 111; J. Valli, Vic 20-6078.
**ELECTRICAL TRANSCRIPTION:** Russ Carlyle, Standard.

**20. I Want You to Be My Baby** — 23 — 3
By John Hendricks—Published by Victory (BMI)
**RECORDS AVAILABLE:** L. Briggs, Epic 9115; G. Gibbs, Mercury 70685.

## Third Ten

**21. Man in the Raincoat** — 14 — 10
By W. Webster—Published by BMI Canada (BMI)
**RECORDS AVAILABLE:** K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.

**22. Domani** — 20 — 10
By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI)
**RECORDS AVAILABLE:** J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450.
**ELECTRICAL TRANSCRIPTION:** Larry Faith Ork, Standard.

**22. Blossom Fell** — 21 — 19
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP)
**RECORDS AVAILABLE:** V. Barett, London 1566; Nat (King) Cole, Cap 3095; D. Valentine, London 1554.
**ELECTRICAL TRANSCRIPTION:** George Cook Setxet, Standard.

**24. Suddenly There's a Valley** — 26 — 2
By C. Meyer & B. Jones—Published by Warmen-Hill & Range (BMI)
**RECORDS AVAILABLE:** P. Andrews, Cap 3228; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; J. Stafford, Col 40559.

**25. House of Blue Lights** — 23 — 9
By Freddie Slack & Don Raye—Published by Robbins (ASCAP)
**RECORDS AVAILABLE:** C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.

**25. It's a Sin to Tell a Lie** — 16 — 15
By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP)
**RECORDS AVAILABLE:** J. Desmond, Coral 61436; S. Smith & the Redheads, Epic 9093.
**ELECTRICAL TRANSCRIPTIONS:** Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.

**27. Kentuckian Song** — 26 — 5
By Irving Gordon—Published by Frank (ASCAP)
**RECORDS AVAILABLE:** E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.

**27. Medic Theme (Blue Star)** — — — 8
By Heyman & Victor Young—Published by Victor Young (ASCAP)
**RECORDS AVAILABLE:** C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.

**29. Pete Kelly's Blues** — 28 — 2
By Ray Heindorf & Sammy Cahn—Published by Mark VII Music, Inc. (ASCAP)
**RECORDS AVAILABLE:** R. Anthony, Cap 3176; J. Christy, Cap 3213; E. Fitzgerald, Dec 29609; R. Heindorf, Col 40533.

**29. Shifting, Whispering Sands** — — — 1
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI)
**RECORDS AVAILABLE:** R. Draper, Mercury 70696; B. Vaughn, Dot 15409.

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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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# 50 million people*

on September 19th will see and hear

Frank

# SINATRA

*on the NBC-TV "Producers' Showcase" musical version of the great American play*

## *Our Town*

**BY THORNTON WILDER**

ALL SONGS SPECIALLY WRITTEN BY
**SAMMY CAHN and JAMES VAN HEUSEN**

*Estimated audience according to NBC-TV "Producers' Showcase" staff.

**FOR HIS EXTENDED PLAY ALBUM**

Frank Sinatra has recorded the four top songs from *Our Town*, all of them packed with the strong emotional appeal that has made Thornton Wilder's great classic a smash hit on stage and screen.

**45rpm Album No. EAP 1-673**

ORCHESTRA AND CHORUS CONDUCTED BY
**NELSON RIDDLE**

*make sure you are ready for a million sales on*

# SAME OLD SATURDAY NIGHT

# FAIRY TALE

RECORD NO. 3218 Capitol RECORDS

**THE CASH BOX DISK OF THE WEEK**

"SAME OLE SATURDAY NIGHT" (2:27) [Barton ASCAP—Cahn, Reardon]
"FAIRY TALE" (2:57) [Sands ASCAP—Sanford, Livingston]

FRANK SINATRA
(Capitol 3218, F-3218)

FRANK SINATRA

● Sinatra's newest seems to have no boundaries. In addition to his high riding song hit "Learnin' The Blues," Frank is said to be sensational in his forthcoming pic "Guys And Dolls" and steals the spotlight in the film "Not As A Stranger." And on his latest Capitol platter the crooner comes up with a terrific rhythm side that should steal the spotlight in the wax field. It has a "Learnin' The Blues" flavor and goes under the title "Same Ole Saturday Night." The tune is a pleasant, easy-moving litter delivered in a relaxed and informal manner. Looks like another smash. Flip is "Fairy Tale," a soft and tender romantic ballad. Warm piece of material that rates highly.

**• THIS WEEK'S BEST BUY**

SAME OLE SATURDAY NIGHT (Barton, ASCAP)

FAIRY TALE (Sands, ASCAP—Frank Sinatra—Capitol 3218

The this disk has not been on most retailers' shelves more than a week or 10 days, initial action has been so good in almost every area checked as to leave little doubt that it will shape up quickly as a big seller. "Saturday Night" is the preferred side, but enough activity on "Fairy Tale" has been reported to indicate that this could very well be a two-side hit. A previous Billboard "Spotlight" pick.

**• COMING UP STRONG**

Same Ole Saturday Night ... Frank Sinatra (ASCAP) Capitol 3218

**• Review Spotlight on . .**

FRANK SINATRA....Capitol 3218.....SAME OLE SATURDAY NIGHT (Barton, ASCAP)

The consistent Sinatra turns in one of his best recent performances with this bright rhythm number. The chanter's phrasing and polished reading assure the side of strong exposure on all exploitation levels. Flip is "Fairy Tale."

**VARIETY Best Bets**

FRANK SINATRA (Capitol) ..... FAIRY TALE
.....Same Old Saturday Night

Frank Sinatra: "Fairy Tale"-"Same Old Saturday Night" (Capitol). Frank Sinatra should maintain his grip on the jocks with this coupling on which he delivers with the same kind of flawless phrasing and easy belting that has given him a one-two punch for both the pop and jazz buffs. "Saturday Night" is a good rhythm number with a solid beat and a commercial lyric. "Fairy Tale" is a pretty ballad with a nice lilt that Sinatra projects to the hilt, while "Saturday Night" is a good rhythm number with a solid beat and a commercial lyric.

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# The Billboard Music Popularity Charts — POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending September 7

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

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | **YELLOW ROSE OF TEXAS (ASCAP)**—M. Miller<br>Blackberry Winter (BMI)—Col 40540 | 1 | 7 |
| 2. | **AIN'T THAT A SHAME (BMI)**—P. Boone<br>Tennessee Saturday Night (BMI)—Dot 15377 | 2 | 10 |
| 3. | **LOVE IS A MANY-SPLENDORED THING (ASCAP)**—Four Aces<br>Shine On, Harvest Moon—Dec 29625 | 4 | 3 |
| 4. | **ROCK AROUND THE CLOCK (ASCAP)**—B. Haley<br>Thirteen Women (BMI)—Dec 29124 | 3 | 19 |
| 5. | **AUTUMN LEAVES (ASCAP)**—R. Williams<br>Take Care (BMI)—Kapp 116 | 7 | 5 |
| 6. | **SEVENTEEN (BMI)**—B. Bennett<br>Little Old You-All (BMI)—King 1470 | 9 | 11 |
| 7. | **MAYBELLENE (BMI)**—C. Berry<br>Wee Wee Hours (BMI) Chess 1604 | 5 | 5 |
| 8. | **YELLOW ROSE OF TEXAS (ASCAP)**—J. Desmond<br>You're In Love With Someone (ASCAP)—Coral 61476 | 6 | 6 |
| 9. | **MOMENTS TO REMEMBER (ASCAP)**—Four Lads<br>Dream On, My Love, Dream On (ASCAP)—Col 40539 | 19 | 3 |
| 10. | **GUM DROP (BMI)**—Crew Cuts<br>Present Arms (ASCAP) Mercury 70668 | 14 | 4 |
| 11. | **SEVENTEEN (BMI)**—Fontane Sisters.<br>If I Could Be With You (ASCAP)—Dot 15386 | 8 | 4 |
| 12. | **TINA MARIE (ASCAP)**—P. Como<br>**FOOLED (ASCAP)**—Vic 20-6192 | 12 | 5 |
| 13. | **LONGEST WALK (ASCAP)**—J. P. Morgan<br>Swanee (ASCAP)—Vic 20-6182 | 17 | 2 |
| 14. | **WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)**—L. Baxter<br>I'll Never Stop Loving You (ASCAP)—Cap 3120 | 11 | 6 |
| 14. | **LEARNIN' THE BLUES (ASCAP)**—F. Sinatra<br>If I Had Three Wishes (ASCAP)—Cap 3102 | 13 | 19 |
| 16. | **HARD TO GET (ASCAP)**—G. MacKenzie<br>Boston Fancy (BMI)—X 0137 | 10 | 16 |
| 16. | **SONG OF THE DREAMER (BMI)**—E. Fisher<br>**DON'T STAY AWAY TOO LONG**—(ASCAP)—Vic 20-6196 | 18 | 4 |
| 18. | **HOUSE OF BLUE LIGHTS (ASCAP)**—C. Miller<br>Can't Help Wonderin' (ASCAP)—Mercury 70627 | 22 | 14 |
| 19. | **BIBLE TELLS ME SO (ASCAP)**—D. Cornell<br>Love Is a Many-Splendored Thing (ASCAP)—Coral 61467 | 20 | 2 |
| 20. | **WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)**—M. Carson<br>Hold Me Tight (ASCAP)—Col 40537 | 21 | 4 |
| 21. | **HUMMINGBIRD (ASCAP)**—L. Paul & M. Ford<br>Goodbye, My Love (ASCAP)—Cap 3165 | 15 | 9 |
| 22. | **BIBLE TELLS ME SO (ASCAP)**—N. Noble<br>Army of the Lord (BMI)—Wing 90003 | — | 3 |
| 23. | **I WANT YOU TO BE MY BABY (BMI)**—L. Briggs<br>Don't Stay Away Too Long (BMI)—Epic 9115 | — | 1 |
| 24. | **BLOSSOM FELL (ASCAP)**—Nat (King) Cole<br>**IF I MAY (BMI)**—Cap 3095 | 16 | 20 |
| 25. | **I WANT YOU TO BE MY BABY (BMI)**—G. Gibbs<br>Come Rain or Come Shine (ASCAP)—Mercury 70685 | — | 1 |

## DEALERS AND OPERATORS . . .

*Top Ten Tunes Poster is on page 44*

*Tomorrow's Hits . . . Today Poster is on page 46*

## • THIS WEEK'S BEST BUYS

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

**BLACK DENIM TROUSERS** (Quintet-Hill & Range, BMI)—**The Cheers—Capitol 3219**

The group has found a piece of material here that has quickly fired the imagination of the youngsters. They are buying this disk in increasingly large quantities in New York, Los Angeles, Baltimore, St. Louis, Pittsburgh, Philadelphia, Milwaukee and Chicago. In Cleveland the record is already on the territorial chart. Flip is "Some Night in Alaska" (Simon House, BMI). A previous Billboard "Spotlight" pick.

**HE** (Avas, BMI)—**Al Hibbler—Decca 29660**

Once more a semi-sacred tune is carrying the field. Hibbler is selling up a storm in New York, Philadelphia, Cleveland, Detroit, Milwaukee, Providence, St. Louis, Nashville, Atlanta, and Durham. Flip is "Breeze" (Shapiro-Bernstein, ASCAP), on which some action is also reported. The disk was a previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending September 7

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

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | **AIN'T THAT A SHAME (BMI)**—P. Boone<br>Tennessee Saturday Night (BMI)—Dot 15377 | 2 | 10 |
| 2. | **YELLOW ROSE OF TEXAS (ASCAP)**—M. Miller<br>Blackberry Winter (BMI)—Col 40540 | 3 | 5 |
| 3. | **ROCK AROUND THE CLOCK (ASCAP)**—B. Haley<br>Thirteen Women (BMI)—Dec 29124 | 1 | 14 |
| 4. | **YELLOW ROSE OF TEXAS (ASCAP)**—J. Desmond<br>You're in Love With Someone (ASCAP)—Coral 61476 | 6 | 4 |
| 5. | **SEVENTEEN (BMI)**—Fontane Sisters<br>If I Could Be With You (ASCAP)—Dot 15386 | 8 | 5 |
| 6. | **LEARNIN' THE BLUES (ASCAP)**—F. Sinatra<br>If I Had Three Wishes (ASCAP)—Cap 3102 | 4 | 14 |
| 6. | **HARD TO GET (ASCAP)**—G. MacKenzie<br>Boston Fancy (BMI)—X 0137 | 5 | 11 |
| 8. | **MAYBELLENE (BMI)**—C. Berry<br>Wee Wee Hours (BMI)—Chess 1604 | 8 | 3 |
| 9. | **TINA MARIE (ASCAP)**—P. Como<br>Fooled (ASCAP)—Vic 20-6192 | 12 | 3 |
| 10. | **SEVENTEEN (BMI)**—B. Bennett<br>Little Ole You-All (BMI)—King 1470 | 11 | 4 |
| 11. | **LONGEST WALK (ASCAP)**—J. P Morgan<br>Swanee (ASCAP)—Vic 20-6182 | 14 | 4 |
| 12. | **HUMMINGBIRD (ASCAP)**—L. Paul & M. Ford<br>Goodbye, My Love (ASCAP)—Cap 3165 | 10 | 8 |
| 13. | **BLOSSOM FELL (ASCAP)**—Nat (King) Cole<br>If I May—(BMI)—Cap 3095 | 7 | 17 |
| 14. | **WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)**—M. Carson<br>Hold Me Tight (ASCAP)—Col 40537 | — | 1 |
| 15. | **AUTUMN LEAVES (ASCAP)**—R. Williams<br>Take Care (BMI)—Kapp 116 | — | 1 |
| 16. | **AIN'T THAT A SHAME (BMI)**—Fats Domino<br>La, La (BMI)—Imperial 5348 | 13 | 8 |
| 17. | **IT'S A SIN TO TELL A LIE (ASCAP)**—S. Smith & The Redheads<br>My Baby Just Cares for Me (ASCAP)—Epic 9093 | 15 | 16 |
| 17. | **SONG OF THE DREAMER (BMI)**—E. Fisher<br>**DON'T STAY AWAY TOO LONG (ASCAP)**—Vic. 20-6196 | — | 1 |
| 19. | **WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)**—L. Baxter<br>I'll Never Stop Loving You (ASCAP)—Cap 3120 | — | 1 |
| 20. | **GUM DROP (BMI)**—Crew Cuts<br>Present Arms (ASCAP)—Mercury 70668 | — | 1 |

## • Most Played by Jockeys

For survey week ending September 7

**SIDES** 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 |
|---|---|---|---|
| 1. | **YELLOW ROSE OF TEXAS**—M. Miller<br>Blackberry Winter—Col 40540—ASCAP | 1 | 7 |
| 2. | **AIN'T THAT A SHAME**—P. Boone<br>Tennessee Saturday Night—Dot 15377—BMI | 2 | 19 |
| 3. | **YELLOW ROSE OF TEXAS**—J. Desmond<br>You're in Love With Someone—Coral 61476—ASCAP | 4 | 5 |
| 4. | **LOVE IS A MANY-SPLENDORED THING**—Four Aces<br>Shine On, Harvest Moon—Dec 29625—ASCAP | 11 | 4 |
| 5. | **ROCK AROUND THE CLOCK**—B. Haley<br>Thirteen Women—Dec 29124—ASCAP | 3 | 1[illegible] |
| 6. | **LONGEST WALK**—J. P. Morgan<br>Swanee—Vic 20-6182—ASCAP | 9 | 5 |
| 7. | **SEVENTEEN**—Fontane Sisters<br>If I Could Be With You—Dot 15386—BMI | 8 | 5 |
| 8. | **TINA MARIE**—P. Como<br>Fooled—Vic 20-6192—ASCAP | 6 | 5 |
| 9. | **LEARNIN' THE BLUES**—F. Sinatra<br>If I Had Three Wishes—Cap 3102—ASCAP | 5 | 20 |
| 10. | **WAKE THE TOWN AND TELL THE PEOPLE**—L. Baxter<br>I'll Never Stop Loving You—Cap 3120—ASCAP | 10 | 6 |
| 11. | **HARD TO GET**—G. MacKenzie<br>Boston Fancy—X 0137—ASCAP | 7 | 12 |
| 12. | **SEVENTEEN**—B. Bennett<br>Little Old You-All—King 1470—BMI | 12 | 6 |
| 13. | **MAYBELLENE**—C. Berry<br>Wee Wee Hours—Chess 1604—BMI | 15 | 3 |
| 14. | **GUM DROP**—Crew Cuts<br>Present Arms—Mer 70668—BMI | 14 | 3 |
| 15. | **AUTUMN LEAVES**—R. Williams<br>Take Care—Kapp 116—ASCAP | 20 | 2 |
| 16. | **HUMMINGBIRD**—L. Paul & M. Ford<br>Goodbye, My Love—Cap 3165 | 13 | 11 |
| 17. | **MOMENTS TO REMEMBER**—Four Lads<br>Dream On, My Love, Dream On—Col 40539 | — | 1 |
| 18. | **I'LL NEVER STOP LOVING YOU**—D. Day<br>Never Look Back—Col 40505—ASCAP | — | 7 |
| 19. | **WAKE THE TOWN AND TELL THE PEOPLE**—M. Carson<br>Hold Me Tight—Col 40537—ASCAP | 18 | 3 |
| 20. | **BIBLE TELLS ME SO**—D. Cornell<br>Love Is a Many-Splendored Thing—Coral 61467 | 19 | 2 |

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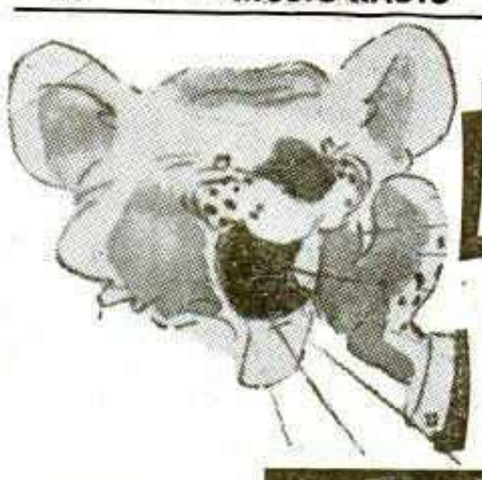

# LOOK at these M-G-M HITS!

**BILLY ECKSTINE**
PASS THE WORD AROUND ⋮ SEPTEMBER SONG
MGM 12055 78 rpm • K 12055 45 rpm

**LEROY HOLMES** AND HIS ORCH.
MEDITERRANEAN SERENADE ⋮ ROCKY TRAIL TO PEACEFUL VALLEY
MGM 12052 78 rpm • K 12052 45 rpm

**ART MOONEY**
20 TINY FINGERS
and
A HAPPY SONG
MGM 12039 78 rpm • K 12039 45 rpm

SOCK HIT!

**ROBBIN HOOD**
DANCIN' IN MY SOCKS and HAPPY IS MY HEART
MGM 12046 78 rpm
K 12046 45 rpm

NEW HIT!

**KAY ARMEN**
SUDDENLY THERE'S A VALLEY ⋮ HE
MGM 12078 78 rpm
K 12078 45 rpm

**CONNIE FRANCIS**
(Oh Please) MAKE HIM JEALOUS ⋮ GOODY GOODBYE
MGM 12056 78 rpm • K 12056 45 rpm

**DAVID ROSE** AND HIS ORCH.
LOVE IS A MANY-SPLENDORED THING
and YOU AND YOU ALONE
MGM 30883 78 rpm • K 30883 45 rpm

**THE FOUR JOES**
WHILE YOU'RE AWAY ⋮ IMPOSSIBLE! (Cha-Cha)
from the Warner film, "My Reputation"
MGM 12053 78 rpm • K 12053 45 rpm

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**BETTY MADIGAN**
TEDDY BEAR
and PLEASE BE KIND
MGM 12022 78 rpm • K 12022 45 rpm

**RUSH ADAMS**
HOW CAN I FORGET ⋮ AT LAST WE'RE ALONE
MGM 12051 78 rpm • K 12051 45 rpm

**TOMMY EDWARDS**
A TEARDROP ON A ROSE ⋮ TO THOSE WHO WAIT
MGM 12054 78 rpm • K 12054 45 rpm

**THE NOCTURNES**
POR FAVOR (Please) ⋮ BALLADS, BOOGIE AND BLUES
MGM 12057 78 rpm • K 12057 45 rpm

**FRANK PETTY TRIO**
SOMEBODY ELSE IS TAKING MY PLACE ⋮ LOCHLOMOND
MGM 12050 78 rpm • K 12050 45 rpm

**PETULA CLARK**
THE PENDULUM SONG ⋮ ROMANCE IN ROME
MGM 12049 78 rpm • K 12049 45 rpm

**ACQUAVIVA and his Orch.**
PRAYER FOR PEACE
and ALONE WITH YOU
MGM 30884 78 rpm • K 30884 45 rpm

**ROSALIND PAIGE**
MY REVERIE
and FRANKIE AND JOHNNIE CHA CHA
MGM 12042 78 rpm • K 12042 45 rpm

**BILLY FIELDS**
THE GIRL UPSTAIRS ⋮ SIMPATICO
MGM 12040 78 rpm • K 12040 45 rpm

**BILL GALLUS**
THERE IS NO LOVE (without you) ⋮ A TREE FULL OF OWLS
MGM 12041 78 rpm • K 12041 45 rpm

**Pat O'Day**
SOLDIER BOY
and
REWARD! REWARD!
MGM 12025 78 rpm
K 12025 45 rpm

**LAURIE JOHNSON and his Orch.**
SONG OF THE PEARL FISHERS (Tango) ⋮ LETTER TO VIRGINIA
MGM 12069 78 rpm • K 12069 45 rpm

**THE MARION SISTERS**
BABY ME ⋮ TWO THIRDS OF THE TENNESSEE RIVER
MGM 12070 78 rpm • K 12070 45 rpm

**THE ENCHORES**
SABRE DANCE ⋮ HAPPY LITTLE LOVERS
MGM 12067 78 rpm • K 12067 45 rpm

**RAY HANEY**
WALKING THE BLUES
and TATERED OUT
MGM 12062 78 rpm • K 12062 45 rpm

**JACK VALENTINE**
GUNSMOKE
and RECKON I'M HOMESICK
MGM 12063 78 rpm • K 12063 45 rpm

**ARTHUR SMITH**
YOUR WAY ⋮ YES SIR, THAT'S MY BABY
MGM 12064 78 rpm • K 12064 45 rpm


# The Billboard Music Popularity Charts
# POPULAR RECORDS

## • Territorial Best Sellers

For survey week ending September 7

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

### Atlanta

1. **Ain't That a Shame,** P. Boone, Dot
2. **You Win Again,** Paulette Sisters, Cap.
3. **Love Is a Many-Splendored Thing** Four Aces, Dec.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Tina Marie,** P. Como, Vic.
6. **Rock Around the Clock,** B. Haley, Dec.
7. **Seventeen,** Fontane Sisters, Dot

### Baltimore

1. **Ain't That a Shame,** P. Boone, Dot
2. **Seventeen,** B. Bennett, Kng.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **Autumn Leaves,** R. Williams, Kap.
5. **Yellow Rose of Texas,** J. Desmond, Cor.
6. **Song of the Dreamer,** E. Fisher, Vic.
7. **I Want You to Be My Baby** L. Briggs, Epl.
8. **Longest Walk,** J. P. Morgan, Vic.
9. **Love Is a Many-Splendored Thing** Four Aces, Dec.
10. **I Want You to Be My Baby** G. Gibbs, Mer.

### Boston

1. **Love Is a Many-Splendored Thing** Four Aces, Dec.
2. **Autumn Leaves,** R. Williams, Kap.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **Moments to Remember,** Four Lads, Col.
5. **Longest Walk,** J. P. Morgan, Vic.
6. **Tina Marie,** P. Como, Vic.
7. **Gum Drop,** Crew Cuts, Mer.
8. **Seventeen,** Fontane Sisters, Dot
9. **Hard to Get,** G. MacKenzie, X
10. **My Bonnie Lassie,** Ames Brothers, Vic

### Buffalo

1. **Seventeen,** B. Bennett, Kng.
2. **Love Is a Many-Splendored Thing** Four Aces, Dec.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **I Want You to Be My Baby** G. Gibbs, Mer.
5. **Ain't That a Shame,** P. Boone, Dot
6. **Yellow Rose of Texas,** J. Desmond, Cor.
7. **Gum Drop,** Crew Cuts, Mer.
8. **House of Blue Lights,** C. Miller, Mer.
9. **Tina Marie,** P. Como, Vic.
10. **Maybellene,** C. Berry, Chs.

### Chicago

1. **Moments to Remember,** Four Lads, Col.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Love Is a Many-Splendored Thing** Four Aces, Dec.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Autumn Leaves,** R. Williams, Kap.
6. **Seventeen,** B. Bennett, Kng.
7. **Ain't That a Shame,** P. Boone, Dot
8. **Gum Drop,** Crew Cuts, Mer.
9. **Maybellene,** C. Berry, Chs.
10. **Bible Tells Me So,** N. Noble, Kng.

### Cincinnati

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Ain't That a Shame,** P. Boone, Dot
3. **Seventeen,** B. Bennett, Kng.
4. **Gum Drop,** Crew Cuts, Mer.
5. **Love Is a Many-Splendored Thing** Four Aces, Dec.
6. **Longest Walk,** J. P. Morgan, Vic.
7. **Kentuckian Song,** Hilltoppers, Dot
8. **I Want You to Be My Baby** G. Gibbs, Mer.
9. **Hard to Get,** G. MacKenzie, X
10. **House of Blue Lights,** C. Miller, Mer.

### Cleveland

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

### Dallas-Ft. Worth

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Maybellene,** C. Berry, Chs.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Ain't That a Shame,** P. Boone, Dot
5. **Gum Drop,** Crew Cuts, Mer.
6. **Tina Marie,** P. Como, Vic.
7. **Popcorn Song,** C. Stone, Cap.
8. **House of Blue Lights,** C. Miller, Mer.

### Denver

1. **Love Is a Many-Splendored Thing** Four Aces, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **House of Blue Lights,** C. Miller, Mer.
4. **Ain't That a Shame,** P. Boone, Dot
5. **Gum Drop,** Crew Cuts, Mer.

### Detroit

1. **Autumn Leaves,** R. Williams, Kap.
2. **Moments to Remember,** Four Lads, Col.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **Love Is a Many-Splendored Thing** Four Aces, Dec.
5. **He,** A. Hibbler, Dec.
6. **Maybellene,** C. Berry, Chs.
7. **I Want You to Be My Baby** G. Gibbs, Mer.
8. **My Bonnie Lassie,** Ames Brothers, Vic.
9. **Bible Tells Me So,** N. Noble, Wng.
10. **Day by Day,** Four Freshmen, Cap.

### Kansas City

1. **Love Is a Many-Splendored Thing** Four Aces, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Maybellene,** C. Berry, Chs.
4. **Moments to Remember,** Four Lads, Col.
5. **Bible Tells Me So,** D. Cornell, Cor.
6. **I Want You to Be My Baby** L. Briggs, Epl.
7. **Seventeen,** B. Bennett, Kng.
8. **Yellow Rose of Texas,** J. Desmond, Cor.
9. **Wake the Town and Tell the People** M. Carson, Col.
10. **Tina Marie,** P. Como, Vic.

### Los Angeles

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Love Is a Many-Splendored Thing** Four Aces, Dec.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **Blossom Fell,** Nat (King) Cole, Cap.
5. **Hard to Get,** G. MacKenzie, X
6. **Maybellene,** C. Berry, Chs.

### Milwaukee

1. **Gum Drop,** Crew Cuts, Mer.
2. **Moments to Remember,** Four Lads, Col.
3. **Autumn Leaves,** R. Williams, Kap.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Rock Around the Clock,** B. Haley, Dec.
6. **Yellow Rose of Texas,** J. Desmond, Cor.
7. **Seventeen,** R. Draper, Mer.
8. **Love Is a Many-Splendored Thing** Four Aces, Dec.

### Mpls.-St. Paul

1. **Autumn Leaves,** R. Williams, Kap.
2. **Yellow Rose of Texas,** J. Desmond, Cor.
3. **Ain't That a Shame,** P. Boone, Dot
4. **Seventeen,** Fontane Sisters, Dot
5. **Rock Around the Clock,** B. Haley, Dec.
6. **Gum Drop,** Crew Cuts, Mer.
7. **Shifting, Whispering Sands** B. Vaughn, Dot
8. **Wake the Town and Tell the People** L. Baxter, Cap.
9. **Kentuckian Song,** Hilltoppers, Dot
10. **Moments to Remember,** Four Lads, Col.

### New Orleans

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Rock Around the Clock,** B. Haley, Dec.
3. **You Win Again,** Paulette Sisters, Cap.
4. **Love Is a Many-Splendored Thing** Four Aces, Dec.
5. **Seventeen,** B. Bennett, Kng.
6. **Wake the Town and Tell the People** L. Baxter, Cap.
7. **Maybellene,** C. Berry, Chs.
8. **Popcorn Song,** C. Stone, Cap.
9. **Autumn Leaves,** R. Williams, Kap.
10. **Learnin' the Blues,** F. Sinatra, Cap.

### New York

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Ain't That a Shame,** P. Boone, Dot
3. **Seventeen,** B. Bennett, Kng.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Learnin' the Blues,** F. Sinatra, Cap.
6. **Autumn Leaves,** R. Williams, Kap.
7. **Hard to Get,** G. MacKenzie, X
8. **Domani,** J. La Rosa, Cdc.
9. **Love Is a Many-Splendored Thing** Four Aces, Dec.
10. **Maybellene,** C. Berry, Chs.

### Philadelphia

1. **Autumn Leaves,** R. Williams, Kap.
2. **Yellow Rose of Texas,** J. Desmond, Cor.
3. **Seventeen,** Fontane Sisters, Dot
4. **Bible Tells Me So,** N. Noble, Wng.
5. **Ain't That a Shame,** P. Boone, Dot
6. **Wake the Town and Tell the People** M. Carson, Col.
7. **Love Is a Many-Splendored Thing** Four Aces, Dec.
8. **Rock Around the Clock,** B. Haley, Dec.
9. **Hard to Get,** G. MacKenzie, X

### Pittsburgh

1. **Love Is a Many-Splendored Thing** Four Aces, Dec.
2. **Maybellene,** C. Berry, Chs.
3. **Moments to Remember,** Four Lads, Col.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Longest Walk,** J. P. Morgan, Vic.
6. **Rock Around the Clock,** B. Haley, Dec.
7. **Tina Marie,** P. Como, Vic.
8. **Autumn Leaves,** R. Williams, Kap.
9. **Honest Darling,** Four Voices, Col.
10. **Edna,** Medallions, Dtn.

### St. Louis

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Autumn Leaves,** R. Williams, Kap.
3. **Maybellene,** C. Berry, Chs.
4. **Love Is a Many-Splendored Thing** Four Aces, Dec.
5. **House of Blue Lights,** C. Miller, Mer.
6. **Wake the Town and Tell the People** L. Baxter, Cap.
7. **I Want You to Be My Baby** L. Briggs, Epl.
8. **Tina Marie,** P. Como, Vic.
9. **Ain't That a Shame,** P. Boone, Dot
10. **Seventeen,** R. Draper, Mer.

### San Francisco

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Ain't That a Shame,** P. Boone, Dot
4. **Hard to Get,** G. MacKenzie, X
5. **Love Is a Many-Splendored Thing** Four Aces, Dec.
6. **Ain't That a Shame,** F. Domino, Imp.
7. **Learnin' the Blues,** F. Sinatra, Cap.
8. **Seventeen,** Fontane Sisters, Dot
9. **Seventeen,** B. Bennett, Kng.
10. **Wake the Town and Tell the People** L. Baxter, Cap.

### Seattle

1. **Ain't That a Shame,** P. Boone, Dot
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Seventeen,** Fontane Sisters, Dot
4. **Gum Drop,** Crew Cuts, Mer.
5. **Song of the Dreamer,** E. Fisher, Vic.
6. **Love Is a Many-Splendored Thing** Four Aces, Dec.
7. **Green Eyes,** Ravens, Jub.

### Toronto

1. **Ain't That a Shame,** P. Boone, Dot
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Yellow Rose of Texas,** J. Desmond, Cor.
4. **Yellow Rose of Texas,** M. Miller Col.
5. **Hard to Get,** G. MacKenzie, X
6. **Learnin' the Blues,** F. Sinatra, Cap.
7. **Hummingbird,** F. Laine, Mer.
8. **Blossom Fell,** Nat (King) Cole, Cap.

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Rackin' Up $ensational $ales

Joni James

SINGS

TOP REVIEW
The Billboard

DISK OF THE WEEK
Cash Box

you are my love

I LAY ME DOWN TO SLEEP

BEST BET
Variety

Orchestra and Chorus conducted by
DAVID TERRY

MGM 12066 78 RPM
K 12066 45 RPM

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# Two Coast Firms Enter Disk Field

HOLLYWOOD, Sept. 10.—Further evidence of music publishers entering the record business was seen this week when two Coast firms, Criterion Music and American Music, tossed their hats into the diskery ring.

Criterion's entry is designed to be of a limited nature at the outset and, according to Mickey Goldsen, president of the firm, will restrict itself to Hawaiian and Polynesian music. Distribution in these markets has already been set up, with the new label, also tagged Criterion, out this week with its first release.

American Music's entry, Crest Records, is also in release with its first recording, titled "How Come My Dog Don't Bark?" Distribution for the company is currently being set nationally, with firm scheduled to restrict itself to the country and pop fields only.

While too much significance cannot be placed on the debut of these firms, it is well known that many publishers have long considered entering the record business, primarily as a means of getting the disk exposure so difficult to achieve. At least two old-line publishers are known to be currently dickering for the purchase of several independent platteries.


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On 200 Juke Boxes in K. C.!
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. . . and on Thousands of Juke Boxes From Coast to Coast.
If your record dealer doesn't have it, order from Jenkins Music Co., Kansas City, Mo.


## *The Billboard Music Popularity Charts*

## POPULAR RECORDS

### • *COMING UP STRONG*

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

1. **The Shifting, Whispering Sands** ..... **Billy Vaughn Ork** (BMI) Dot 15409
2. **Only You** ..... **The Platters** (BMI) Mercury 70633
3. **He** ..... **Al Hibbler** (BMI) Decca 29660
4. **Same Ole Saturday Night Fairy Tale** ..... **Frank Sinatra** (ASCAP) Capitol 3218
5. **Black Denim Trousers** ..... **The Cheers** (BMI) Capitol 3219
6. **Hawk-Eye** ..... **Frankie Laine** (BMI) Columbia 40558
7. **Give Me Love** ..... **McGuire Sisters** (BMI) Coral 61494
8. **My Bonnie Lassie** ..... **Ames Brothers** (ASCAP) RCA Victor 6208
9. **Suddenly There's a Valley** .... **Julius LaRosa** (BMI) Cadence 1270
10. **Suddenly There's a Valley** ..... **Gogi Grant** (BMI) Era 1003

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

### • *Tunes With Greatest Radio-TV Audience*

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

#### *Radio*

Satisfied Mind (R)—Starrite—BMI
Ain't That a Shame (R)—Commodore—BMI
Angel Bells (R)—Mills—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Fooled (R)—Harms—ASCAP
Hard to Get (R)—Witmark—ASCAP
He (R)—Avis—BMI
Hummingbird (R)—Jungnickel—ASCAP
I Love You Fair Dinkum (R)—Mills—ASCAP
I'll Never Stop Loving You (R) (F)—Feist—ASCAP
It's Bigger Than You and Me (R) (F)—Columbia Pictures—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Longest Walk (R)—Advanced—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Love Me or Leave Me (R) (F)—Bregman, Vocco & Conn—ASCAP
Man in the Raincoat (R)—BMI Canada Ltd.—BMI
May I Never Love Again (R)—Broadcast—BMI
Piddly Patter Patter (R)—E. B. Marks—BMI
Rock Around the Clock (R) (F)—Myers—ASCAP
Seventeen (R)—Lois—BMI
Something's Gotta Give (R) (F)—Robbins—ASCAP
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Sweet and Gentle (R)—Peer—BMI
Tina Marie (R)—Roncom—ASCAP
Toy Tiger (R) (F)—Northern—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R) — Planetary—ASCAP
You Are My Love (R)—Jubilee—ASCAP
You Are My Sunshine (R) — Southern—ASCAP
Young Ideas (R)—Harms—ASCAP

#### *Television*

A Blossom Fell (R) — Shapiro-Bernstein—ASCAP
Ain't That a Shame (R)—Commodore—BMI
Baby, Be My Toy (R)—Frank—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Book of Love (R)—Korwin—ASCAP
Brief Encounter (R)—Gold—ASCAP
Chee Chee-Oo Chee (R)—Hill & Range—BMI
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Don't Stay Away Too Long (R)—Bourne—ASCAP
Fooled (R)—Harms—ASCAP
Hard to Get (R)—Witmark—ASCAP
Hawk Eye (R)—Showcase—BMI
Heart (R) (M)—Frank—ASCAP
High Tide Boogie (R)—Sheraton—BMI
Honey Babe (R) (F)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
I Want You to Be My Baby (R)—Victory—ASCAP
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Love Is a Many-Splendored Thing (R)—Miller—ASCAP
Miss America (R)—Command—BMI
The Moon Must Have Followed Me Home (R)—E. H. Morris—ASCAP
People Will Say We're in Love (R) (F)—Williamson—ASCAP
Seventeen (R)—Lois—BMI
Something's Gotta Give (R) (F)—Robbins—ASCAP
That Old Black Magic (R) — Famous—ASCAP
Tina Marie (R)—Roncom—ASCAP
Two Lost Souls (R) (M)—Frank—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R)—Planetary-ASCAP

### • *Best Selling Sheet Music*

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

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | Yellow Rose of Texas ..... Planetary | 1 | 6 |
| 2. | Bible Tells Me So .. Paramount-R. Rodgers | 4 | 5 |
| 3. | Wake the Town and Tell the People ..... Joy | 2 | 8 |
| 3. | Love Is a Many Splendored Thing ... Miller | 15 | 2 |
| 5. | Seventeen ..... Lois | 3 | 4 |
| 6. | Ain't That a Shame .. Commodore | 6 | 4 |
| 7. | I'll Never Stop Loving You ..... Feist | 5 | 9 |
| 8. | Hard To Get ..... Witmark | 11 | 13 |
| 9. | Unchained Melody .. Frank | 9 | 23 |
| 10. | Autumn Leaves ..... Ardmore | — | 1 |
| 11. | Rock Around the Clock ..... Myers | 8 | 13 |
| 12. | Hummingbird ..... Ross Jungnickel | 10 | 18 |
| 13. | Suddenly There's a Valley ..... Warman-Hill & Range | — | 1 |
| 13. | Blue Star (Medic) ... Chappell | — | 8 |
| 15. | Song of the Dreamer ..... Ludlow | — | 1 |

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# OUT TODAY..... "IN" TOMORROW!

COLUMBIA'S TOP POP OF THE WEEK

# WHEN BLINKY BLOWS

THE TROMBONE BLUES

# GUY MITCHELL

*And "BLINKY" is backed with a wonderful ballad by Percy Faith and Carl Sigman, the writers of "My Heart Cries for You"—*

# BELONGING

40560

COLUMBIA RECORDS

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PUSHPOP POSTER SHEET NO. 1

# HONOR ROLL OF HITS

TRADE MARK REG.

## The Nation's 10 Top Tunes

FOR THE WEEK ENDING— SEPTEMBER 7, 1955

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

| | |
|---|---|
| 1. | YELLOW ROSE OF TEXAS |
| 2. | AIN'T THAT A SHAME |
| 3. | SEVENTEEN |
| 4. | ROCK AROUND THE CLOCK |
| 5. | LOVE IS A MANY-SPLENDORED THING *First time in Top Ten* |
| 6. | WAKE THE TOWN AND TELL THE PEOPLE |
| 7. | BIBLE TELLS ME SO |
| 8. | AUTUMN LEAVES *First time in Top Ten* |
| 9. | HARD TO GET |
| 10. | LEARNIN' THE BLUES |

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# ALWAYS YOUR BEST BUY

CORAL RECORDS

# the McGuire Sisters

## • THIS WEEK'S BEST BUYS

GIVE ME LOVE (Hill & Range, BMI)
Sweet Song of India (BVC, ASCAP)—
McGuire Sisters—Coral 61494

With the kind of batting average that these girls have, it is no surprise to find this disk taking off with the speed that it is. Wherever it has been delivered, little time was lost in selling the customers on it. Best reports this week were received from Boston, Philadelphia, Cleveland, Chicago and St. Louis. Initial preference is for "Give Me Love," but in some areas "Song of India" is also coming in for a good share of attention, A previous Billboard "Spotlight" pick.

THE BILLBOARD, SEPT. 10.

# GIVE ME LOVE

CORAL 61494 • 9-61494

**big hits are a habit on**

**CORAL RECORDS**
*America's Fastest Growing Record Company*

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PUSHPOP POSTER SHEET NO. 2

# The Best of the NEWEST TUNES

FOR THE WEEK ENDING—SEPTEMBER 7, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of* The Billboard *Music Popularity Charts*

THE SHIFTING, WHISPERING SANDS

SAME OLE SATURDAY NIGHT

FAIRY TALE

HE

SUDDENLY THERE'S A VALLEY

HAWK-EYE

BLACK DENIM TROUSERS

PETE KELLY'S BLUES

GIVE ME LOVE

MY BONNIE LASSIE

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# SOCK DECCA RECORDS SPECIAL!

WITH THE FABULOUS

# Mills Bros.

SUDDENLY THERE'S A VALLEY and GUM DROP

29686 9-29686

America's Fastest Selling Records

DECCA RECORDS


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IT'S TERRIFIC!
By
BILL KRENZ
"OLD PIANO"
"THIS OLD HOUSE"
DEED #1007
DEED records
64 WEST RANDOLPH STREET
CHICAGO 1, ILLINOIS

# The Billboard Music Popularity Charts
## POPULAR RECORDS

## • Review Spotlight on . . .

### RECORDS

**LES PAUL AND MARY FORD....Capitol.....AMUKIRIKI**

"Hummingbird" is still doing well chart-wise, and the new Paul-Ford record can only add to their reputation for turning out best sellers. "Amukiriki" is a soft, smooth ballad with a dreamy melodic line similar to that of the husband and wife team's big hit, "Vaya Con Dios." The thrush sings with warm sincerity and Paul's brilliant guitar backing is, as always, a standout contribution. Flip is "Magic Melody."

**THE HILLTOPPERS....Dot 15415.....SEARCHING**
**(Randy-Smith, ASCAP)**

The Hilltoppers sing out with drive and personality on a strongly rhythmic ballad. Fine solo work by Jimmy Sacco. Plenty of spins from jock and jukes for this one. Flip is "All I Need Is You" (Tee-Pee, ASCAP).

**BOYD BENNETT....King 1494.....MY BOY FLAT-TOP**
**(Lois, BMI)**

Here's a sock ditty about the male counterpart of the "hepcat doll of 'Seventeen'" by the originators of the latter. The tune is certainly the same, and Big Moe does the zippy vocal. It's bound to get action and is particularly strong juke and dance side. Flip is "Banjo Rock and Roll" (Lois, BMI).

**SOMETHIN' SMITH....Epic 9119.....WHEN ALL THE STREETS ARE DARK**
**(Hanson, ASCAP)**

Somethin' Smith and the Redheads have a charming new disk in this swingy, casual vocal treatment of a sentimental ditty with an old-fashioned soft-shoe rhythm flavor. Smith's shrewd brand of sophisticated corn has a ready juke and jockey audience, and this platter fills the bill for both markets. Flip is "Pretty Baby" (Witmark, ASCAP).

## • Reviews of New Pop Records

**RATINGS—COMMERCIAL POTENTIAL**

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

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

**ROY HAMILTON**

**All This Is Mine (To Have and to Hold) .....82**
EPIC 9118—Soft, dreamy warbling on a lovely ballad with gentle packing. Lots of jockey spins for this disk. **(Pinelawn, BMI)**

**A Little Voice....77**
Hamilton sells his own tune with appropriate verve and feeling. Ditty is a fast-paced rhythm offering, with a semi-spiritual beat. Good juke wax. **(Patricia, BMI)**

**THE THREE CHUCKLES**

**Times Two, I Love You .....80**
"X" 162—A sock vocal performance on a cute rhythm tune with clever lyrics. Teen-age buyers should shell out coins on the boxes for this one. **(Mayfair, BMI)**

**Still Thinking of You....75**
Attractive blending by the Three Chuckles on a catchy ditty, with a Latin-American dance beat. **(Surf, BMI)**

**MILLS BROTHERS**

**Suddenly There's a Valley .....79**
DECCA 20686—Here's one of the best treatments of the much-covered ballad. It's warmth and sincerity shine thru, and a good deal of the action on the opus figures to move this way. Fine wax, with fine commercial prospects. **(Warman, BMI)**

**Gumdrop....77**
No question, but that if this side were issued a bit earlier it would move up quick and high. Success of the Crew Cuts' entry may act as a drag on this cover waxing, but it still has enough class to move out. **(R-T, BMI)**

**JOHNNY DESMOND**

**I'm So Glad .....78**
CORAL 61503 — Desmond covers pop-wise an r.&b. item that has been doing well in several territories via the Mickey & Sylvia version on Rainbow. A happy side that should do okay. **(Nassau, BMI)**

**Your Future....71**
A robust rendition of a pleasant enough tune.

**FRANKIE LESTER ORK**

**Nip Sip .....78**
"X" 165—This is the first disk with the talented warbler fronting his own band. Tho the Clovers' version has a big start, this should enjoy a good run and do Lester plenty of good. **(Goday, BMI)**

**Knock Me a Kiss....71**
This one hails from an earlier "rock and roll" era, but Lester's rockin' treatment makes it sound up-to-date. The action should be on the flip, however. **(Leeds, ASCAP)**

**VIC DAMONE**

**Por Favor .....78**
MERCURY 70699—There are at least eight records due on this highly appealing, flavorsome cha cha. Should become a standard, and this classy Damone version could supply much of the impetus, if the jocks get on it. **(Winneton, BMI)**

**Born to Sing the Blues....68**
The material is in the vein of "Learnin' the Blues," and Damone deserves an "A" for bravery. **(United, ASCAP)**

**LORRY RAINE**

**Miracle in the Rain .....77**
ADVANCE 3004—A highly-appealing vocal by Miss Raine on a very pretty ballad by Ned Washington, Ray Heindorf and M. J. Jerome. Could grow with repeated plays, which it's likely to get.

**The Lord Knows the Way Back Home....69**
Ted Koehler and Jerome wrote this one, a big religioso number that doesn't fit the thrush's naturally cozy style. **(Gayle, ASCAP)**

**JUNE VALLI**

**The Things They Say .....77**
VICTOR 6258—A plaintive ballad is awarded an effective reading in Miss Valli's best emotional style. The side should get many spins and it could build in pop favor. **(Meridian, BMI)**

**Por Favor....76**
June Valli joins the sweepstakes on this tuneful Latino opus with an entry calculated to please her many followers. Okay prospects here. **(Paxton, ASCAP)**

**MAE WEST**

**All of Me .....77**
DECCA 29452—The great standard gets a fine performance by this great gal. Smart a.&r. work, both in conception and in recording. Deejays will like it. **(Bourne, ASCAP)**

**Love Is the Greatest Thing....74**
Deejays wil get a belt out of this item. The fabulous gal is still an entertaining purveyor of the double entendre. **(B. F. Woods, ASCAP) .....**

(Continued on page 50)

A GREAT BALLAD
By
RITA RAINES
"GOING SOUTH"
"WEDDING BELLS"
(UNTIL DEATH DO US PART)
DEED #1006
DEED records
64 WEST RANDOLPH STREET
CHICAGO 1, ILLINOIS

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Teresa Brewer

BABY, BE MY TOY

and

SO DOGGONE LONELY

CORAL 61500 — 9-61500

big hits are a habit on CORAL RECORDS

America's Fastest Growing Record Company

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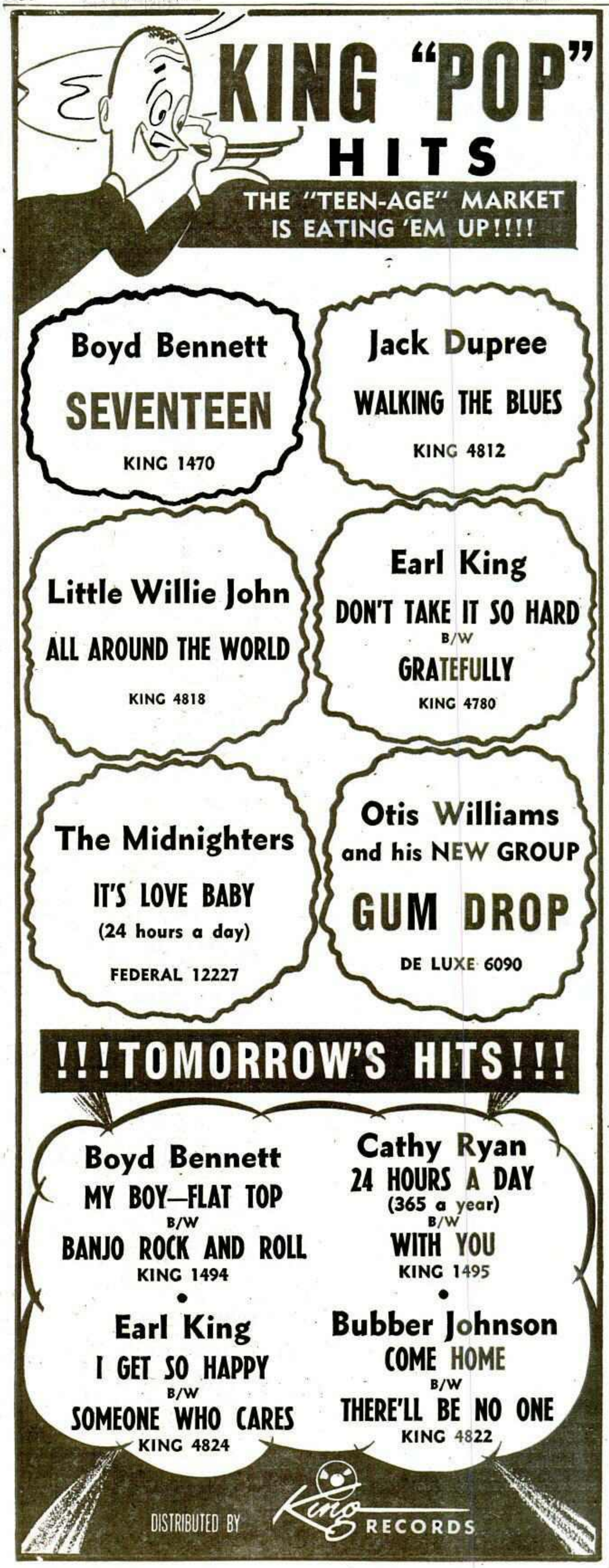



# The Billboard Music Popularity Charts
## POPULAR RECORDS

## • Reviews of New Pop Records

• Continued from page 48

**MARGIE MEINERT**

**Electronic Boogie** .....77
FRATERNITY 719—Every now and again an outstanding organ record becomes a big hit. This is an organ disk with such potentialities if it receives enough exposure. It's a wild, thrilling side with a terrific beat. With her first record, Miss Meinert might have scored a bull's eye. **(Buckeye, BMI)**

**The Whistler**....70
Dick Noel whistles a pretty air to a bouncy organ accompaniment furnished by Miss Meinert. Nice listening, but not as strong commercially as the flip. **(Buckeye, BMI)**

**THE SUNNYSIDERS**

**I Love You Fair Dinkum Dinky Di I Do** .....76
MARQUEE 1023—Attractive novelty with Australian slang terms gets a lively reading in swingy march tempo. Deejays are likely to give it good exposure, tho the Mariners also have a strong version. **(Mills, ASCAP)**

**Stay on the Sunny Side**....76
The group that kicked off "Hey, Mr. Banjo" displays some more of its virtuosity. It's a rousing, happy item, chanted with a big sound and lively banjo accompaniment. **(American Academy, ASACP)**

**GUY MITCHELL**

**When Blinky Blows** .....76
COLUMBIA 40560 — The colorful Dixieland backing here, with a prominent trombone blues figures, competes with Mitchell's vocal for attention. It's a bright novelty all the way round and will be mighty attractive to fans of the singer. **(Joy, ASCAP)**

**Belonging**....74
A relaxed, schmaltzy ballad which brings out the singer's smooth romantic best. The reading is made all the more effective by use of chorus and heavy strings in the backing. A good commercial side. **(Joy, ASCAP)**

**THE RHYTHMETTES**

**The Bridge of Love** .....76
VICTOR 6244 — A slow-paced, but rhythmic ballad is accorded a strong chanting job by the energetic gal trio. Should help this group considerably. **(Lowell, BMI)**

**Show Me the Way**....70
Smooth, neat blending by the girls on an up-tempo rhythm side with swingy backing. **(Town and Country, ASCAP)**

**VERA LYNN**

**Doonaree** .....75
LONDON 1596—A side for discerning listeners. Vera Lynn, in her fine lyric style, does a ballad of exceptional poetic quality.

**(Tell Me) What Have They Told You?**....75
Another tasteful side. This is more in the commercial pop vein.

**THE DIAMONDS**

**Nip Sip** .....75
CORAL 61502—Tho neither of the performances here have the impact of the originals by the Clovers and the Cheers respectively, the coupling of the two up-and-coming novelties is a strong bid for the value-minded. The performances are more than adequate. **(Goday, BMI)**

**Black Denim Trousers**....75
As above.

**FRANK WEIR ORK**

**The Story of a Starry Night** .....75
LONDON 1598 — This instrumental, revived by Frank Weir's saxophone, has a beautiful melody line by Tchaikowsky. Merits deejay attention.

**By the Sleepy Lagoon**....75
Lush arrangement of the standard, with Frank Weir's pure sax sound very attractive. A chorus adds to the production.

**JOE LEAHY**

**Wondering** .....75
UNIQUE 313—A light-hearted group vocal treatment of a charming theme. Old-fashioned soft-shot-style instrumental backing. **(Britton, BMI)**

**On Approval**....75
A gayly-paced, smooth instrumental wrap-up of a piquant melody, with a breezy beat. **(Lamas, ASCAP)**

**LENNY DEE**

**The World Is Waiting for the Sunrise** .....75
DECCA 29596—The fine standard gets a lilting performance by this organ stylist. **(Chappell, ASCAP)**

**Little Brown Jug**....74
Lenny Dee at the Hammond does a swingy version of the old melody.

**GLORIA HART**

**My Sweetie's Gone** .....75
WING 90024—An r.&b. tune is given old-time banjo treatment behind the thrush's Kay Starr styling. A well made side which commands attention. **(Angel, BMI)**

**Can I Forget?**....73
A vibrant, heart-felt vocal on a sentimental ballad with a positive beat. **(Brandon, ASCAP)**

**BETTY CLOONEY**

**Kiki** .....75
"X" 164—The thrush belts out this piece of smart material in real style. Disk has a good sound and an engaging beat. Good deejay item. **(Harms, ASCAP)**

**Just to Belong to You**....73
The other Miss Clooney chants a piece of sophisticated material of the show genre in fine fashion. Some deejays will find it attractive. **(Reis, BMI)**

**DON CHERRY-GORDON JENKINS ORK**

**Home Again** .....75
DECCA 29444—There's a good, lush sound to this disk. It's a slow ballad, chanted with warmth and backed with tasteful orchestral and choral work. **(Forest, BMI)**

**Sip of Moonlight**....73
The pretty ballad is tastefully chanted by Don Cherry, backed with Gordon Jenkins ork and a chorus. **(Gil, BMI)**

**GLORIA VAN**

**I Wanna Be There** .....74
WING 90022—Miss Van chants this smart ballad with a fine, relaxed style. Nice for deejays. **(Smith, ASCAP)**

**Che Sara Sara**....74
More of the same on a beguiling item with a musical-sounding title phrase that really catches hold. **(Studio, BMI)**

**DICK LEE**

**Baby, Baby You** .....74
"X" 163—Rapid tempo country-style novelty. Disk has a bright sound and merits good exposure. **(Hill & Range, BMI)**

**I'll Miss You**....73
This side's completely pop-styled. Lee chants the ballad with a big sound. **(Hawthorne, ASCAP)**

**SAMMY KAYE ORK**

**Queen of My Lonesome Heart** .....74
COLUMBIA 40556 — Partially based on "Under the Double Eagle," this is a bright vocal polka with good gang spirit. Should do well in polka locations. **(Republic, BMI)**

**I'll Never Learn to Cha-Cha-Cha**....72
Despite good orking and personable solo warbling this cha-cha novelty bid isn't particularly amusing or exciting. **(World, ASCAP)**

**MALCOLM LOCKYER**

**Honeymoon** .....74
WING 90026—Lockyer and his big ork offer up a lively, lilting instrumental with a pizzicato "Holiday for Strings" effect. Deejays should take to this one. **(Duchess, BMI)**

**Back Track**....71
Instrumental treatment, and lush at that, of an item issued recently in a vocal version by Sammy Davis Jr. Appealing stuff that should get air play. **(Duchess, BMI)**

**LEE AUSTIN**

**Don't Hold Back** .....74
MERCURY 70672 — A deeply felt ballad about showing true emotion is handed a sincere and intense reading. Austing does a nice job on a disk that could win pop, as well as r.&b., attention. **(Admont, ASCAP)**

**I Told You**....70
The Latin beat behind Austin's powerful chanting adds values to this listenable side. **(Brent, BMI)**

**EDDY HOWARD**

**Choo Choo Cha-Cha** .....73
MERCURY 70700—A cha-cha novelty with catchy group vocal, but not much Latin flavor. **(Brandom, ASCAP)**

**The Teen-Ager's Waltz**....71
One of many recent efforts in the "Tennessee Waltz" idiom. Howard fans guarantee reasonable support of this side. **(Tee-Pee, ASCAP)**

**HELENE DIXON**

**Por Favor** .....73
EPIC 9021 — Showmanship comes across in this reading of the much-recorded cha-cha. Can do okay if it gets the exposure. **(Paxton, ASCAP)**

**Impossible!**....71
This Latin side is loaded with charm as the thrush interprets it. No powerhouse, but pleasant. **(Peer, BMI)**

**THE LAINE-AIRS**

**Everybody's Doin' It** .....73
KLICK 1604 — The old-fashioned flavor of this Irving Berlin vintage item, with banjos and Dixieland touches, fits in with what's gaining public attention these days. Disk is well made, and if it's promoted energetically it could win much more than token action. **(Berlin, ASCAP)**

**If It Hadn't Been for You**....69
A pretty ballad, simply and pleasantly rendered, makes for good listening. Nice relaxed dance beat, too. **(Surf, BMI)**

**RED NICHOLS**

**The Viennese Lantern Waltz** .....72
CAPITOL 3229—Strings and zither effect, plus a cornet solo in the best German band tradition, characterize this non-jazz instrumental bon bon. It's very gemuetlicht, but may surprise regular Nichols fans. **(Duchess, BMI)**

**While You're Away**....71
The pretty Max Steiner - Stanley Adams song gets an appealing choral treatment here. Should get some air spins. **(Remick, ASCAP)**

**BOB ANDERSON**

**What's the Difference What They Say?**....72
WING 90025 — Anderson reveals a distinctive, virile set of pipes, with a minimum of tricks. A solid, convincing rendition of a romantic pleader. **(Wemar, ASCAP)**

**Understand**....71
Number, especially as warbled by Anderson, has strong-old-time flavor. Should get some play. **(Judy, ASCAP)**

(Continued on page 52)

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# MARQUEE RECORD'S *First Release* HAS 2 DOUBLE BARRELLED HITS!

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*The Original!*

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*and*

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*A Banjoking Novelty*

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*and Orchestra Under the Direction of*
MONTY KELLY

*and*

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YOUNG IDEAS
X-1059

RICHARD MALTBY
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BOOK OF LOVE
b/w
MIDNIGHT MOOD
X-0158

COMING UP FAST!

FRANKIE LESTER
NIP SIP
KNOCK ME A KISS
X-0165

BETTY CLOONEY
KI KI
JUST TO BELONG TO YOU
X-0164

THE CHUCKLES
STILL THINKING OF YOU
TIMES TWO, I LOVE YOU
X-0162

DICK LEE
BABY, BABY YOU
I MISS YOU
X-0163

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RECORDS MARK THE HITS!

# The Billboard Music Popularity Charts
# POPULAR RECORDS

## • Reviews of New Pop Records

• Continued from page 50

**WILLIE EGANS**

**Come On** .....72
MAMBO 111—Exuberant vocalizing on a catchy rhythm-blues with an insistent beat. **(Gallo-Otis, BMI)**

**Oh Baby**....70
Same comment. **(Sparks, BMI)**

**JACK BROOKS**

**Black Denim Trousers** .....72
DECCA 29684 — A cover of the Cheers' record which is beginning to take off in some areas. While Brooks' version doesn't measure up to that of the group, if the tune hits, experience shows that alternates always get a part of the melon. **(Quintet-Hill & Range, BMI)**

**The $64,000 Question**....70
The singer has gone to to the r.&b. field for this material, and he belts it out with spirit. If the tune catches on, Brooks could do very well with this side. **(Arc, BMI)**

**GERI GALIAN**

**Autumn Leaves** .....72
"X" 161—This is a very tasteful Latinized version of the tune which is causing a stir. The reading is relaxed, and features a facile, sensitive piano part. **(Capitol, ASCAP)**

**Yellow Rose of Texas—Mambo**....69
Doing the Confederate song as a mambo was bound to happen sooner or later. Makes a weird mish mosh, but the tune has the strength to catch some sales. **(Planetary, ASCAP)**

**JEANNIE CARSON**

**Greener Pastures** .....72
VICTOR 6248—This rework of a familiar longhair tune is in the score of the Max Liebman production of "Heidi." It is sung warmly and with live presence by Miss Carson. Could gain adherents with frequent spins. **(E. H. Morris, ASCAP)**

**Out Comes Oom-Pa-Pa**....69
A cute novelty, also from the TV production of "Heidi," is energetically presented. Some spins here. It could serve as a kiddie waxing. **(E. H. Morris, ASCAP)**

**JACK CARROLL**

**Sweet Kentucky Rose** .....72
UNIQUE 314 — The tender waltz ballad, so quickly appealing, is awarded a mighty warm performance here. Carroll does a fine job. Energetic promotion may be rewarded here. **(Schwartz, ASCAP)**

**Half-Heartedly**....68
Resnonant and manly chanting of an okay ditty. Nice backing, too. Will need heavy exposure to get it moving. **(Lamas, ASCAP)**

**RIFF RUFFIN ORK**

**The Darkest Hour** .....70
MAMBO 109—Sincere, strong warbling on a moving theme. **(Spark, BMI)**

**Money for My Honey**....69
A jaunty-paced vocal on a routine rhythm ditty. **(Sparks, BMI)**

**THE JOY-RIDERS**

**Zag-a-Zig** .....70
CAPITOL 3231—Novelty has plenty of aural gimmicks, all designed to attract listeners. Good item for occasional deejay spins. **(Shapiro-Bernstein, ASCAP)**

**Give Me a Band and My Baby**....68
bouncy opus, a happy listening experience, is from the Columbia flick "My Sister Eileen." Pop potential seems only moderate, tho. **(Shapiro-Bernstein, ASCAP)**

**BUNNY PAUL**

**Take a Chance** .....69
CAPITOL 3224—The canary thrushes pleasantly on her own lyrics set to a familiar old Spanish melody. Castinet backing is effective. **(Beechwood, BMI)**

**Tell the Man**....68
CAPITOL 3224 — A rather forced vocal on an okay blues-weeper with r.&b. flavor backing. **(United, ASCAP)**

**THE CONEY ISLAND KIDS**

**Baby, Baby You** .....69
JUBILEE 5215—Spontaneous-sounding group vocalizing on an infectious rhythm novelty. Gals and boys alternate lyric lines. **(Hill & Range, BMI)**

**Moonlight Beach**....68
Okay harmonica solo work by Michael Chimes and standout guitar backing by Tony Mottola on a slow, moody instrumental theme. **(Hill & Range, BMI)**

**TIM KIRBY**

**Do You Believe?** .....69
VICTOR 6253—Tuneful ballad finds Kirby in good voice. He performs it ably. **(Wemar, BMI)**

**She**....68
A soaring weeper ballad is tackled with intense emotion by Kirby, who does well in this listenable waxing. **(Goday, BMI)**

**JACKIE JOCKO**

**And So Do I** .....69
UNIQUE 316—Pop treatment of an old folk melody is cleverly wrought. Tune familiarity hands this a few extras. **(Lamas-Budd-Arrow, ASCAP)**

**One Dream, One Hope, One Prayer**....65
An easy shuffle beat paces Jocko and a vocal group in a tasteful rendition of a listenable ballad. **(Lamas-Budd-Arrow, ASCAP)**

**WANDRA MERRELL**

**The Light Plug Song** .....69
MEDIA 1014—A zippy novelty with a funny twist. The material is on the old-fashioned side, but that can be an advantage these days, at least if handled with such a merry air as Miss Merrell does. **(Romance, BMI)**

**I Appeal, I Appeal (My Fate)**....64
The thrush pulls out all the stops in this weeper, but the material is not carried off too well. Only a routine impression. **(Romance, BMI)**

**SHECKY GREEN**

**The "If" Song** .....68
RONEL 105—Novelty material, light and frothy, with some cute lines. Green does a fair job. **(Brandon, ASCAP)**

**The Oom-Pah-Pah Mery-Go-Round**....65
Italian-dialect novelty would have had a beter chance earlier in the summer, as it's that kind of resort-type material. **(Forster, ASCAP)**

**PATTIE HAMMOND**

**Fresh Out of Love** .....67
PREMIERE 501—For her initial disk the chanteuse has a pretty ballad which she styles quite smoothly. The backing is closer to jazz than pop and may militate against the commercial possibilities of the disk. The girl is good and rates generous spins. **(Sylvia, BMI)**

**DICK WORKMAN**

**Forgive My Goodbye**....64
Here is a light baritone with a pleasant voice quality. If he didn't sing this tune in such a straight-stiff manner, it would be even more listenable. **(Sylvia, BMI)**

**JANE RUSSELL-ANITA ELLIS**

**Daddy** .....62
CORAL 61493—This duo version of the old Sammy Kaye hit sounds like a sound track transfer, tho the film isn't identified on the label. The ladies' visual appeal doesn't carry over here. **(Republic, BMI)**

**You're Driving Me Crazy (What Did I Do?)**....61
A very frantic effort. **(Bregman, Vocco & Conn, ASCAP)**

**BILLY DEVROE'S DEVILAIRES**

**Gambler's Last Seven** .....62
TAMPA 107—A gambler's lament is effectively showcased. Should get some spins. **(Empire, BMI)**

**Ice and Fire**....59
He hopes the heat generated by his passion will light a fire under his cool sweetie. Effort is overdone. **(Webster, BMI)**

## • England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Everywhere—Bron (Mills)
Unchained Melody—Frank (Frank)
Evermore—Kassner (Piccadilly)
I Wonder—Macmelodies (Sanson)
Learnin' the Blues — Campbell, Connelly (Barton)
Dreamboat—Leeds (Leeds)
John and Julie—Toff (Leeds)
Every Day of My Life—Robbins (Miller)
Blue Star—Victoria (Young)
Stars Shine in Your Eyes—Maurice (*)
Stranger in Paradise—Frank (Frank)
Where Will the Dimple Be?—Cinephonic (Rogers)
Close the Door—Duchess (Trinity)
Cherry Pink and Apple Blossom White—Maddox (Chappell)
You My Love—Dash (*)
Stowaway—Morris (Melrose)
Softly, Softly—Cavendish (Sherwin)
Don't Worry—Wright (Williams)
That's How a Love Song Was Born—Chappell (Chappell)
Mamma—Macmelodies (Southern)

## • Other Records Released This Week

### Popular

**All Er Nothin'; Por Jud Is Daid**—Nelson Riddle Ork, Capitol 3225
**Autumn Leaves; Early Autumn**—The Ray Charles Singers, M-G-M 12068
**Down the Road a Piece; Celery Stalks at Midnight**—Will Bradley Trio, Epic 9058
**Rainbow of Hawaii; My Hawaiian Souvenirs**—Alfred Apaka, Decca 29651
**So Rare; Stars Fell on Alabama** — Jean (Toots) Thielemans, Columbia 40550
**There Are Two I's in Dixie; Smiles**—Ferko String Band, Savoy 1169
**Walkin' on Easy Street; Yes Sir** — Dave Stogner Band, Joyce 1013

### Country & Western

**A Dream of Bye Gone Days; Side Track Daddy**—Lanie Walker, Blue Hen 209
**Drifting Apart; What They Sing About on Mars**— Sandy Stanton, Fable 509
**If You Two Time Me; Two Timin' Mamma**—Dusty Ward, Fable 517
**Mate of the Wind; Guilty**—Buddy DeVal, Abbott 183
**Real Sincerely; Give Me a Little More**—Les Chambers, Starday 206

### Rhythm & Blues

**Ring Out Those Bells; Brother, That's All**—(Red) Hadley's Wranglers, Meteor 5017

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## Phila. Musicians Get Bistro Raise; Shuberts Adamant

PHILADELPHIA, Sept. 10. — Greater Philadelphia's night spots' 950 musicians, who work in some 300 places—from the big hotels and night clubs down to bars with a piano—all got a flat 10 per cent increase in pay starting September 5.

The increase was ordered by Local 77, AFM. The local's jurisdiction covers the Philadelphia area and South Jersey except for Atlantic City, Ocean City and Somers Point. Some proprietors were expected to raise prices. Others indicated they would hold the line.

Romeo Cella, Local 77 president, said: "Some of these places pay $200-$300 a week for an act, or $4,000 to $5,000 for a singer. If they can do that, why can't they pay the musicians a little more? The musicians are the most important part of the entertainment in any spot."

Meanwhile, negotiations between the union and management of the Shubert theaters remained stalled. The dispute is having the effect of detouring all musical shows this season out of Philadelphia. Lawrence Shubert Lawrence, general manager of the four-theater Shubert chain here and co-owner of the Erlanger, as well as Cella conceded a complete deadlock had set in.

## *BILLY MAY OR HE MAY NOT!*

NEW YORK, Sept. 10. —Orchestra leader Billy May was a bit nonplused recently to receive a bid for his services from the Lompac High School, Lompac, Calif. The student delegate first explained that the auditorium would "accommodate only six or seven pieces," then stating he was prepared to bid as high as $100 to $175.

The pay-off line was a request for info on where the band was "playing near Lompac soon, so that our committee can attend the performance and preview it."

## Levington Starts Label, 'Scope'

NEW YORK, Sept. 10.—Archie Levington, owner of Studio and and Midway publishing firms, has set up his own recording company, Scope, which will primarily serve as a showcase for his own tunes.

Levington said his new venture has the blessing of several major a.&r. men, who actually suggested that he set up the label, in view of the difficulties confronting small music firms today in getting platter-showcases for their material. Levington was in Manhattan this week to set up his Eastern office, which will be headed by Jane Gibbs.

All Scope disk labels will carry a stroboscopic design with which buyers and dealers can determine the speed accuracy of their turntables. The first Scope release—a Chubby Jackson instrumental waxing of "Easy," backed by "The Troubadour Song"—will be released late this month.

## W'minster for Tape Field Via Sonotape

NEW YORK, Sept. 10.—Sonotape, Inc., has been formed here as a mail-order purveyor of prerecorded tapes. Its first release next month will also mark the entry of Westminster Records into the tape field.

Sonotape, headed by I. Ortenberg, president, will issue 12 reels of Westminster material in October, with all but one set consisting of material formerly released on disk. The only exception is an organ program of Bach works by Carl Weinrich, due for disk release at a later date.

Reels, all 7½ i.p.'s dual track, will be placed into two price categories, selling at $7.95 or $11.95 according to the amount of playing time. They will be promoted heavily during the fall audio shows here and on the West Coast. Artists featured include conductors Hermann Scherchen and Adrian Boult. Sonotape has no plans to market its reels thru retail channels at this time.

## • *Number of Releases This Week*

| Label | Pop | C&W | R&B |
|---|---|---|---|
| ABBOTT | — | 1 | — |
| ADVANCE | 1 | — | — |
| ATLAS | — | — | 1 |
| BLUE HEN | — | 2 | — |
| CAPITOL | 5 | 2 | 1 |
| CASH | — | — | 1 |
| CHART | — | — | 1 |
| CHECKER | — | — | 1 |
| COLUMBIA | 3 | 1 | — |
| CORAL | 3 | — | — |
| DECCA | 6 | 2 | — |
| DELUXE | — | — | 1 |
| DOOTONE | — | — | 1 |
| DOT | 1 | — | — |
| EPIC | 3 | — | — |
| FABLE | — | 3 | — |
| FABOR | — | 3 | — |
| FRATERNITY | 1 | — | — |
| JOYCE | 1 | 1 | — |
| JUBILEE | 1 | — | — |
| KING | 1 | — | 3 |
| KLICK | 1 | — | — |
| LONDON | 2 | — | — |
| LOST CHORD | 1 | — | — |
| MAMBO | 2 | — | — |
| MARQUEE | 1 | — | — |
| MEDIA | 1 | — | — |
| MERCURY | 3 | 2 | 3 |
| METEOR | — | — | 3 |
| M-G-M | 1 | 1 | — |
| QUEEN | — | 2 | — |
| PREMIERE | 1 | — | — |
| RONEL | 1 | — | 1 |
| SAVOY | 1 | — | 1 |
| SPITFIRE | — | — | 1 |
| STARDAY | — | 2 | — |
| TAMPA | 1 | — | — |
| UNIQUE | 3 | — | — |
| VEE-JAY | — | — | 3 |
| VICTOR | 4 | 2 | — |
| VITA | — | — | 1 |
| WING | 4 | — | — |
| "X" | 5 | — | — |
| TOTAL | 58 | 24 | 23 |


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Cliff Strom, 188 W. Randolph, Chicago 1, CEntral 6-8761

Bob McCluskey, 6000 Sunset Blvd., Hollywood 28, HOllywood 9-5831

Ralph Wuest, 2160 Patterson St., Cincinnati 22, DUnbar 1-6450

Frank Joerling, 390 Arcade Bldg., St. Louis 1, CHestnut 1-0443

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Model KS-20

Special Portable 3-Speed Phonograph in Authentic School Colors

This sturdy, low-priced portable features an automatic 45 rpm adapter, tone and volume controls. Single, long life needle; heavy magnet speaker and heavy duty 3-speed motor add up to many hours of enjoyable listening pleasure. Two tone beaded case in the following color combinations that have been chosen not only for their authenticity of school colors but also beautiful color harmony for everyone: Red and White, Blue and White, Green and White Blue and Gold, Maroon and Gold, and Red and Black. Size 12½" x 10½" x 5½". Individually packed—No master carton. Shipping weight 8¼ pounds.

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Featuring the automatic 45 rpm adapter with full range tone and volume controls. Flip-over cartridge with 2 permanent needles for standard and microgroove records. Heavy duty Alnico V PM speaker, coupled with a high-gain amplifier. Beautifully covered 2-tone case in Black and Gold; with Black turntable, or Coral and White. Size 12½" x 10½" x 5¼". Individually packed in air cushioned cartons—6 to a master carton. Shipping weight 50 lbs.

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# The Billboard Music Popularity Charts

## COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending September 7

**RECORDS** are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | **I DON'T CARE** (BMI)—W. Pierce<br>Your Good For Nothing Heart (BMI)—Dec 29480 | 1 | 12 |
| 2. | **CATTLE CALL** (ASCAP)—E. Arnold-H. Winterhalter.<br>KENTUCKIAN SONG (ASCAP)—Vic 20-6139 | 3 | 13 |
| 3. | **SATISFIED MIND** (BMI)—P. Wagoner<br>Itchin' for My Baby (BMI)—Vic 20-6105 | 2 | 17 |
| 4. | **JUST CALL ME LONESOME** (BMI)—E. Arnold<br>THAT DO MAKE IT NICE (BMI)—Vic 20-6198 | 4 | 5 |
| 5. | **SATISFIED MIND** (BMI)—J. Shepard<br>TAKE POSSESSION (BMI)—Cap 3118 | 7 | 13 |
| 6. | **SATISFIED MIND** (BMI)—R. & B. Foley<br>How About Me (BMI)—Dec 29526 | 5 | 13 |
| 7. | **ALL RIGHT** (BMI)—F. Young<br>GO BACK YOU FOOL (BMI)—Cap 3169 | 6 | 7 |
| 7. | **YELLOW ROSES** (BMI)—H. Snow<br>Would You Mind (ASCAP)—Vic 20-6057 | 9 | 24 |
| 9. | **THERE SHE GOES** (BMI)—C. Smith<br>Old Lonesome Times (BMI)—Col 21382 | 11 | 19 |
| 10. | **IN THE JAILHOUSE NOW** (BMI)—W. Pierce<br>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391 | 8 | 33 |
| 11. | **MAKING BELIEVE** (BMI)—K. Wells<br>Whose Shoulder Will You Cry On (BMI)—Dec 29419 | 10 | 28 |
| 12. | **THERE'S POISON IN YOUR HEART** (BMI)—K. Wells<br>I'm In Love With You (BMI)—Dec 29577 | 12 | 8 |
| 13. | **MOST OF ALL** (BMI)—H. Thompson<br>Simple Simon (BMI)—Cap 3188 | 14 | 4 |
| 14. | **MYSTERY TRAIN** (BMI)—E. Presley<br>I Forgot to Remember to Forget (BMI)—Sun 156 | — | 1 |
| 15. | **BABY, LET'S PLAY HOUSE** (BMI)—E. Presley<br>I'm Left, You're Right, She's Gone (BMI)—Sun 217 | 15 | 10 |

## • Most Played in Juke Boxes

For survey week ending September 7

**RECORDS** are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | **I DON'T CARE** (BMI)—W. Pierce<br>YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480 | 1 | 12 |
| 2. | **SATISFIED MIND** (BMI)—P. Wagoner<br>Itchin' for My Baby (BMI)—Vic 20-6105 | 2 | 11 |
| 2. | **CATTLE CALL** (ASCAP)—E. Arnold-H. Winterhalter.<br>KENTUCKIAN SONG (ASCAP)—Vic 20-6139 | 3 | 8 |
| 4. | **SATISFIED MIND** (BMI)—R. & B. Foley<br>How About Me (BMI)—Dec 29526 | 4 | 11 |
| 5. | **THAT DO MAKE IT NICE** (BMI)—E. Arnold<br>JUST CALL ME LONESOME (BMI)—Vic 20-6198 | 7 | 3 |
| 6. | **SATISFIED MIND** (BMI)—J. Shepard<br>Take Possession (BMI)—Cap 3118 | 5 | 9 |
| 7. | **YELLOW ROSES** (BMI)—H. Snow<br>Would You Mind (ASCAP)—Vic 20-6057 | 6 | 19 |
| 8. | **ALL RIGHT** (BMI)—F. Young<br>GO BACK YOU FOOL (BMI)—Cap 3169 | 8 | 2 |
| 8. | **THERE SHE GOES** (BMI)—C. Smith<br>Old Lonesome Times (BMI)—Col 21382 | — | 6 |
| 10. | **MAKING BELIEVE** (BMI)—K. Wells<br>Whose Shoulder Will You Cry On (BMI)—Dec 29419 | 8 | 25 |

## • Most Played by Jockeys

For survey week ending September 7

**SIDES** are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | **I DON'T CARE**—W. Pierce<br>Dec 29480—BMI | 1 | 13 |
| 2. | **SATISFIED MIND**—P. Wagoner<br>Vic 20-6105—BMI | 2 | 15 |
| 3. | **ALL RIGHT**—F. Young<br>Cap 3169—BMI | 3 | 6 |
| 4. | **JUST CALL ME LONESOME**—E. Arnold<br>Vic 20-6198—BMI | 10 | 3 |
| 5. | **THAT DO MAKE IT NICE**—E. Arnold<br>Vic 20-6198—BMI | 4 | 5 |
| 6. | **CATTLE CALL**—E.Arnold-H. Winterhalter<br>Vic 20-6139—ASCAP | 5 | 10 |
| 7. | **YELLOW ROSE OF TEXAS**—E. Tubb<br>Dec 29633—BMI | — | 1 |
| 8. | **BLUE DARLIN'**—J. Newman<br>Dot 1260—BMI | 14 | 9 |
| 8. | **DADDY, YOU KNOW WHAT**—J. Wilson<br>Mercury 70635—BMI | 8 | 8 |
| 10. | **YELLOW ROSES**—H. Snow<br>Vic 20-6057—BMI | 9 | 21 |
| 10. | **I FORGOT TO REMEMBER TO FORGET**—E. Presley<br>Sun 156—BMI | — | 1 |
| 12. | **WHEN I STOP DREAMING**—Louvin Brothers<br>Cap 3177—BMI | 13 | 2 |
| 12. | **SATISFIED MIND**—J. Shepard<br>Cap 3118—BMI | — | 3 |
| 14. | **YONDER COMES A SUCKER**—J. Reeves<br>Vic 20-6200—BMI | — | 4 |
| 15. | **BABY, LET'S PLAY HOUSE**—E. Presley<br>Sun 217—BMI | 7 | 8 |
| 15. | **THERE SHE GOES**—C. Smith<br>Col 21382—BMI | 6 | 16 |

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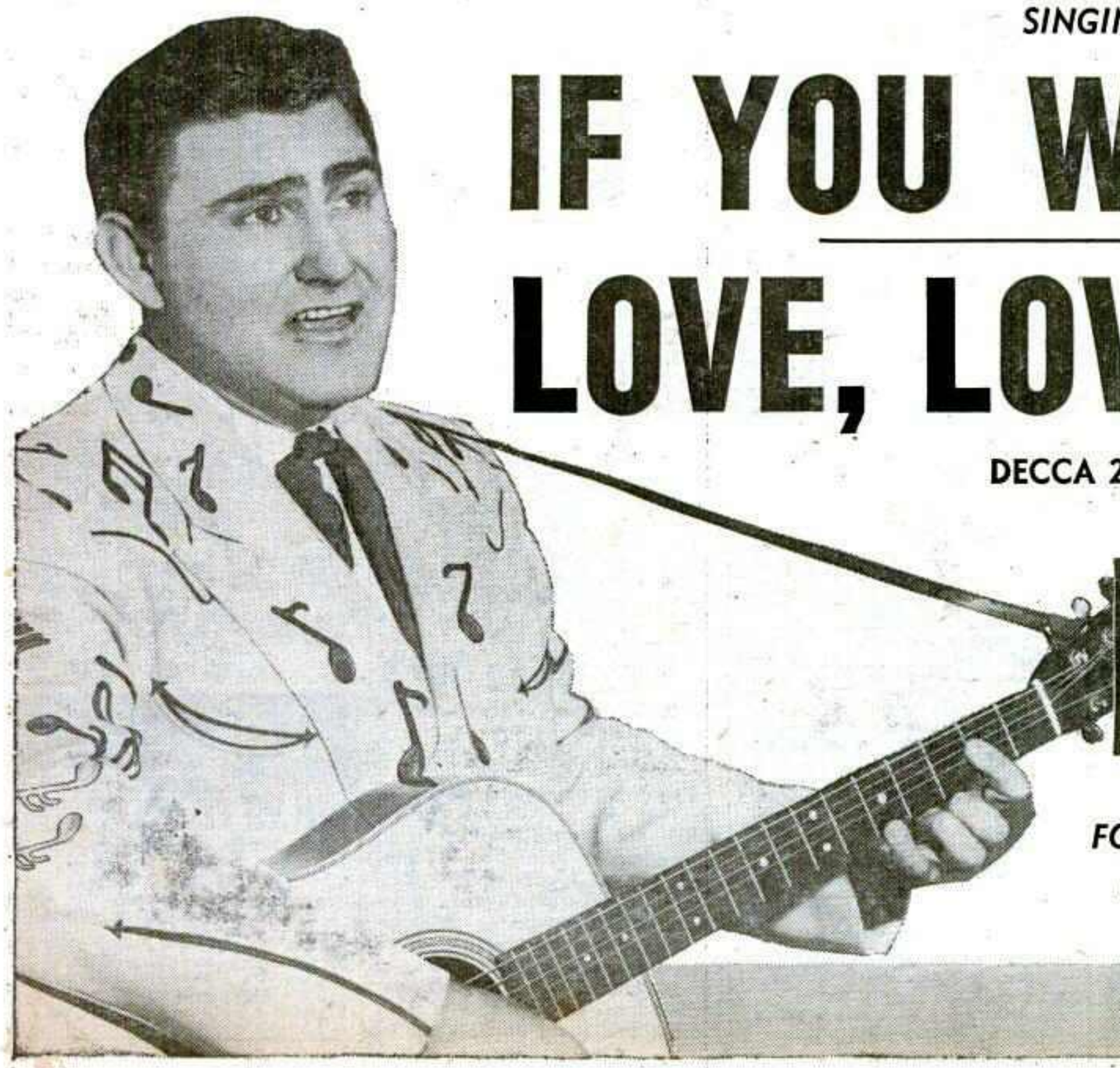

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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • C & W Territorial Best Sellers

For survey week ending September 7

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. **Just Call Me Lonesome,** E. Arnold, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **Cattle Call,** E. Arnold, Vic.
4. **Satisfied Mind,** J. Shepard, Cap.
5. **Yellow Roses,** H. Snow, Vic.
6. **That Do Make It Nice,** E. Arnold, Vic.

### Charlotte

1. **Just Call Me Lonesome,** E. Arnold, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **Satisfied Mind,** J. Shepard, Cap.
4. **There She Goes,** C. Smith, Col.
5. **Satisfied Mind,** R. & B. Foley, Dec.
6. **When I Stop Dreaming** Louvin Brothers, Cap.
7. **That Do Make It Nice,** E. Arnold, Vic.
8. **All Right,** F. Young, Cap.
9. **There's Poison in My Heart** K. Wells, Dec.
10. **You Oughta See Pickles Now** T. Collins, Cap.

### Cincinnati

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** J. Shepard, Cap.
3. **There She Goes,** C. Smith, Col.
4. **Cattle Call,** E. Arnold, Vic.
5. **Yellow Roses,** H. Snow, Vic.

### Dallas-Fort Worth

1. **Satisfied Mind,** R. & B. Foley, Dec.
2. **I Don't Care,** W. Pierce, Dec.
3. **His Hands,** T. Ernie, Cap.
4. **Mystery Train,** E. Presley, Sun
5. **There She Goes,** C. Smith, Col.
6. **Cattle Call,** E. Arnold, Vic.
7. **I'll Never Tell,** Wilsons, Dec.
8. **Blue Darlin',** J. Newman, Dot
9. **Live Fast, Love Hard and Die Young** F. Young, Cap.

### Houston

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **Just Call Me Lonesome,** E. Arnold, Vic.
4. **Yonder Comes a Sucker,** J. Reeves, Abb.
5. **Mystery Train,** E. Presley, Sun
6. **Cattle Call,** E. Arnold, Vic.
7. **Blue Darlin',** J. Newman, Dot
8. **That Do Make It Nice,** E. Arnold, Vic.
9. **Season's of My Heart,** G. Jones, Sdy.
10. **We're on the Main Line Now** L. Payne, Sdy.

### Memphis

1. **I Forgot to Remember to Forget** E. Presley, Sun
2. **I Don't Care,** W. Pierce, Dec.
3. **Satisfied Mind,** R. & B. Foley, Dec.
4. **Ballad of Davy Crockett,** T. Ernie, Cap.
5. **Cattle Call,** E. Arnold, Vic.
6. **Kentuckian Song,** E. Arnold, Vic.

### Nashville

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **Satisfied Mind,** J. Shepard, Cap.
4. **All Right,** F. Young, Cap.
5. **Satisfied Mind,** R. & B. Foley, Dec.
6. **That Do Make It Nice,** E. Arnold, Vic.
7. **So Lovely, Baby,** Rusty & Doug, Hic.
8. **Temptation Go Away,** Wilburn Brothers, Dec.
9. **When I Stop Dreaming,** Louvin Brothers, Cap.

### New Orleans

1. **Cattle Call,** E. Arnold, Vic.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **Blue Darlin',** J. Newman, Dot
4. **There She Goes,** C. Smith, Col.
5. **I Guess I'm Crazy,** T. Collins, Cap.
6. **Yellow Roses,** H. Snow, Vic.
7. **There's Poison in My Heart** K. Wells, Dec.
8. **Mystery Train,** E. Presley, Sun
9. **Yellow Rose of Texas,** E. Tubb, Dec.
10. **Take Possession,** J. Shepard, Cap.

### Richmond, Va.

1. **Just Call Me Lonesome,** E. Arnold, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **Cattle Call,** E. Arnold, Vic.
4. **Satisfied Mind,** P. Wagoner, Vic.
5. **That Do Make It Nice,** E. Arnold, Vic.
6. **Popcorn Song,** C. Stone, Cap.
7. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
8. **Baby, Let's Play House,** E. Presley, Sun
9. **Your Good for Nothing Heart** W. Pierce, Dec.

### St. Louis

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **Cattle Call,** E. Arnold, Vic.
3. **I Don't Care,** W. Pierce, Dec.
4. **Baby, Let's Play House,** E. Presley, Sun
5. **Most of All,** H. Thompson, Cap.
6. **In the Jailhouse Now,** W. Pierce, Dec.

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## • Reviews of New C & W Records

**GINNY WRIGHT-TOM TALL**

**Come With Me** .....80

FABOR 127—An unusual side which could be another big record for the "Are You Mine" stars. Tom Tall has a vision in which an angel promises him a love which will never fail him. The melodic choruses are beautifully vocalized by Miss Wright. Looks like a terrific coin-puller. **(Dandelion, BMI)**

**Will This Dream of Mine Come True?**....77

Tom Tall and Ginny Wright exchange choruses of this bouncy ditty, in which they look happily into their future. A pleasant, listenable opus which makes a fine complement to the flip. **(Dandelion, BMI)**

**JIM EDWARD-MAXINE BROWN**

**You Thought I Thought** .....77

FABOR 126—The Browns collaborate zestfully on this deliberately confusing lyric and come up with a deliciously humorous side. Deejays will enjoy this, and if exposed enough, this ought to see good sales. **(Acuff-Rose, BMI)**

**Here Today and Gone Tomorrow**....75

The love of a man who can't stay put in one place is the object of melancholy reflection here. This simple melody is an attractive one in this prettily harmonized, swingy setting. A good side. **(Dandelion, BMI)**

**JIMMY DEAN**

**Big Blue Diamonds** .....76

MERCURY 70691—Dean sings with showmanly conviction on his first Mercury disk. The revived weeper has effective lyrics—theme being that a gal who wears "big blue diamonds" would trade them all for "a band of gold." Dean had a big one in 1953 ("Bummin' Around"), and Mercury is going all out (fancy double-fold sleeve, etc.) to make this disk an equal success. **(Lois, BMI)**

**False Pride**....74

A simple, appealing reading of a poignant weeper. Dean begs his sweetie not to let "false pride" split them up. **(Cedarwood, BMI)**

**HOYLE NIX**

**Choose the One You Want** .....76

QUEEN 148—Her old love's back again, and she must make a choice. Strong material, and it's chanted sincerely. Disk sound should be better, but nevertheless it's a side to watch. **(Starrite, BMI)**

**San Antonio Rose**....70

Instrumental version of the great standard, featuring conventional strings, honky tonk piano and a few phrases of gimmicked chanting. **(Bourne, ASCAP)**

**HANK LOCKLIN**

**Who Am I to Cast the First Stone?**..75

VICTOR 6242 — She was slave to temptation, but he remembers he once felt the same; so he can't cast the first stone. Like the flip, tells a powerful story in true country style. It's in three-beat time. Watch it. **(Hill & Range, BMI)**

**These Ruins Belong to You**....75

A weeper of some power tells a heartbreaking story simply. **(Tree, BMI)**

**JOHNNY BOWEN**

**Fickle Fool** .....75

FABLE 513 — Bowen warbles with moving sincerity on a plaintive weeper, wherein he advises a pal to stick to his gal. **(Flex, BMI)**

**Honky Tonk Wife**....75

A sock sequel about the guy who married that "honky Tonking angel." Bowen scores on an effective lyric about the joys of marital life with his "Honky Tonk Wife." Should pull considerable play. **(Flex, BMI)**

**JACK BRADSHAW**

**My Heart, My Heart** .....75

DECCA 29654—A bright bluesy ditty by a promising new disk personality. **(Four Star Sales, BMI)**

**Flirting With You**....73

A cute, bouncy little item which should help win fans for the newcomer. **(Four Star Sales, BMI)**

**JERRY BYRD**

**Sweet Corn** .....73

DECCA 29646—This one's a swingy guitar solo which suits the title just fine. Byrd makes some difficult tricks sound almost easy. A fine change-of-pace disk for country shows, tho not limited to the c.&w. market. **(Acuff-Rose, BMI)**

**Paradise Waltz**....73

The steel guitar whiz, in his Decca debut, turns in a lazy, liquid waltz which should register with c.&w and Hawaiian music fanciers. A danceable disk. **(Fairway, BMI)**

**DUSTY ROSE**

**My Little King** .....73

FABOR 128—Rose says that his baby "rules" his household, and he fondly contemplates what the future has in store for him. A tender, sentimental song rendered with great feeling. **(Dandelion, BMI)**

**She's Wearing Shorts**....72

The singer complains that relations between him and his girl have become complicated since she started wearing shorts. Rose does a good job on this humorous, rhythmic piece of material. **(Dandelion, BMI)**

**DAVE STOGNER BAND**

**Oh, Sweet Mama** .....68

JOYCE 1014—Pleasant reading of an enthusiastically paced song with happy lyrics. **(Ridgeway, BMI)**

**Black Cat Stomp**....67

A lively instrumental with a swingy beat. **(Ridgeway, BMI)**

## • This Week's Best Buys

**WHEN I STOP DREAMING** (Acuff-Rose, BMI)—**The Louvin Brothers Capitol 3177**

This venture of the well-known sacred team in the regular country field has turned out very successfully for them. Tho it has taken over a month to build up to its present position, this record now is one of the territorial best sellers in Nashville and Charlotte, and is now beginning to take off in most major Southern markets. Flip is "Pitfall" (Central, BMI).

**BEAUTIFUL LIES** (Central, BMI)

**I THOUGHT OF YOU** (Fairway, BMI)—**Jean Shepard—Capitol 3222**

The distaff side of the country field has few consistent hit-makers, but Miss Shepard can claim membership in that rather select circle. Her latest disk is gathering strength very quickly, not only Atlanta, Nashville, Richmond, the Carolinas and Texas but also in many Northern markets where she is highly popular. The bulk of the action at present is on "Lies," tho the flip has some adherents, too. A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

**RAY PRICE**

**I Don't Want It on My Conscience** (Copar, BMI)—Columbia 21442—Price, in ultra-sincere fashion, indicates his desire to play fair with the girl. It's a fresh theme, handled by the master who should keep his tally heavily slanted on the hit side with entry. The flip, a mighty unusual novelty, will help. It's "I Can't Go Home Like This" (Driftwood, BMI).

**JIM WILSON**

**Don't Point Your Finger** (Redd Stewart, BMI)—Mercury 70702—Wilson could have another "Daddy, You Know What?" in this side, which has considerable emotional impact. The lyrics have a strong moral message, and the presence of daughter June adds a realistic touch. Flip is "I Wonder If We'll Ever Know (The Wonder of It All)" (Milene, ASCAP).

### TALENT

**RAY HANEY**

**Walking the Blues**

**Tatered Out**—M-G-M 12062—Haney, in his M-G-M disk bow, displays an especially broad talent, with emphasis on the topside performance. It's the current r.&b. hit, translated into country vernacular, and styled in a relaxed, tongue-in-cheek fashion. Real nice stuff.

### SACRED

**T. TOMMY**

**Thank You, Lord** (Pincus, ASCAP)

**Gospel Boogie** (4 Star Sales, BMI)—Mercury 70688—T. Tommy (Cutrer) is headed for double-barreled action on this disk, which could cut a wide swath in the regular country market. "Thank You, Lord" is a new tune with real standard quality, while the flip is the big hit of several years ago. It has been dormant long enough to make a strong revival bid stick at this time, especially via this lively rendition.

## FOLK TALENT AND TUNES

• Continued from page 30

in a weekly half-hour stint over KSIJ, Gladewater, Tex. **Tom Perryman,** who spins the country wax on that station, reports that **J. E. and Maxine Brown's** "Here Today," on the Fabor label, is picking up speed in the Texas territory.

**Thurston Moore's** 1956 edition of his Country & Western Scrapbook, now in the throes of preparation, is slated for release in December. The book, which has wide distribution in this country and Canada, will this year carry photos of the c.&w. disk jockeys. Deejays who wish to reap the publicity may rush photos to Moore at Box 285A, Route 5, Covington, Ky. . . . **Billy Worth** (M-G-M) appeared at the National Guard Armory, Decatur, Ala., September 2, with **Arnold Morgan** and the **Echo Valley Boys,** featuring **Tarp DeVaney, Jerry Boyanton** and a number of other local artists. Show pulled a good crowd, and Worth is slated to return to Decatur in the near future. Morgan journeyed back to Nashville with Worth and was his guest backstage at the "Opry."

**Bob Neal,** personal manager for **Elvis Presley,** reports that Elvis and his boys were involved in an auto accident Friday night, September 2, while driving from New Orleans to Texarkana, Tex., causing $1,000 damage to Presley's new Cadillac. Fortunately, however, no one was injured, despite rumors to the contrary. Neal says he has received phone calls from Florida and Texas inquiring as to the condition of Presley and his lads. On September 6, **Elvis Presley** and **Johnny Cash** played to 1,152 persons in Bono, Ark., population 311.

**The Northern Lights,** new country and western trio composed of **Robbie Lynn, Dave Dalton** and **Wee Willie Williams,** guested on the "Old Dominion Barn Dance," Richmond, Va., Saturday night, September 3. The group was on vacation from its home station, WABI (radio and TV), Bangor, Me. While in Virginia they also made a guest appearance over WCMS, Norfolk. The Northern Lights returned to Maine September 6 to resume personals in that area.

### With the Jockeys

**Arkie Bittle** and the **Sunny Slope Boys** are being featured, along with **Ralph Wayne,** c.&w. spinner,

(Continued on page 59)


A Hit On Every Planet

Especially This One:

WHAT THEY SING ABOUT ON MARS (F-509-45) Vocal by Sandy Stanton b/w DRIFTING APART (F-508-45)

Also

SLYLY (F-510-45) Vocal by Little Jeannie Greer b/w WHO, WHAT, WHERE, WHEN, HOW AND WHY? (F-511-45)

All published by Flex Songs (BMI), 1354 Wright St., L. A. 15

FABLE RECORD CO.

2608 Sunset Blvd., Los Angeles 26, Calif.

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# The Billboard Music Popularity Charts — RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending September 7

**RECORDS** are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | MAYBELLENE (BMI)—C. Berry<br>Wee Wee Hours (BMI)—Chess 1604 | 1 | 7 |
| 2. | AIN'T THAT A SHAME (BMI)—F. Domino<br>La La (BMI)—Imperial 5348 | 2 | 19 |
| 3. | IT'S LOVE, BABY (BMI)—L. Brooks<br>Chicken Shuffle (BMI)—Excello 2056 | 3 | 10 |
| 4. | WHY DON'T YOU WRITE ME (BMI)—Jacks<br>Smack Dab in the Middle (BMI)—RPM 428 | 4 | 6 |
| 5. | ONLY YOU (BMI)—Platters<br>Bark, Battle & Ball (BMI)—Mer 70633 | 6 | 8 |
| 6. | EVERYDAY (BMI)—C. Basie<br>Comeback (BMI)—Clef 89149 | 5 | 11 |
| 7. | SOLDIER BOY (BMI)—Four Fellows<br>Take Me Back Baby (BMI)—Glory 234 | 8 | 12 |
| 8. | FEEL SO GOOD (BMI)—Shirley & Lee<br>You'd Be Thinking of Me (BMI)—Aladdin 3289 | 9 | 4 |
| 8. | I HEAR YOU KNOCKING (BMI)—S. Lewis<br>Bumpity Bump (BMI)—Imperial 5356 | 10 | 2 |
| 10. | WALKING THE BLUES (BMI)—J. DuPree<br>Daybreak Rock (BMI)—King 4812 | 7 | 5 |
| 11. | HIDE AND SEEK (BMI)—J. Turner<br>Midnight Cannonball (BMI)—Atlantic 1069 | 14 | 2 |
| 12. | FOOL FOR YOU (BMI)—R. Charles<br>This Little Girl of Mine (BMI)—Atlantic 1063 | 12 | 12 |
| 13. | ALL BY MYSELF (BMI)—F. Domino<br>Troubles of My Own (BMI)—Imperial 5357 | — | 1 |
| 14. | IT'S LOVE, BABY (BMI)—R. Brown<br>What'd I Say (BMI)—Atlantic 1072 | — | 1 |
| 15. | SEVENTEEN (BMI)—B. Bennett<br>Little Old You-All (BMI)—King 1470 | — | 5 |

## • Most Played in Juke Boxes

For survey week ending September 7

**RECORDS** are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | MAYBELLENE (BMI)—C. Berry<br>Wee Wee Hours (BMI)—Chess 1604 | 1 | 6 |
| 2. | AIN'T THAT A SHAME (BMI)—F. Domino<br>La La (BMI)—Imperial 5348 | 2 | 20 |
| 3. | EVERYDAY (BMI)—C. Basie<br>Come Back (BMI)—Clef 89149 | 3 | 9 |
| 4. | IT'S LOVE, BABY (BMI)—L. Brooks<br>Chicken Shuffle (BMI)—Excello 2056 | 4 | 10 |
| 5. | FOOL FOR YOU (BMI)—R. Charles<br>This Little Girl of Mine (BMI)—Atlantic 1063 | 5 | 11 |
| 6. | WALKING THE BLUES (BMI)—J. DuPree<br>Daybreak Rock (BMI)—King 4812 | 6 | 2 |
| 6. | HIDE AND SEEK (BMI)—J. Turner<br>Midnight Cannon Ball (BMI)—Atlantic 1069 | 7 | 3 |
| 8. | ONLY YOU (BMI)—Platters<br>Bark, Battle & Ball (BMI)—Mercury 70633 | 8 | 2 |
| 9. | WHY DON'T YOU WRITE ME (BMI)—Jacks<br>Smack Dab in the Middle (BMI)—RPM 428 | — | 4 |
| 10. | ALL BY MYSELF (BMI)—F. Domnio<br>Troubles of My Own (BMI)—Imperial 5357 | — | 1 |

## • Most Played by Jockeys

For survey week ending September 7

**SIDES** are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week | | Last Week | Weeks on Chart |
|---|---|---|---|
| 1. | MAYBELLENE—C. Berry<br>Chess 1604—BMI | 1 | 6 |
| 2. | IT'S LOVE, BABY—L. Brooks<br>Excello 2056—BMI | 3 | 11 |
| 3. | ONLY YOU—Platters<br>Mercury 70633—BMI | 7 | 2 |
| 4. | HIDE AND SEEK—J. Turner<br>Atlantic 1069—BMI | 9 | 4 |
| 5. | I HEAR YOU KNOCKING—S. Lewis<br>Imperial 5356—BMI | — | 2 |
| 6. | FOOL FOR YOU—R. Charles<br>Atlantic 1063—BMI | 5 | 11 |
| 7. | ANYMORE—J. Ace<br>Duke 144—BMI | — | 5 |
| 8. | SOLDIER BOY—Four Fellows<br>Glory 234—BMI | 11 | 5 |
| 9. | WHY DON'T YOU WRITE ME—Jacks<br>RPM 428—BMI | 4 | 7 |
| 9. | ALL BY MYSELF—F. Domino<br>Imperial 5357—BMI | — | 1 |
| 11. | AIN'T THAT A SHAME—F. Domino<br>Imperial 5348—BMI | 2 | 18 |
| 12. | DON'T TAKE IT SO HARD—E. King<br>King 4780—BMI | 15 | 9 |
| 13. | THOSE LONELY, LONELY NIGHTS—E. King<br>Ace 509—BMI | — | 1 |
| 13. | ALL AROUND THE WORLD—Little Willie John<br>King 4818—BMI | — | 1 |
| 13. | WALKING THE BLUES—J. DuPree<br>King 4812—BMI | 6 | 5 |

## • R & B Territorial Best Sellers

For survey week ending September 7

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. **Maybellene,** C. Berry, Chs.
2. **Ain't That a Shame,** F. Domino, Imp.
3. **Why Don't You Write Me,** Jacks, RPM
4. **I Hear You Knocking,** S. Lewis, Imp.
5. **Hide & Seek,** J. Turner, Atl.
6. **When You Dance,** Turbans, Her.
7. **Don't Take It So Hard,** E. King, Kng.
8. **Soldier Boy,** Four Fellows, Gly.
9. **All By Myself,** F. Domino, Imp.

### Charlotte

1. **Maybellene,** C. Berry, Chs.
2. **Ain't That a Shame,** F. Domino, Imp.
3. **Why Don't You Write Me,** Jacks, RPM
4. **I Hear You Knocking,** S. Lewis, Imp.
5. **Feel So Good,** Shirley & Lee, Ala.
6. **Don't Take It So Hard,** E. King, Kng.
7. **It's Love, Baby,** R. Brown, Atl.
8. **Every Day,** C. Basie, Clf.

### Chicago

1. **Maybellene,** C. Berry, Chs.
2. **Walking the Blues,** J. Dupree, Kng.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **It's Love, Baby,** L. Brooks, Exc.
5. **Fool for You,** R. Charles, Atl.

### Cincinnati

1. **Why Don't You Write Me,** Jacks, RPM
2. **I Hear You Knocking,** S. Lewis, Imp.
3. **Ain't That a Shame,** F. Domino, Imp.
4. **Everyday,** C. Basie, Clf.
5. **Feel So Good,** Shirley & Lee, Ala.

### Detroit

1. **Maybellene,** C. Berry, Chs.
2. **Walking the Blues,** J. Dupree, Kng.
3. **It's Love, Baby,** L. Brooks, Exc.
4. **Ain't That a Shame,** F. Domino, Imp.
5. **Gum Drop,** O. Williams, Del.
6. **Everyday,** C. Basie, Clf.
7. **All Around the World** Little Willie John, Kng.
8. **Ten Long Years,** B. B. King, RPM

### Los Angeles

1. **Maybellene,** C. Berry, Chs.
2. **It's Love, Baby,** L. Brooks, Exc.
3. **Only You,** Platters, Mer.
4. **Ain't That a Shame,** F. Domino, Imp.
5. **Soldier Boy,** Four Fellows, Gly.
6. **I Hear You Knocking,** S. Lewis, Imp.
7. **Walking the Blues,** J. Dupree, Kng.
8. **All By Myself,** F. Domino, Imp.
9. **Everyday,** C. Basie, Clf.
10. **Emily,** Turks, Mon.

### New Orleans

1. **Maybellene,** C. Berry, Chs.
2. **All By Myself,** F. Domino, Imp.
3. **Only You,** Platters, Mer.
4. **All Around the World** Little Willie John, Kng.
5. **Soldier Boy,** Four Fellows, Gly.
6. **I Hear You Knocking,** S. Lewis, Imp.
7. **Hide and Seek,** J. Turner, Atl.
8. **Why Don't You Write Me,** Jacks, RPM
9. **Those Lonely, Lonely Nights** E. King, Kng.
10. **Gum Drop,** O. Williams, Del.

### New York

1. **Maybellene,** C. Berry, Chs.
2. **Everyday,** C. Basie, Clf.
3. **Why Don't You Write Me,** Jacks, RPM
4. **Only You,** Platters, Mer.
5. **Story Untold,** Nutmegs, Her.
6. **Anymore,** J. Ace, Duk.

### Philadelphia

1. **Feel So Good,** Shirley & Lee, Ala.
2. **Maybellene,** C. Berry, Chs.
3. **Everyday,** C. Basie, Clf.
4. **It's Love, Baby,** L. Brooks, Exc.
5. **I Hear Those Bells,** D. Washington, Mer.
6. **Why Don't You Write,** Jacks, RPM
7. **I Know I Was Wrong,** Barons, Imp.
8. **Ain't That a Shame,** F. Domino, Imp.
9. **Only You,** Platters, Mer.

### St. Louis

1. **It's Love, Baby,** L. Brooks, Exc.
2. **Maybellene,** C. Berry, Chs.
3. **Why Don't You Write Me,** Jacks, RPM
4. **Everyday,** C. Basie, Clf.
5. **At My Front Door,** Eldorados, VJ
6. **Soldier Boy,** Four Fellows, Gly.
7. **Fool for You,** R. Charles, Atl.

### Washington, D. C.

1. **Maybellene,** C. Berry, Chs.
2. **Feel So Good,** Shirley & Lee, Ala.
3. **Only You,** Platters, Mer.
4. **Fool for You,** R. Charles, Atl.
5. **Ain't That a Shame,** F. Domino, Imp.
6. **It's Love, Baby,** R. Brown, Atl.
7. **Seventeen,** B. Bennett, Kng.
8. **Everyone's Laughing** Drifters & McPhatter, Atl.
9. **Gum Drop,** O. Williams, Del.
10. **This Is My Story,** Gene & Eunice, Ala.

## • Reviews of New R & B Records

**JIMMY REED**

**I Don't Go for That** .....79
VEE-JAY 153—Reed has few peers when it comes to the funky Southern blues idiom. This is a good one, and he really wails. With the solid beat provided by the band and those wild harmonica and guitar sounds in the background, juke box operators are going to see the possibilities of this disk at once. **(Tollie, BMI)**

**She Don't Want Me No More....78**
Another impressive side in similar style. Again, rhythm will sell operators, particularly in Southern areas. **(Tollie, BMI)**

**THE CHARMS**

**It's You, You, You** .....77
DE LUXE 6089—The group has cut a good side here. It's a ballad done with plenty of beat and big sound. Could click. **(Lois BMI)**

**One Fine Day....75**
Nice chanting of this ballad by the Charms. It's a leisurely, refined song. **(Lois, BMI)**

**THE VOICES**

**Hey Now** .....79
CASH 1014—One lead carries the lost-love message thruout, with strong rhythm support by group and band. The number's a slow blues ballad which gets its strength from the performance. Should do okay. **(Cash, BMI)**

**My Love Grows Stronger....78**
The warbler and cleffer of this one show a marked Lincoln Chase influence. An infectious, rhythmic side. **(Cash, BMI)**

**FI-TONES**

**Foolish Dreams** .....78
ATLAS 1050—Lead baritone awards the tender ballad an affecting performance, showing lots of class. And the rest of the boys are right behind him with thier tasteful background chanting. Some prospects here.

**Let's Fall in Love....77**
The group takes off on a wild and swinging version of the evergreen. This has an engaging spirit. It should win okay exposure and could pull lots of juke coin.

**JOHNNY ROGERS**

**Madly in Love** .....78
RONEL 106—A highly effective warbling job by Rogers on a ballad in the style of "Pledging My Love." Has a good chance to break thru. **(Vee & ABBOTT, BMI)**

**Calling Baby....75**
This side's one end of a phone conversation set to a rockin' blues pattern. Another good job by Rogers. **(Vee & Abbott, BMI)**

**THE CASHMERES**

**There's a Rumor** .....77
MERCURY 70679—Story weeper creates a sentimental mood, as the group complains and wails about the bad talk-talk. A well-produced disk which could stir up plenty of action. Bears watching. **(Calvin, BMI)**

**Second Hand Heart....74**
Rhythmic blues is ably presented. Another good side, tho the flip has a decided edge. **(Munson, BMI)**

**BUDDY JOHNSON ORK**

**It's Obdacious** .....77
MERCURY 70695 — Buddy Johnson teams up with Gil Askey on the vocal here, and they do a smooth job of selling this cute rhythm novelty. The big beat of the band is another plus factor. **(Sophisticate, BMI)**

**Save Your Love for Me....73**
A new singer, Floyd Ryland, is featured on this side in a very pretty ballad. Ryland has an identifiable sound and a few gimmicks which are commercially potent, but does not seem quite ready for a difficult song like this. **(Sophisticate, BMI)**

**VARETTA DILLARD**

**I'll Never Forget You** .....76
SAVOY 1166—Warm, sweet double-track piping by Varetta Dillard. The ballad has a pretty melody and nice lyric imagery. **(Savoy, BMI)**

**I Can't Stop Now....75**
The lark thrushes neatly with attractive, clean-cut phrasing on a swingy-paced rhythm tune. **(Savoy, BMI)**

**THE COLTS**

**Adorable** .....75
VITA 112—A nice side, The Colts have a good sound and style. The material reflects the modern trend toward the refined and tasteful. **(Panther)**

**Lips Red as Wine....71**
This is Latin-flavored r.&b. material. The Colts chant it in fair fashion. **(Pera)**

**WYNONIE HARRIS**

**Man's Best Friend** .....74
KING 4826—He's in the dog house again, and he asks Rover to move over and let him in. Harris shouts this piquant story in good style. Novelty blues. **(Jay & Cee, BMI)**

**Wine, Wine, Sweet Wine....73**
A slow blues, chanted with a lot of heart by Miss Harris. Relaxed, after-hours type. **(Jay & Cee, BMI)**

**DOC STARK**

**Vacation Train** .....73
CAPITOL 3236 — This instrumental will appeal to a lot of deejays because of the train sound effects scattered thruout this side. Dancers will probably be more impressed with the dependable beat of the ork all the way.

**Night Ridin'....71**
Another good dance instrumental. Tenor sax and guitar have nice riffs, and again the beat is steady and comfortable.

**BILL DOGGETT**

**You Don't Know What Love Is** .....70
KING 4825—Instrumental version of a pretty standard melody. Bill Doggett does it in relaxed, sensitive fashion on the Hammond organ. **(Leeds, (ASCAP)**

**Shove Off....65**
Routine r.&b. instrumental. **(Billace, BMI)**

**WOODROW ADAMS**

**Wine Head Woman** .....69
METEOR 5018—Sincere reading of a plaintive Deep South blues with an exciting, primitive beat. **(Meteor, BMI)**

**Baby, You Just Don't Know....68**
Same comment. **(Meteor, BMI)**

**CHUCK HIGGINS BAND**

**Wetback Hop** .....69
DOOTONE 370 — Deft instrumental

*(Continued on page 58)*

DOOTONE HAS 5 BIG ONES!
1- "EDNA" The Medallions #364
2- "ALWAYS & ALWAYS" The Meadowlarks #367
3- "REELING & ROCKING" Roy Milton #369
4- "WETBACK HOP" Chuck Higgins #370
NEW RELEASE!
5- "DON'T TAKE YOUR LOVE" The Calvanes #371
DOOTONE RECORDS 9512 SOUTH CENTRAL AVE. LOS ANGELES 2, CALIF.

Imperial Has 5 Big Hits!
1. AIN'T THAT A SHAME Fats Domino #5348
2. I HEAR YOU KNOCKIN' Smiley Lewis #5356
3. ALL BY MYSELF Fats Domino #5357
4. I KNOW I WAS WRONG The Barons #5359
5. NATURAL NATURAL DITTY The Jewels #5362
Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

SAVOY SAVOY
SAVOY SEPTEMBER RELEASES!
Picked Again — Another Hit for Nappy
"WELL, WELL, WELL BABY-LA" "JUST A LITTLE LOVE" Nappy Brown Savoy 1167
The Greatest Record She Ever Made
"I'LL NEVER FORGET YOU" "I CAN'T STOP NOW" Varetta Dillard Savoy 1166
A New Vocal Sensation
"SWEETIE" "I'M SO GLAD" Irene Reid Savoy 1170
A Double Sided Smash Hit
"I WILL WAIT" "MOVE, BABY, MOVE" Larry Harrison Savoy 1171
A New Vocal Group to Remember
"THE ANGELS SENT YOU TO ME" "NIGHTTIME" The Carnations Savoy 1172
SAVOY RECORD CO. 58 MARKET ST. NEWARK, N. J.

IT'S TOPS . . .
VEE JAY #154
"PAINTED PICTURE"
with
THE SPANIELS
• Review Spotlight on . . .
RECORDS
THE SPANIELS
Painted Picture (Tollie-Tawny, BMI)—Vee Jay 154—A moving reading of a lovely ballad with excellent lyrics and soft, relaxed pacing. The lead singer's sensitive piping and delicate phrasing are particularly outstanding. Flip is "Hey, Sister Lizzie" (Tollie, BMI).
VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CAlumet 5-6141

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# The Billboard Music Popularity Charts — RHYTHM & BLUES RECORDS

## • This Week's Best Buys

### RECORDS

**ALL AROUND THE WORLD** (Clifton, BMI)—**Little Willie John—King 4818**

A new star is born. This young artist is coming thru with a big one his very first time at bat. Both New Orleans and Detroit now report the disk in their top 10. Strong reports on the record have also been returned from St. Louis, Cleveland, Cincinnati, Nashville and Durham. Flip is "Don't Leave Me, Dear" (Jay & Cee, BMI).

**TEN LONG YEARS** (Modern, BMI)—**B. B. King—RPM 437**

This master of the blues is also a master in producing hits. He has done it over and over, and here is showing once more how it's done. Having already made the Detroit territorial chart, he is also racking up good sales in Los Angeles, St. Louis, Chicago, Philadelphia, Nashville and Durham. Flip is "What Can I Do" (Modern, BMI). A previous Billboard "Spotlight" pick.

**NIP SIP** (Goday, BMI)—**The Clovers—Atlantic 1073**

The Clovers are now moving out into the stretch. A sheaf of good sales reports on their latest record has been received from all over the country. Among the areas are Pittsburgh, Buffalo, St. Louis, Atlanta, Nashville, Detroit, Philadelphia and Baltimore. Flip is "If I Could Be Loved by You" (Progressive, BMI). A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

**EL DORADOS**

**At My Front Door** (Tollie, BMI)—VeeJay 147—In this fast, swingy material the group has the possibility of hitting the big money again. Their stylized harmony has sock commercial appeal for jukes and counter customers. Flip is "What's Buggin' You, Baby?" (Tollie, BMI).

**BOBBY TUGGLE**

**The $64,000 Question** (Arc, BMI)—Checker 823—The CBS-TV show of the same title is the biggest thing around this season, and this waxing should cash in heavily on the program's publicity. Tuggle wraps up the catchy novelty in a showmanly vocal treatment. Flip is "Too Late Old Man" (Arc, BMI).

## Ratings of New Popular Albums

• Continued from page 34

out of the common run, experimental in conception.

**FRANK O'CONNOR READING TWO COMPLETE STORIES** .....60
(1-12")
Caedmon TC 1036
Those of a literary turn—who like to listen to an author reading his own work—will find no disappointment here. Frank O'Connor, reading "The Drunkard" and "My Oedipus Complex," gives a wonderful performance; one that is full of warmth and fine characterization.

### Jazz

**LOUIS ARMSTRONG AT THE CRESCENDO, VOL. 1** .....82
(1-12")
Decca DL 8168
Louis and his All-Stars, including Barney Bigard, Trummy Young, Billy Kyle, Barrett Deems, Arvell Shaw and Velma Middleton were recorded at Gene Norman's Hollywood nitery, the Crescendo. Much of the atmosphere of a live performance is in the package: it is well recorded; and it contains a dozen performances that the numerous Armstrong fans will lap up hungrily. These include "When It's Sleepy Time Down South," "Tin Roof Blues," "Don't Fence Me In," "Jeepers Creepers," "Perdido," etc. A strong package for the jazz trade.

### Country & Western

**JUST KEEP A-MOVIN'** .....85
Hank Snow (1-12")
Victor LPM 1113
The powerful country artist has a well-produced package here, containing a dozen sides, including a number of Latin-flavored pieces which should enhance sales in the pop field. Hank's fine qualities are in these grooves—his excellent diction, fine guitar work and authentic delivery. Included are "Just Keep A-Movin'," "Can't Have You Blues," "Love's Game of Let's Pretend," "Caribbean," etc. A powerhouse LP for the market.

## • Reviews of New R & B Records

• Continued from page 57

handling of an interesting theme with sassy pacing. Excellent dance wax. **(Williams, BMI)**

**Don't You Know I Love You, Baby?**....67
Effective warbling by Frank Dunn on a routine blues. **(Williams, BMI)**

**SMOKEY HOGG**

**I Declare** .....68
METEOR 5021—In this blues, Hogg wails his reasons for leaving his girl. He gives a spirited, flavorsome reading and is backed by a slow, insistent beat. **(Modern, BMI)**

**Dark Clouds**....66
Another sad blues in somewhat old-fashioned style but well presented nonetheless. **(Modern, BMI)**

**PAUL TATE**

**How Can I Love You?** .....68
CHART 603—Tate bounces thru a humorous rhythm opus. Nice beat for terpers will help it get spins. **(Sherlyn, BMI)**

**You Know I Tried**....64
A blues weeper is sensitively sung, with some fine guitar plucking behind the chanter to frame the sentimental mood. But the material isn't strong enough to sustain much action. **(Sherlyn, BMI)**

### Spiritual

**ROBERTA MARTIN SINGERS**

**Saved** .....77
APOLLO 299—With the group's remarkable contralto lead giving emphatic expression to her joy in her faith of salvation, the Singers are spurred on to an unusually fine performance. A good buy in this field. **(Martin, BMI)**

**He's Using Me**....75
The contralto soloist exchanges lead choruses with a male singer in this tasty material. The beautiful choral arrangement set to such a swingy beat frames these solos handsomely. **(Martin, BMI)**

### Sacred

**CHESTER SMITH-HAZEL HOUSER**

**Fellowship** ..... 78
CAPITOL 3227—The duo does a rousing job on this lively exhortation to love your brother and to lend him a helping hand in time of need. Smith has a large following which will appreciate his fine work on this side. **(Central, BMI)**

**Singin' My Blues to the Lord**....75
Confident that Jesus will comfort and console them, Smith and Houser pour out their troubles to Him. This also is taken at a fast clip and is handsomely backed by fiddles and guitar. **(Central, BMI)**

## VOX JOX

• Continued from page 28

Hayes, Fred Walters and Don Runyon. . . . Sherm Feller, WVDA, Boston, is starting a new Monday thru Friday live program, tagged "Feller and His Girl," with Judy Valentine this week at 5:30 p.m. Deejay Feller points out that the recordless show will compete against 13 platter shows on rival stations at that time. . . . Jeff Evans, who is doing both radio and TV at WUSN and WUSN-TV, Charleston, S. C., writes, "I can use 8 by 10 photos of recording artists, plus LP covers. The jackets make excellent video effects for set decoration or background during record plays."

**Lonny Starr, WNEW, New York, was appointed publicity chairman for the Long Island PGA Open Golf Tournament to be held September 28-October 2 at the Huntington Crescent Club, Huntington, L. I. Starr will handle radio, TV and newsreels. . . . Harold Bledsoe, formerly with WEWO, Laurinburg, N. C., has entered the U. S. Air Force. Bill Owesby, ex-staffer at WBRM, Marion, N. C., has replaced him at WEWO. . . . Jack Low, KGMS, Sacramento, is running a commuter's run between Sacramento and Statline, Nev., to interview record artists appearing at Stateline. . . . Joe Ryan, WALL, Middletown, N. Y., goes full-time with his daily four-hour afternoon show immediately following the World Series.**

Lots of changes at WSAL, Logansport, Ind., where sales exec Dick Jackson has moved up to station manager, deejay Vic Sterling has moved over to sales, Ted Burklund has returned to take over the afternoon shift and Sam King, formerly with WFTM, Maysville, Ky., has replaced Gerald Sweet on the night shift, while Sweet returns to college. . . . Jack Dill has moved from WKHM, Jackson, Mich., to KLMS, Lincoln, Neb. . . . Jack McGeehan has rejoined KEYZ, Williston, N. D. . . . Bob Allen, ex-KMAC, San Antonio, deejay, has joined KWBU, Corpus Christi, Tex., as morning spinner. . . . Jerry Little, formerly with WTNS, Coshocton, O., has moved to WCOJ, Coatsville, Pa.

**Gerry Spinn, WTBO, Cumberland, Md., has taken over the afternoon and late shows on the station after doing the morning show for 10 months. Jim Martin is WTBO's new morning man. . . . Jim Carrington, KBUN, Bemidji, Minn., has started two new shows, "Glenn Miller Time" and "Music for Milady." Carrington says he can use "any Miller disks floating around."**

### YESTERYEAR'S TOPS—

**The nation's top tunes on records as reported in The Billboard**

SEPTEMBER 15, 1945:

1. On the Atchinson, Topeka and Sante Fe
2. Till the End of Time
3. If I Loved You
4. Gotta Be This or That
5. I'm Gonna Love That Guy
6. Along the Navajo Trial
7. Sentimental Journey
8. There Must Be a Way
9. I Wish I Knew
10. The More I See You
11. Chopin's Polonaise
12. There's No You
13. Dream
14. Bell-Bottom Trousers
15. There! I've Said It Again

SEPTEMBER 16, 1950:

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Bonaparte's Retreat
7. Count Every Star
8. All My Love
9. Can Anyone Explain?
10. La Vie En Rose


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# HOCUS-POCUS

By BILL SACHS

McDONALD BIRCH and wife, Mabel Sperry, cracked the season with their new full-evening show at Huntington, W. Va., last week. They've been off the road and relaxing at their summer home at Malta, O., since last Thanksgiving, when they closed their brief season. The new Birch vehicle is one of the largest full-evening magic attractions on the road today. **N. P. Patton,** who has booked for the Birches several years, when he could take time off from his school assembly business, has sold out his Carolina Assembly Bureau and will devote his full time to handling the Birch company. Instead of their usual 10-week season, the Birches this season will work a full schedule. They have three weeks in West Virginia, two weeks in Virginia, and then invade the Carolinas, where they will play until the holidays. Early in the new year the Birches begin a 10-week trek thru the South, including a solid route thru Florida. . . . **The Great Jarvis** played the recent Eastern Tennessee Fair, Kingsport, doing two a night in the Home Center show. . . . **Duke Hickey,** who as **Langley the Magician** toured for a number of years with the late **C. A. George Newmann,** magician-mentalist, is now an executive with Universal Pictures, with headquarters in Cleveland.

MILBOURNE CHRISTOPHER guested on "What's the Story?" over the Du Mont TV network Friday night, September 2, and also appeared in a similar capacity on the **Robert Q. Lewis** TVer recently. Mil also appeared in the musical, "The Magic Touch," sponsored by Talon Magic-Tab Zippers and presented recently at Le Ruban Bleu and Macy's in New York. A 500-seat auditorium at Macy's had turnaway crowds for a week. August issue of Advertising Requirements magazine carried a two-page story on Christopher's "Trade Show Trickery," and **Joe Kaselow** devoted his whole column in The New York Herald-Tribune recently to Mil's magic advertising activities. . . . **Frances R. Francis (Lady Frances),** after a swing thru Northern California, Oregon and Washington, has returned to San Francisco. She'll work that sector thru September. . . . **Lee Rutherford,** youngster out of Bristol, Va., is slowly but patiently gathering material for an escape act which he plans to launch soon. He visited recently with escapologist **Doc Weiss** in New York. . . . The **Rev. Dana M. Pankey,** still mending from a stroke suffered more than a year ago, has instituted a hobby of collecting magic memorabilia, and would appreciate receiving photos, letterheads, heralds and the like. His address is 2130 E. Jefferson, Phoenix, Ariz. . . . **Howard C. Hampton,** of Frenchtown, N. J., reports that **Lee Richards,** magician, suffered considerable loss recently when the rampaging Delaware River flooded his apartment there with more than nine feet of muddy water. Lee's brand new furniture and a new club act, the latter valued at $200, was destroyed. Richards and his wife, **Shirley,** and their two-year-old son are staying at the home of **Robert Keeler** at 520 Church Street, Easton, Pa. . . . **Preston the Magician** typewrites from his native Pineville, Ky.: "While vacationing recently in Myrtle Beach, S. C., I caught **Jimae the Magician,** who did a smooth act aided by his son, **Gene Jimae,** who stole the show with his harmonica. I also caught **Lou Meyer,** who was exceptionally well received with his comedy magic and juggling turn."

# BURLESQUE BITS

By UNO

**Pearl Dorothy Blissak,** an usherette and a recent employee at the Academy of Music, New York, won her first beauty contest held aboard the S. S. Liberty Belle, last Friday (2). It was one of the Wilson Line's special moonlight cruises, and the contest was for the title of College Queen. The finals for which are to be decided a week later at Asbury Park, N. J. Conducted by **Max Rosey,** the contestants included 10 girls from New York and five from New Jersey. Traffic Manager **Frank B. Jordan Jr.,** for the Wilson, assisted in the details. Among the judges were columnist and cartoonist **Joe Kaliff** and photog **Bruno,** of Hollywood. **Art Ford** was the emsee; **Bob Eberly,** the vocalist; **Jeanne Koelsch,** official scorer, and **Meyer Davis** and his ork supplied the music. Three celebs among the invited guests were **Marie Stuchlak Tomescu, Martha Phillips** and **Harry Szerlip,** famous magician. Other winners in the hunt for the prettiest and brainiest college girl in the country were **Elsie Anderson** and **Margot Donnelly,** each a first pick. . . . **Harry (Stinky) Fields,** comic, has a new teammate this season in **Jimmie Pinto,** for a tour of the Hirst circuit. . . . **Paul DeWitt,** of the vocal group the **Three Songsters,** of which **Buddy Allen** is the manager, severed his connections for a position, on the West Coast as program director for radio and TV station KERO, Bakersfield, Calif. . . . **Buddy O'Day** and **Terry Lee,** who are Mr. and Mrs. W. F. Tachett, are the new parents of **William Edward,** born August 31. . . . **Lee Clifford,** formerly partnered with comic **Al Anger** in a vaude act, is a new straight man in a Hirst wheel unit. A prior burly appearance was in stock at the Roxy, Montreal.

**Darlene Drake** is making her initial appearance as a feature strip on the circuits. Born in Lowell, Mass., she rose to headline prominence from a showgirl in New York niteries. Her bookings are thru **Milt Schuster** and **Lew Miller.** . . . **Jerry Paulos** and his new vocal act mixed with impersonations, has been held over for two more weeks at **Lo Curto's** Hawaiian Gardens, San Jose, Calif. His placement there was thru **Hal Morris,** West Coast agent, who also has Paulos wife, **Beat Sweet,** as feature at the El Rey, Oakland, Calif. from September 9 to 22. . . . **Niky Biair** has joined the stock cast at the Stone, Detroit, as a new strip and as a replacement for **Peggy Carr** on a vacation for a few weeks after a stay of several months. A visitor backstage recently for a chat with **Tanya Grace,** featured attraction, was **Earl Bostic,** ork leader, currently appearing in Detroit. . . . **Bob Corash,** Denver agent, last week booked **Gilda** into the new Chez Paree in downtown Denver for a limited stay. Gilda, who was the former **Shirley Jean** in "Our Gang" comedies, has been playing the nitery circuit for over two years as an exotic. On the same bill is **Don Costello,** comic, dancer and musician. . . . **Joey Faye,** heretofore an eccentric comedian, will adopt a complete transformation in character when he becomes the villain, a leading role in a new musical, "The Amazing Adele." Rehearsals start on October 18 under the overall supervision of **Herb Ross.** . . . **Rusty Lane,** billed as "The Flaming Duchess of Disrobe," started an indefinite stay September 1 at the Frolics nitery in Cicero, Ill. She follows this with 10 weeks' tour of the circuits as top feature. Other principals at the Frolics are **Gigi Moore, Ninon, Crystal Wade, Jo-Anne Dare, Bobby Young** and **Julia Bryant.**

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Write the Manager

**EMPRESS BURLESK THEATRE**

540 Woodward Ave. Detroit 26, Mich.

# FOLK TALENT AND TUNES

• *Continued from page 56*

who twirls 'em over WMRI, Marion, Ind., on WMRI's "Hoosier Barn Dance," broadcast every Saturday night from 6:15-7:15. Program is completely sponsored, says Wayne. . . . WLAY's **Peanut Faircloth** communiques the following from Muscle Shoals, Ala.: "One of the largest promotions I've seen in many a day was brought here recently by **Bob Neal,** Memphis disk jockey. Show was staged in the Sheffield Community Center, and the cast included **Webb Pierce, Elvis Presley, Johnny Cash** (new Sun Artist), **Bud Deckleman** and **Wanda Jackson.** Each of the artists had his own respective band. S.r.o. was registered at two shows. I did a guest shot on the Pierce seg, and **Red Sovine** was there fronting Pierce's band. I came here from WRDW, Augusta, Ga., May 15, and have been rather busy learning the job of program director. This station has no 45 r.p.m. equipment as yet, but it's on order. We are getting a few 45 releases and we're stockpiling them toward the day when the 45 tables are installed. We can use wax from all of the companies. If they can send 78's, it would be appreciated. I have a new release out on Bibletone, 'I Know the Lord Will Stand by Me' b/w 'Ranch House in Heaven.' Will send anyone a copy if they'd like."

**Dick Stuart,** WMPS, Memphis, writes: "The biggest country show ever to play Memphis pulled a record-breaking crowd of over 4,000 people to the **Bob Neal** 'Eighth Anniversary Jamboree' recently at Overton Park Shell. **Webb Pierce, Elvis Presley, Jim Wilson, Sonny James, Bud Deckleman, Red Sovine, Wanda Jackson, Charlie Feathers, Texas Bill Strength** and **Johnny Cash** kept the crowd on the edge of their seats for well over three hours, despite threatening skys. On the Neal anniversary one year ago, Elvis Presley made his debut, and was a sensation. This year Johnny Cash broke thru as the outstanding new act in Memphis. I'm handling him."

**Ed Lupman,** news director of WTUX, Wilmington, Del., who also spins the station's "Saturday Jamboree," reports a good mail pull from a five-State area and says the record companies are keeping him well supplied with the platters. . . . **Bill Lowery,** country spinner at WEAS, Atlanta, recently gave up his two daily TV shows on WLW-A-TV, Atlanta, to devote more time to his country music firm. Latest numbers published by his Lowery Music Company are "Kiss the Baby Good Night," recorded by **Charline Arthur** on RCA Victor; "You, Nobody But You," by **Wesley and Marilyn Tuttle** on Capitol, and "You Got to Have Religion," by the **Smith Brothers** on Capitol. Meanwhile, Lowery continues his deejay show on WEAS.

**Steve Briar,** program director of WMAK, Nashville, informs that **Joan Hager,** local lass, is beginning to move in the area with her Mercury recording of "Beggars Can't Be Choosers." . . . **Nathan Street** reports from WKSR, Pulaski, Tenn., that **Corky Hoover,** a fellow staffer, is doing the "Rise 'n' Shine Frolic" show daily from 5:30 to 7 a.m. It's strictly hillbilly and gospel. . . . **Thom Hall** infos that he visited "Grand Ole Opry" in Nashville during his recent vacation, and also took in the **Chet Atkins** Fan Club convention. Recent visitors at Hall's mike at WKYW, Louisville, have included **Texas Bill Strength** and **Tom Tall.**

**Leon Sanders,** KDET, Center, Tex., typewrites: "I was married recently to **Sally Lee** in a quiet, simple ceremony, but as soon as I left the station, my collegues began announcing the news every 15 minutes. Suspecting this, I led them to believe the wedding would be at 8 p.m. By that time we were on our honeymoon." . . . **Russell Sims,** of Sims Record Company, Sun Valley, Calif., dropped in on **Roger Flemmer** at KDIX, Dickinson, N. D., recently.

# THE FINAL CURTAIN

**BERNSTEIN—Mrs. Aline,**
74, one of legit's leading scenic and costume designers, September 7 in New York. Adopting the scenic-costume field as her career at the age of 40, she first gained recognition at the Neighborhood Playhouse and for her work on "The Dybbuk," "The Little Clay Cart" and "The Grand Street Follies." Broadway knew her work on such successes as "Reunion in Vienna," "The Animal Kingdom," "The Cherry Orchard," "Grand Hotel" and, most recently, "Regina," "The Happy Time," "An Enemy of the People" and "Mary Rose," to name only a few. The author of two novels and an autobiography, she also was one of the founders of the Museum of Costume Art. Her husband, a daughter and a sister survive.

**BRAHAM—Horace,**
59, veteran character actor, September 7 in New York. He was forced to leave the cast of Broadway's "Witness for the Prosecution" in May due to illness. With two years' stage background in his native England, Braham made his Broadway debut in 1914 in "Consequences," later appearing in "Androcles and the Lion," "She Stoops to Conquer," "Street Scene," "Scarlet Sister Mary," "The Man Who Married a Dumb Wife," "Yoshe Kalb," "The Gold Diggers" and many others. Radio and TV had used his talents often and he was also a lecturer in drama at Columbia University, New York. At his death he was a member of the board of directors of the American Federation of Television and Radio Actors. His widow and a brother survive.

**BRIGHT—Danny,**
truck driver on the Page & Ferris Combined Shows, recently in Dunkirk, N. Y., of injuries sustained in an automobile accident there. (**Details in Carnival section.**)

**BROOKS, Mrs. Christine K.,**
77, voice coach for over 25 years, September 3 in New York. She had appeared for a number of years on Broadway and was an understudy to Julia Marlowe. Among her students are Fredric March, Dorothy Stickney and Gertrude Lawrence. A sister survives.

**BROWN—Mrs. George E.,**
73, retired concert singer who sang under the name of Betsy Lane Sheperd, August 29 in New York. She was the widow of George E. Brown, concert manager, and had recorded for the Edison Phonograph Company. A daughter survives.

**FRIEDBERG—Milton H.,**
55, first president of the Barnum Festival Society, Bridgeport, Conn., sponsors of the annual Barnum Festival in honor of the late P. T. Barnum, September 1 in Bridgeport. Survived by his widow, a son, and two daughters. Burial in Bnai Israel Cemetery, Fairfield, Conn.

**GOULD—Walter,**
53, for many years a business executive of United Artists Corporation and allied motion picture companies, September 5 in New York. He had served as acting vice-president of International - United Productions, Inc., and had been vice-president of James A. Davidson Management, Inc., and then assistant to Walter P. Chrysler Jr., executive vice-president of Entertainment Management Corporation.

**HARDWAY—Robert Hamilton,**
72, retired stage and radio actor and radio script writer, August 22 in Phoenix, Ariz., of a heart ailment. A veteran of more than 50 years on the stage, he appeared on Broadway with such stars as Constance Collier, Richard Mansfield, Richard Bennett, William S. Hart, George Arliss and Lenore Ulrich. He was a member of the original cast of the Michiana Shores Theater, where he appeared in "Idiot's Delight," "Susan and God," "Criminal at Large," "Ah, Wilderness" and "You Can't Take It With You." After 1930, Hardaway spent many years as a radio writer. As a radio actor, he was heard regularly in 'Wishing Well," "Court of Missing Heirs," "First Nighter" and "Curtain Time." Survived by his widow, Melba; two sons, John M. and Robert L., and two brothers and two sisters.

**HARTMAN—Harry,**
54, pioneer Cincinnati radio announcer, September 9 in that city of a heart ailment. Starting in the radio business in 1928, he became widely known for his broadcasts of the Cincinnati Redlegs baseball games over Station WFBE, Cincinnati (later WCPO). He retired from broadcasting in 1942 but continued on in radio as a time salesman with the above station. Survived by his widow, Tillie; a son, Gary, and a daughter, Mrs. Elaine Dietch. Burial September 11 in Covedale Cemetery, Cincinnati.

**HUND—Herbert,**
62, Detroit night spot operator, September 4 in that city. He was the principal owner of Hund's Restaurant, Northwood Inn and the Club Oakley, all in the Detroit area. Survived by his widow, Helen. Burial in Woodlawn Cemetery, Detroit.

## BIRTHS

**CAPELL—**
A son, Teddy Nolan, to Mr. and Mrs. Jack Capell recently in Okmulgee, Okla. Father is part-owner of Capell Bros.' Circus.

**SORET—**
A son, Joseph M., to Mr. and Mrs. Joseph Soret August 27 in General Hospital, Paris, Tenn. Father is concessionaire on Metropolitan Shows.

**KIRWAN—Joseph,**
65, veteran circus and carnival showman, September 7 in Indianapolis. Survived by his widow, a daughter, a brother, and a sister. Burial in Indianapolis

**KLEINOSCHEGG—Willi,**
69, East German actor who won the 1951 national prize for playing Lenin in the Soviet play "The Chimes of the Kremlin," reported September 3 from London.

**LAMY—Arthur,**
65, retired circus performer, August 21 in Quincy, Ill. Starting out in show business at the age of 10, he was a trapeze performer with the then famous Flying Baldwins. In 1903 he and his three brothers, Maurice, Carl and Eddie, formed their own tumbling group and were headlined in many big shows. Later they developed an aerial act and played with many circuses in the United States, Europe and Australia. The group retired from show business in 1941. In addition to his brothers, he is survived by his widow, his mother, two sisters, Erna Lamy; and Mrs. Elmo Ernst; and a stepson, William DeMoss.

**I DID REMEMBER!**

***(But Who Forgot?)***

**Killed Sept. 13, 1953, Paris, Tex.**

**Forever in my memory—a Brother,**

**BILLY LOGSDON**

**LANSDALE—Harry,**
17, widely known Cincinnati musician and band leader, recently of injuries sustained in an automobile accident in that city. Altho very young, he was an accomplished trumpet player and directed the band on the "Bud Chase Show" on Station WCPO-TV, Cincinnati.

**MACKAY—Eugene,**
25, Detroit theatrical display designer, recently in Detroit of injuries sustained in an automobile accident near Alphina, Mich. Survived by his father.

***In Memory***
**Of Beloved Husband**
**JOE PONTICO**
**Who passed away Sept. 11, 1953.**
**"Dear, we miss you very much."**
**Mrs. Joe Pontico and Louise**

**RECORD—Ford,**
stage manager of the Masonic Temple, Detroit, September 7 in that city. Survived by his widow, Irene. Interment in Oak View Cemetery, Detroit.

**RILEY—Mrs. Lou,**
wife of Lou Riley, owner of the Dumont Shows, recently in Greenville, Tenn.

**ROGERS—Roy T.,**
head usher at Olympia Stadium, Detroit, September 6 in that city. Survived by his widow, May, and a daughter, Lois. Burial in Grand Lawn Cemetery, Detroit.

**SCHMOEGER—Fred A.,**
77, circus fan who said he saw Ringling's circus each year from 1884 thru 1954, at Sterling, Ill., September 8 after a long illness. He was a friend of the late Charles Kannally, secretary to John Ringling, and often traveled with the show.

**SHUBERT—Harold,**
55, retired stage actor recently in Colorado Springs, Colo. He was the original "Abie" of "Abie's Irish Rose" and played the part during the show's entire five-year run on Broadway. He retired from the stage a short time after the show closed in 1928 and later became director of the Columbia Broadcasting station in Omaha. At the time of his death, he was the night ticket agent at the Greyhound Bus Terminal, Colorado Springs.

**SPENCER—Miles C.,**
71, former motion picture actor, September 5 in Detroit. He was a stunt rider in Western films in the silent motion picture area. Survived by his daughter, Mrs. Joan Ramsay.

**SPRAGUE—Edward F.,**
70, veteran billposter with the Clyde Beatty Circus, August 13 in Cheyenne, Wyo. Before joining the Beatty show, he had worked advance on the Russell Bros.', C. R. Montgomery and King Bros.' circuses. Survived by his son, Herb, and a daughter, Mrs. Vergie Rhinehart, both of Cheyenne. Burial August 15 in Cheyenne.

**HERBERT PENCE**

To all the dear friends of my late departed husband, Herb Pence, please accept this regrettable belated thanks and appreciation for your many kind words of condolence, the beautiful flowers and your offers of help during my dark hours. I appreciate them so much and as time goes on I shall thank each one personally.

**MRS. HERBERT PENCE**

15559 SO. PARK AVE. E. DETROIT, MICH.

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# MINNESOTA STATE FAIR CRACKS MILLION MARK

## Receipts Hit New Record $868,000; Royal American Grosses $306,968

ST. PAUL, Sept. 10.—The long-sought one-million-paid attendance mark was cracked here by the 94th annual Minnesota State Fair which wound up its 10-day Labor Day (5) in a blaze of shattered records, including a new all-time high gross for midway business by Royal American Shows.

The 10-day attendance thru the everybody-pays 50-cent gate totaled 1,007,101, an increase of 60,536 over the previous high attendance of 946,565 set in 1954.

Royal American Shows grossed $306,968 on the midway to surpass the previous high gross of $283,008 set in 1947. The 1954 midway gross was $273,433.

RAS also set a new one-day gross receipts record of $46,000 Sunday (4), to top the previous high of $41,213 established on the second Sunday in 1948.

Other records that fell in the wake of the one-million audited paid admissions were:

**Single Day Record**

New one-day all-time high outside gate attendance of 159,748 on Sunday (4). Previous high was 146,790 set on opening Sunday, 1951. Fair's records show an "estimated" 200,000 throng on Labor Day, 1919, when the mob broke down the fence, but Douglas K. Baldwin, fair board secretary, pointed out attendance figures in those days were mere estimates and not audited figures.

New opening day high attendance of 89,813 on Saturday, August 27. Previous high was 88,448 set last year. New Kids' Day record attendance of 89,068 set Monday, August 29, replacing 80,430 previous high set in 1954. New Thursday (1) high of 104,470, to beat the 98,701 figure of last year. New over-all gross receipts from outside gates, carnival, grandstand, horse shows and special attractions of $868,000. Previous peak, set in 1954, was $829,000. New record for concession space rentals of $250,000, up 10 per cent over the 1954 peak of $236,000. New day grandstand attendance mark of 193,957, replacing the 1954 peak of 182,545.

New day grandstand receipts record of $207,000. Prior high was $195,000 in 1954. New single day grandstand attendance of 30,290 set Sunday (4). Previous high was 28,955 set on the second Sunday in 1954. New horse show attendance figure of 37,000. Previous high was 34,000 set last year.

**Ideal Weather**

Baldwin, still scratching his head to make certain that the one-million-mark record is not a dream, said several factors entered into the new attendance peak and other records set by the 1955 fair.

"This year we had a 10-day package of weather which every fair man prays for," he said. "Rain came at the right time. The hot weather leveled off just in time. Crops were two weeks early. Night rains, which didn't hurt our attendance, made the fields unworkable the next morning and farmers came to see the fair instead.

"We had no polio of any great extent in Minnesota, nor any other epidemic scares. Newspaper, radio and television publicity thruout Minnesota told our story well in advance and during the fair, so that almost everyone knew about it and found something of interest for himself, his family or

(Continued on page 64)

# Ringling, Sheriff Break Union Try To Stop Show Move

## Karsh, Kane Lead Frisco Fracas; Bulls Bolt; Train Late; Lose Show

LOS ANGELES, Sept. 10. — Picketing of Ringling Bros. and Barnum & Bailey Circus was resumed by the Teamsters' Union here Thursday (8), following an outbreak of near-violence in San Francisco Monday (5) as the circus moved from the Cow Palace.

Business for the show was generally light. However, informed sources said that picketing apparently had had little affect on attendance. The small to fair crowds were seen as a continuation of the show's season-long experience.

**Eventful Week**

In the action-filled week, the circus experienced an earthquake while in San Francisco Sunday (4).

Two men were injured when seven elephants bolted, and a man was clawed by a lion.

Seat wagons came lose from flat cars when a locomotive engineer jammed on his breaks. The delay forced cancellation of a matinee.

Abnormally hot weather struck California as the show reached San Francisco but abated somewhat after it opened in Los Angeles.

Attempting to organize working departments of the show under Local 477 of the Teamsters are Harry Karsh, head of the Local, and Joe (Killer) Kane, former Ringling employee. Karsh stated that they expected to continue their picketing thruout the season if necessary.

**Block Doorway**

At San Francisco, there was little action on the picket line until the show began moving out of the Cow Palace. One doorway is available to the show for moving cookhouse wagons and other equipment which are loaded early.

As the first wagons and trucks were assembled near the door, Karsh, Kane and others formed elbow-to-elbow across the door, blocking it, and shouting that they would not move.

Michael Burke, executive director of the circus, and Noyelles Burkhart, adjuster, came on the scene and spoke briefly with Karsh and Kane. After a total delay of about an hour, Manager Lloyd Morgan signaled the driver of the first truck to pull out with three cookhouse wagons. Pickets blocked the way and the truck came up to them. Morgan asked Sheriff Earl B. Whitmore for road clearance. Pickets still refused to move, and they were shoved aside by the oncoming truck. It and several other trucks with wagons proceeded to the runs without further incident.

When a tractor pulling a proper-

(Continued on page 80)

# Strong Finish Gives Syracuse Peak Gate

## Attendance Is Estimated at 462,000; Phil Spitalny Ork Clicks as Free Lure

SYRACUSE, Sept. 10.—At midday today, the closing day, the eight-day New York State Fair appeared to have bagged a new all-time attendance record.

The old mark, set last year, was 446,562. Going into the final day, the gate count stood at 392,548, with a gate of 56,014 needed today to equal that tally. At mid-afternoon today William F Baker, fair director, estimated the day's turnout would hit 70,000, which would put the final count at about 462,000, up 16,000 from last year's peak.

Clear weather prevailed thruout. Nights, as usual here, turned cool, and this, as in the past held the night grandstand crowds to about the same levels as in former years.

Biggest hit of the fair was a free offering, Phil Spitalny and His All-Girl Orchestra, presented twice daily in Empire Court in a new band shell erected this year. The Spitalny ork thronged Empire Court afternoon and night, and the fair's management was extremely pleased with the reception given the orchestra.

In the coliseum, the Mariners, in two nights, played to excellent crowds. Dorothy Collins, in two nights early, played to a capacity crowd one night, following a relatively light crowd the previous night, when the show was delayed about an hour due to a late clearance of cattle judging and the installation of the stage.

Supporting acts for the coliseum offerings, all of which were booked in by George A. Hamid, of the New York agency bearing his name, included the Cardinals, xylophone and dance novelty; Linon, bounding rope-pantomime; Pedro and Durand, knockabout comedy; Honey Girls, acrobatic, and John Barry, emsee, plus a 22-gal line and a band headed by Charlie Basile.

Only other pro talent offered in the coliseum was Stan Kenton's ork in for dancing closing night.

Grandstand fare consisted of three afternoons of auto racing, all staged by Ira Vail, and these

(Continued on page 62)

# Detroit Cele Pulls 250,000

DETROIT, Sept. 10.—Riverama, projected as an annual festival here, drew an estimated 250,000 people to its initial run this year, R. T. Johnston, general chairman, announced in a summary report. The turnouts attended Al Sheehan's water and swim show on Belle Isle and the Riverama Theater on the downtown waterfront.

The festival made the nut, according to Johnston. Receipts from the swim show, other events and concessions made up the difference between the underwriting by the city of $69,500 and donations of $105,000 by private individuals. Total cost of the event was placed at $315,000.

The Sheehan show, originally scheduled to close August 30, was extended three days. Attendance for the 18 performances was reported as upward of 75,000.

# Houston Rodeo Has 79G Sale for Feb.; Roy Rogers Coming

HOUSTON, Sept. 10.—Advance sale for next February's Houston Fat Stock Show and Rodeo already has exceeded $79,000, according to Herman Engel, general manager.

The big cash score six months ahead of the event is the best in the event's 23-year history. This is the first time reserved seats have been sold in books good for the 12-day, 18-performance run of the show.

Heading up the show this year will be Roy Rogers and Dale Evans.

# Michigan State 17% Ahead First 6 Days

## Five Factors Contribute to Greatly Improved Amusement Spending on Midway

DETROIT, Sept. 10.—Paced by a sock opening, the 106th Michigan State Fair drew 320,976 paid admissions in its first six days, an increase of 17 per cent, contrasted to a 17 per cent drop in the same period last year. Every day except Wednesday showed an increase.

Total attendance was 554,669, including 223,693 unpaid admissions, mostly children. Ratio of kids to adults is running better than 50 per cent, compared to 43 per cent in former years, drawn by new kiddie attractions.

Weather was clear and sunny, with temperatures daily reaching 80 until Tuesday.

Increase in midway and other amusement spending outpaced gate pickup percentagewise. General economic atmosphere was favorable, following earlier Ford and General Motors labor settlements,

(Continued on page 63)

# Hamid Names Allen, Acquires WOM Units for Dominican Fair

## Plans Set for Staging Full Amusement Zone At Government-Sponsored World Fair

RUTLAND, Vt., Sept. 10. — Plans for formation of the full amusement zone at the International Peace and Progress World's Fair, a winter event sponsored by the Dominican Republic, moved ahead here this week when George A. Hamid, the contracting agent, named Bernard (Bucky) Allen general manager of the fun zone and completed arrangements for the use of ride and power equipment with Frank Bergen, owner of the World of Mirth Shows.

The event, which will be held in the capital, Ciudad Trujillo, from December 20 thru February 27, reportedly represents a government investment of nearly $40,000,000. Its purpose is to foster trade and tourist interest and the attendance is expected to approximate two-thirds of the republic's total population of about 3,000,000, since visitors from adjoining islands and the mainland are expected to number in the thousands.

While basic units, including 12 major and 10 kiddie rides plus six diesel units will be furnished by the World of Mirth, Hamid and Allen said considerable other equipment, including ride units, will be booked thru individuals.

**Concessions Open**

Eating and games concessions and novelties are also open, they said. The potential of the event has been carefully gauged by Hamid, who visited the site several weeks ago to complete arrangements with government officials. Allen will fly down to study the layout in the next few weeks. Contracted units will be limited to one of a kind and the over-all size of the amusement zone will be strictly

(Continued on page 72)

*TOP BALLYHOO*

# Steve Allen's 'Tonight' for Eastern States

NEW YORK, Sept. 10.—Arrangements were completed this week for the telecasting of the Steve Allen "Tonight" show from the grounds of the Eastern States Exposition, West Springfield, Mass., next Saturday night (17). The NBC coast-to-coast feature will eminate from the Coliseum on the grounds only hours before the opening of the exposition.

The popularity of the show and the timing of its airing probably make it the best single publicity hit of the current fair season.

Jack Reynolds, fair's general manager, set the deal after lengthy negotiation. Allen and his full New York cast will participate in the show.

Admission to the viewing will be by invitation only. The fair will stick to its usual opening schedule and will not attempt to build a preview around the presentation of "Tonight."

# Pittsburgh Sets Attendance At Million Mark

PITTSBURGH, Sept. 10.—The Allegheny County Fair, Pittsburgh's big annual free event, closed its five-day run here Labor Day after drawing an estimated 1,000,000 patrons. Sunday (4) was one of the biggest days of the run, with George E. Kelly, manager, estimating that from 175,000 to 200,000 people swarmed over the grounds and took advantage of the free grandstand shows.

Over the final weekend automobiles were lined up bumper-to-bumper for a distance upward of two miles. Popular grandstand attractions, in addition to the giant line-up of variety acts, were the Western Roundup Show and the State Police Show. Kelly reported that concessions were up close to 20 per cent in general.

Main problem for next year will be the expansion of parking facilities, Kelly said. The present space holds 40,000 cars, but the location is remote and many patrons are forced to hoof it for a half mile.

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| 2 | Art Forcier | Minn. | #5 | 684.75 |
| 3 | E. Browning | Ore. | #5 | 650.40 |
| 4 | H. Bartholomew | Iowa | #5 | 517.00 |
| 5 | Chas. Miller | Wis. | #5 | 507.05 |
| 6 | W. Anderson | Ohio | #5 | 500.00 |

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# Heat Wilts Oregon State Attendance

## 100-Degree Temps Cut Gate 33,725 First Four Days

SALEM, Ore., Sept. 10.—The 90th Oregon State Fair opened with a bang Saturday (3), pulling 41,070 the first day against an opening crowd of 40,330 a year ago. Then the heat set in, and attendance began to wilt, with first four days totaling 192,360 against 226,085 for the comparable period a year ago.

By Wednesday (7) the 100-degree temperatures had begun to moderate and attendance began to recover.

Labor Day, the biggest of the eight-day run, saw a gate of 57,530, compared with 73,230 last year.

Despite the attendance slump, the pari-mutuel handle was higher than a year ago, the Labor Day total of $172,492 setting an all-time one-day record. For the first three days (no racing on Sundays) this year's handle totaled $362,643 compared with $315,213 a year ago, every day showing an increase. These gains were made despite a slump in race attendance, 12,401 for three days compared with 12,815 the first three days of 1954. Opening day race crowds, however, were larger than a year ago, 3,616 to 3,452.

### Circus Slumps

The twice-daily circus fell far short of pulling last year's crowds, the four-day total being 14,501 compared with 19,691 a year ago. The Bailey Bros. and Cristiani Combined Circus was used in the stadium, again replacing, as last year, the rodeo. Circus matinees competed with afternoon horse racing, and the evening circus had to buck the Helene Hughes Revue in the grandstand.

Revue attendace also fell below a year ago, biggest day being Sunday (4) with 4,788 compared with 5,049 a year ago. Acts included Day, Dawn and Dusk, vocal group; Los Gatos, acrobatic trio; Zippy, the Chimp; the Shepard Brothers, Swiss bell ringers; Fred Sanborn, xylophone comedian; Johnny Matson, emsee and instrumental soloist; Mason-Kahn Dancers, and music by Jack Seltenridge orchestra.

The attendance slump failed to slow the carnival. K. R. Anderson, head of Rainier Shows, said his four-day gross equaled all eight days of last year. This increase in spending was not borne out, with concessionaires, food and drink people finding their gross down about in proportion to the fall-off in attendance.

### Band Concert

An innovation this year was a free outdoor band concert from 4 to 5:30 p.m. daily, which Fair Manager Leo Spitzbart said proved popular among the fairgoers. The band was fronted by Monte Brooks, of Portland.

Last year's innovation, a rearrangement of the midway that opened up the attractions thru reduction in number, was continued this year with resultant benefits to appearance and fairgoers' enjoyment. The additional space for each unit eliminated the human bottlenecks of former years, leaving the rides in the center of the midway and the concessions having a circular arrangement that kept the crowds moving smoothly.

---

**John F. Pendergast** and **Chuck Elwell**, fans, saw Mills Bros. in North Adams, Mass., and visited **Buck Leahy. Steve Hills** clowned at Troy and North Adams.

# IOWA STATE GATE DIPS TO 505,050

## Net Profit Estimated at $50,000; ACA, Auto Races Lead as $$ Makers

DES MOINES, Sept. 10.—The Iowa State Fair, after a slow start, gathered momentum and closed its 10-day stand Labor Day with 505,050 paid customers, making the fifth straight year it has exceeded the half-million mark, attendance-wise.

A terrific heat wave contributed to the slow start but after cooler weather arrived business picked up and the final Saturday and Sunday business was heavy to put the fair over the half-million mark and racked up an estimated $50,000 profit.

The 505,050 admissions was sharply off the record-breaking centennial fair of 1954 which also included a visit by President Eisenhower. The '54 figure, which was a record, was 607,112. This year's figure, however, was comparable to 511,008 in '53 and fair execs actually made comparisons with two years ago instead of the centennial fair.

The profit of $50,000 also compared with $58,358 made two years ago and with the weather angle and a 10-day run involved fair officials were happy to end up in the black instead of the red.

### Midway Wins

Apparently the two factors pulling up the fair at the close were the tremendous business done by the Amusement Company of America on the midway, pulling within 2 per cent of its '54 business and far ahead of the 1953 take, and a terrific gate Sunday night for Al Sweeney's auto races under the lights.

The Sunday night races pulled 22,768, which was only about 200 under the all-time high for any grandstand show. In fact, it was the largest nighttime attendance in the grandstand and the $27,600 take was the largest grandstand take for any single show.

The '55 exposition failed to equal '54 attendance figures on any single day—which demonstrated the pulling power of the centennial fair a year ago. Altho this year's fair had 76,901 paid customers on the final Saturday, this was under the record 95,882 a year ago, and the final Sunday crowd of 68,185 was big but under the 73,547 reached on that day in 1954.

### Holiday Light

The Monday-Labor Day crowd was again a disappointment to fair officials, with only 24,103 paying to go thru the turnstiles. Since the fair board changed the Iowa fair from a Friday-thru-Friday to a Saturday-thru-Labor Day affair in '51, the closing holiday crowd has been a disappointment. In fact, each year the attendance has been dropping off, instead of building up. The first year, 41,760 paid on Labor Day. Except, for 30,013 last year, there has been a drop-off each year.

It had been expected that auto races under the lights on the closing night would help to pull in the crowd but only 6,157 showed up at the grandstand to close the fair.

The weak closing has fair officials thinking and just what they will do next year probably will depend upon developments at the fair board meetings this winter.

The auto races and rodeo saved the fair from going into the red with good grandstand crowds, while the harness racing and the musical revue during the early part of the week dropped off. Only one thrill day was held, with Trans-World pulling in nearly 10,000 on Thursday. The Trans-World also put on a special flood-relief show Sunday morning, but the Sabbath attraction failed to pull heavy. The show's entire receipts went for Eastern flood relief.

# Illinois State Studies Free Outside Gate

SPRINGFIELD, Ill., Sept. 10.—Plans to establish free gate at the Illinois State Fair and tighten automobile parking fees, will be studied by the fair board here at the request of Gov. William G. Stratton.

Paid admissions at the big expo usually run between 20 and 25 per cent of the total attendance. For the past several years a free gate has been in operation after 6 p.m. and veterans have been admitted free on all days. In addition, the gratis gate has been in operation for several hours on the two political days.

The tighter parking lot, if adopted, would apply at all times to all cars, including service vehicles, exhibitors' cars and trucks, press and radio cars and the automobiles of State officials. Some type of coin-operated car barriers are planned which would cut down personnel to one at each gate to make change.

Also due for review by the board, at the governor's request, is the program of motorcycle races, a long-time attraction at the fair.


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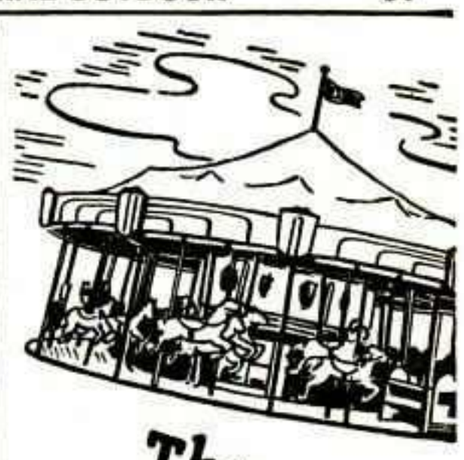
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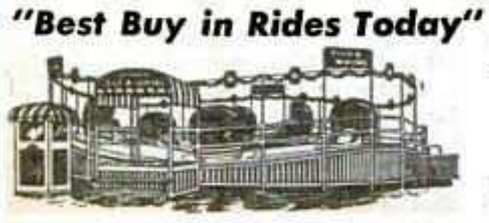
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*'PETER PAN'*

# Advance Good for N. Y. Harris Icer

NEW YORK, Sept. 10.—John Harris' Ice-Capades, featuring the indefatigable Mrs. Harris, Donna Atwood, is continuing the pattern set last season when it built the major part of a production around a former Broadway success, "Wish You Were Here." That enterprise was well received and the feature this time is a 30-minute version of "Peter Pan."

The show will be making Madison Square Garden its fourth but most vital date, having already shown in the ball park in Baltimore, in Atlantic City, and in the Pittsburgh Gardens, where is closes Tuesday (13). The New York opener is set for the following day of next week.

Feature billing below Donna Atwood and Bobby Specht this year goes to the Old Smoothies, Jackson and Lyman, Alan Konrad, Rosemary and Bobby Maxson, Eric Waite, Helen Davidson, Forgie and Larson, Phil Romayne and Terry Brent, the Maxwells, Eddie Runyon, Joan Penwarm, Peggy Bauer, Mary Lou Travers, Herb Cowman, William Dougherty and June Barlow.

### Shows, Prices Unchanged

Length of engagement, price scale and most of the leading members of the show are unchanged. Dates are the 14th thru the 25th, compared with last year's 15th-26th. Scale is $1.50 to $5 and again there will be the Saturday and Sunday matinees at 2 p.m., and early Sunday night show at 7. Children under 12 will be half-priced at the Saturday matinees.

The New York run is expected to give the show a healthy bankroll with which to start a fall and winter season which includes 25 dates to follow the Garden. Early part of the route includes the Cleveland Arena, September 26-October 9; Philadelphia Arena, 10-23; Coliseums in Charlotte, N. C., 24-29, and Raleigh, 31-November 5, then a return swing northward. The route is solid except for a December 19-24 Christmas vacation following the showing in Rochester, N. Y., and the season is slated to end the end of next May at the Pan-Pacific Auditorium, Los Angeles.

Advance sale started August 15 and thru yesterday was holding up well compared with last year's, when $120,000 was reportedly in the till by opening night. The two-week gross then was in the neighborhood of $368,000, it was said.

Publicist Cliff Lewis has achieved several notable promotions. The large Whelan's drug chain will cooperate with a sponsored Peter Pan coloring contest for kids, and a Peter Pan ice cream sundae. Bruno of New York, distributors, will promote a Peter Pan record album with which 300 music dealers will display window cards. Vim appliance stores will also display posters and will devote 20 per cent of eight full page ads in The New York News and Mirror, plus 30 TV spots and 40 radio spots. Discount tickets will be offered to patrons.

### Amateur Photo Night

A camera night will be held Thursday, September 15, when the company will reappear following the regular show, for the benefit of amateur photographers. Co-operating in the event, set up thru Harry Malcolm of the Raygram Corporation, photo distributors, will be some 50 independent stores which will pay for advertising, one and three-sheets and window posters. Prizes will be offered by U. S. Camera magazine.

All principals will be on hand for the opener except comedy skater Eddie Runyon who has taken ill and may rejoin during the New York engagement. Alphabetical line-up of performers is as follows:

Gladys Algiere, Mona Attanasoff, Peggy Bauer, Ted Balzer, June Barlow, Gloria Burling, Gladys Burling, Glenna Burling, Dolores Behen, Roselyn Biegler, Terry Brent, Marijane Bodum, Jeyne Brown, Robert Budney, Lillian Bustin, Arthur Clark, Walter Chapman, Jack Colter, John Connors, William Cordier, Bob Costello, Shirley Costello, Don Cosby, Herb Cowman, Ray Currell, Melvin Gaugherty, Bob Dench, Rosemarie Stewart Dench, Jean Daughinois, Allen Dickson, Bill Dougherty, Bob Drummond, Ray Dusman, Dick Ekstrom, Hugh Forgie.

Also, George Frey, Pauline Gallagher, Clydette Gillette, Evelyn Gray, Otto Griebe, Donald Grubler, Shirley Hannah, Donna Atwood Harris, Harry Hasley, Rosemary Henderson, Donna Mae Hukkula, Joyce Hukkula, Olga Hurenko, Betty Jane Ingram, Janet Knutsen, Alan Konrad, Stig Larson, Irene Larson, Francis LoBianco, Leo Loeb, Robert Logan, Bernie Lyman, Carol Lynam, Sheila Macfarlane, Tom McDermott, Orrin Markhus, Ronald Martin, Janet Matheson, Pat Matthews, Helen Davidson Maxson, Bobby Maxson, B. Maxwell, L. Maxwell, Jerry Mayhall, Brian McDonald.

Also, Bill McLaughlin, Carolyn Norton, Barry North, Joan Penwarm, Reg Phillips, Leo Racine, David Reardon, Jo Roddy, Gene Risher, Phil Romayne, Florence Roman, Eddie Runyon, Hal Saunders, Dan Seman, Henry Seguin, Bill Shea, Bob Skrak, Bobby Specht, Lyall Stevenson, Noreene Sullivan, Anthony Swift, Shirley Thomas, Irma Thomas, Carolyn Tingle, Mary Lou Travers, Tommy Travers, Jack Vanderwier, Eric Waite, Nate Walley, Al Walker, Bruce Wilson, Eleanor White, Fred Yanke, Pat Yeates, and Bert Yeates.

# Al Wager Agency In New Quarters

LOS ANGELES, Sept. 10.—Offices of the Al Wager Agency moved to 3923 West Sixth Street here September 1, according to Gordor. Radebaugh, who took over the firm following the death of Al Wager, the founder, nearly three years ago.

The firm was located in the downtown area for nearly 30 years. Lack of parking facilities in the section was given as the reason for the change.

# Eddie Zacchini, Jack Norman Jr., Buy Braly Firm

NASHVILLE, Sept. 10.—Eddie Zacchini, of the cannon family, and Jack Norman Jr., Tennessee attorney, have bought 75 per cent of the E. R. Braly Enterprises, of Lawrenceburg and Nashville, which books circus units at fairs.

The new firm is incorporated as the Braly-Olympic Enterprises, with Zacchini as president, Braly as vice-president, and Norman as general manager and treasurer.

Braly will remain active in the organization, assist in staging the shows and attend many of the fairs contracted by the show. Now in operation are two units, the Dixieland and the Great Southern. The season runs from August thru October, with most dates in Tennessee, Alabama, Mississippi and Kentucky. Athens, Ala., and Vicksburg, Miss., fairs have been added recently.

### Main Office

Main offices will be in Nashville, with Norman in charge. Circus quarters will be at Lawrenceburg under Braly's supervision.

Acts which are with the units this season include Charles Peterson's Jockey Dogs and Pigs, Alberto Zoppe Troupe, riders; Bill Atterbury's Sky Kings, the Hildalys, Great Fussner, Flying Lavals, Alcidos, Al Antonicci's Chimps, Rudynoff's Horses, Will Hill's Society Circus, the Lang Troupe, Bobby Whaling and Yvette, Wilfred May Trio, Fae and Andre, Mel Hall, Princess White Cloud and Alice and Jimmy Kirk. Tommy Thompson, many years with the Braly organization, stays on to handle scenery and sound equipment.

# Syracuse Gate

• *Continued from page 60*

again demonstrated their potent pulling power here. Jack Kochman's Thrill Show was in for several performances on its own and also was presented jointly with the Cherokee Rodeo for a number of performances.

Kockman's Lucky Dogs were in for the closing three nights and drew crowds rated about average for those nights. Baker expressed himself as being well pleased with the dog racing and indicated he plans to bring them back again.

Baker is serving his first year as fair director. He assumed the post shortly after the first of the year when a Democratic administration took over the operation of the fair for the first time since before the war.

Among plant improvements made since Baker asumed the post was the black-topping of several different areas, including that portion of the midway which heretofore had been covered with coarse gravel.

A striking change was made in the infield, where two lagoons were built and where aquatic events, including water skiing by Bruce Parker, were presented twice daily.

Averell Harriman, New York's governor, here Thursday (8), Governor's Day, called for new and added facilities for next year. He noted the need for more facilities for 4-H exhibitors and dwelt on his fondness for harness horse races and said that it might be possible to improve the horse barns, which gave advocates of pari-mutuel betting at the fair new encouragement.

The governor also indicated that additional seating facilities and transportation would be provided at next year's fair. This year many benches were pressed into use and shuttle buses were used on the grounds to carry patrons to and from the parking lot.


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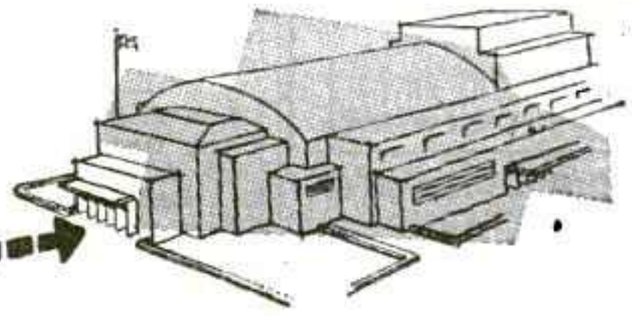

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# Mich. State Runs Way Ahead

• Continued from page 60

giving basic stability. Big boost was given by Chrysler and American Motors' settlements only two days before fair opening. Local employment is reported close to record high.

Donald L. Swanson, fair manager for first time this year, attributed increase to five factors—ideal weather, favorable mood for spending following labor settlements, strong publicity program started unusually early, sponsored kiddie farm and Kiddieland and top entertainers.

Free entertainment was available in profusion—U. S. Air Force band; Tex Beneke orchestra and Crazy Otto, pianist, at Chrysler exhibit; Warney Ruhl orchestra; Mel Snyder, balloon artist, and singer Patti Brown at Chevrolet, and Bill Silbert broadcasting National Radio Fan Club over NBC network opening night.

For kids, Cunningham Drugstores had Jumbo Jungle booked by Val Campbell Agency, with Gloria Peebles' Busy Bees, dog and monkey act, and Tony Diano's three elephants, with Lou Reagan, trainer. Ivory Moving & Storage Company had complete pony show plus six-pony hitch riding 36 youngsters at once. Phyllis Watkins headed troupe of five girls on skates touring grounds for Gold Bell Gift Stamp Company.

New grandstand policy of starting with a rodeo opening day of fair instead of a thrill show and a variable policy first few days paid off in clearer and stronger publicity. Show, booked by Val Campbell Agency, has Colonel Amos Selby's Border Legion Rodeo for nine days, starring Duncan Renaldo, the Cisco Kid, first four days, with Gail Davis, Annie Oakley of television, and Cass County Boys for balance.

### Cisco Sets Record

Cisco Kid and rodeo broke their own records for four days set last year, drawing 27,739 people and $25,781.32 this year, compared to 23,804 people and $24,978.50 in 1954. However, on six days, rodeo drew 33,356 people and $31,576.60, against 30,462 and $35,811.39 for first six days in 1954, when succession of attractions included Thrill Show and hundred-mile stock car race as well as rodeo.

Special promotional advance sale of tickets good only opening day, at 50 cents, thru Wrigley Supermarkets, built strong start, with 6,180 sold for grandstand and 6,378 for Coliseum, boosting total opening day attendance to 8,149 and 9,640 respectively, compared to abysmal 1,172 and 2,499 last year.

Four-day musical show, presented three times daily in the Coliseum under direction of Don Ridler, set what is believed to be an all-time record of 16,775 people and $21,642.68 Sunday (4). Total for four days ended Labor Day, was 41,262 people and $55,558.30, compared to 36,672 and $39,730.46 last year.

Talent on show included Herschel Lieb orchestra; Roy Tracey, master of ceremonies; Honey Brothers, Kirby Stone Quartet, Roy Hamilton, Fontane Sisters, Mills Brothers, and Joni James.

Prices changes were introduced at both Coliseum and grandstand, altho gate remained unchanged at 60 cents. Coliseum was raised from $1.25 to $1.50 general admission, with no reserve seats. At grandstand, former general admission of $1.20 and $1.80 reserves were replaced by single admission of $1.50 with no reserves. In bid for small-fry trade, both shows cut children's admissions from 60 to 50 cents.

Visitors included Hazen Funk, former Michigan fair manager; Gordon Love, Calgary Stampede, and Ray LaPorte, general manager, Upper Peninsula Michigan State Fair.

Sales of exhibit and concessions space ran $186,000, an increase of $16,000, according to Gerard C. Lacey, in charge. Agricultural entries were said to be largest on record.

Unusual promotion was sky-scatter drop of 10,000 coupons over grounds daily by helicopter for contest on "Why I Like a Fair," sponsored by Avis Rentacar Service, with 20 daily prizes and a grand prize of a trip to Florida.

Playing Michigan State Fair for the fourth straight year, W. G. Wade Shows grossed $206,860 in the first six days.

# 50,000 Expected at Florida Home Show

OPA-LOCKA, Fla., Sept. 10.—Crowd of 50,000 is expected to attend the North Dade County Home Progress Exposition, which will be held here October 26-30. Sponsors of the show, the Opalocka Optimist Club, have set up an entertainment program which will feature five acts, a fashion show and a contest to select Miss Optimist. Dottie Roberts, of Hialeah, Fla., a national beauty contest winner, will be Miss Home Progress. The show will be exploited via all advertising and publicity media.

Executive Director Joseph Behoff, who has been sales manager of the Miami Home Show for the past 10 years, reports that most of the exhibit space has been sold. Admission to the show will be free.

# Auto Race Group Skeds Meeting At Indianapolis

INDIANAPOLIS, Sept. 10.—An auto race organization designed to succeed the American Automobile Association with a broader scope, is scheduled to be formed here at a September 16 meeting at the Indiana State Fairgrounds.

A committee, formed by Anton J. Hulman, owner of the Indianapolis Speedway, has invited drivers, promoters, mechanics, car owners and fans to attend. Duane Carter, veteran driver, and a member of the committee, indicated this week that the term "outlaw," which was applied by AAA to auto racing not under its banner, will be eliminated under the new set-up. Tighter safety regulations, stricter driver qualifications and improved public relations will be strong points in the new organization, Carter said.

---

**Wally Ahlberg** caught Ringling in Denver. On Royal American in St. Paul he visited **Troy and Blanche Scruggs, Wallace Cobb, Ray Milton, Larry Davis, Bill Oren, Charles Fogel** and **Bob Garner,** all former circus people.

# Bristol, R. I., Sets Program And Midway

BRISTOL, R. I., Sept. 10.—This town will commemorate its 275th anniversary with a week-long festival September 17-24. Among the many attractions will be Sammy Kaye and his band, whose "So You Want to Lead a Band" will be featured.

There will be a midway set up in the town with rides and concessions under direction of John Venditto of Providence. Promotor Dick Sullivan with his outdoor show, "Prizes-A-Poppin'," will be on hand. The show is a free audience-participation one, with money and prizes given away.

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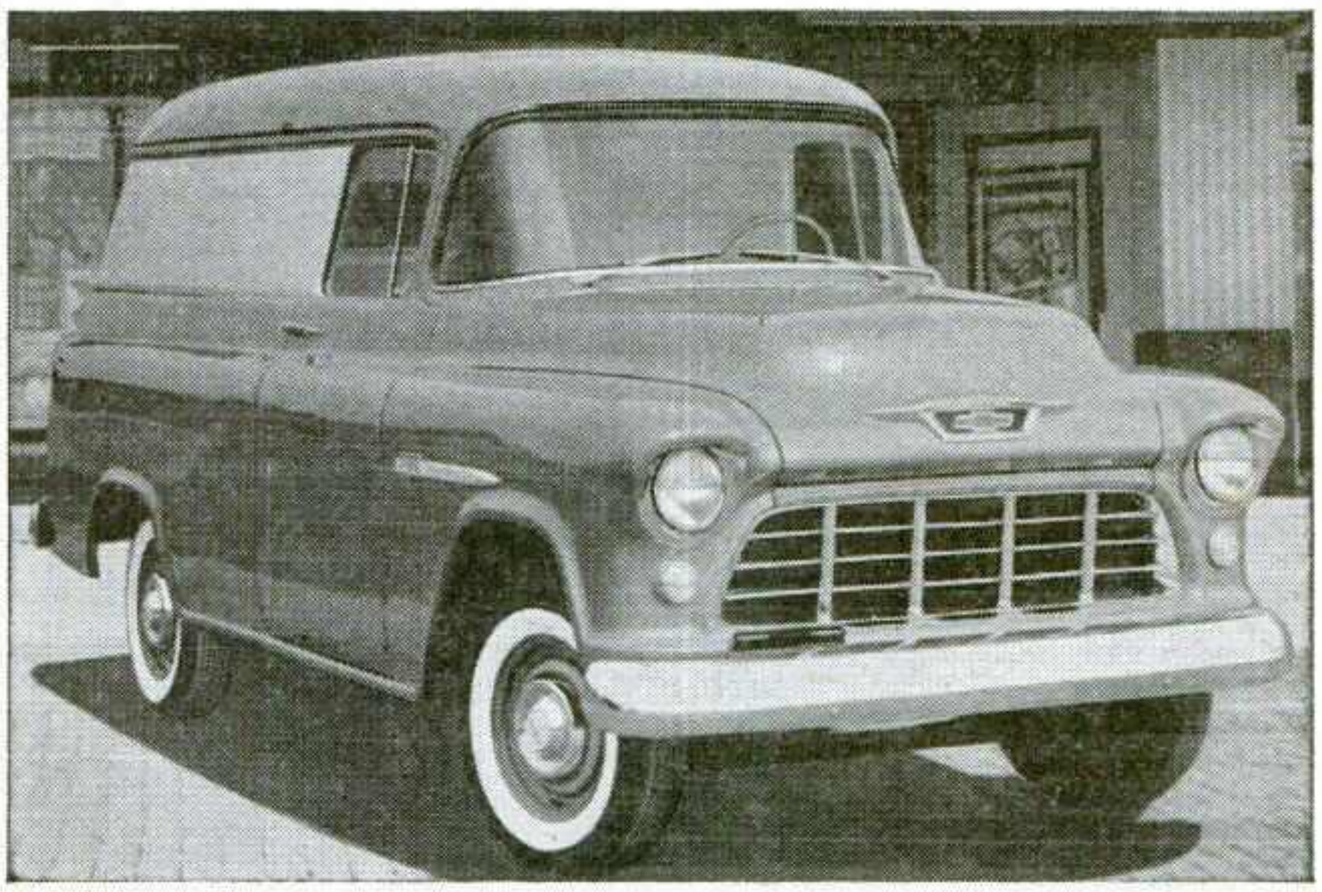

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# MINN. STATE TOPS MILLION AT GATE

• Continued from page 60

his friends when he came to our grounds.

"I've never gone thru a fair which ran so smoothly as did the 1955 Minnesota fair. The general attitude and tone of the people was excellent. The police department on the fairgrounds had less trouble and less business this year than ever before despite the new record attendance mark set.

"The members of the fair board and I recognize that reaching and breaking the one-million paid attendance mark is a continuing challenge in the years ahead. We know that it is not in the picture to reasonably expect a recurrence of a 10-day weather package such as we've just experienced. However, we are pledged to make a constant study to try to devise new features which will continue to attract record crowds to our fair. What we would like to do is to present leveled attendance from day to day instead of the peaks and valleys which we experienced."

### Night Show Off

Baldwin said that the night grandstand attendance of 72,978 with a $79,000 gross take, considerably under last year's attendance of 75,410 and the 1952 peak of 83,491 with an $87,000 gross, was the one department which was hurt by the weather this year.

"We've had unusually hot weather, with new heat wave records set in July and August," he said. "During fair week we had some hot days, with sudden changes in the weather toward evening. Many fairgoers came out in early afternoon in shirt sleeves and cotton dresses as befitted the high temperatures. But as evening came and the winds shifted, the outside gates were jammed with people rushing home to get the first comfortable night's sleep in nearly two months. Many were not dressed for viewing night grandstand shows with gusty breezes blowing."

Baldwin also had an analysis for the 67,218 low attendance on Friday (2), against the 86,855 peak set in 1947.

"Two factors enter into a declining Friday attendance at our fair since 1950," he said. "First our livestock show has become so big that we've had to divide. The first part of the week is for the open class ending on Thursday.

"Friday is the transition day. Everything is moved out to make room for the 4-H and Future Farmers of America livestock show. The barns have to be cleaned out and disinfected in time for the juniors to bring their stock in Saturday.

"Farmers interested in viewing livestock have come to know that Friday is not the day to see it at our fair so they stay away.

"Then the city folks, in the last couple of years in the St. Paul-Minnesota area, at least, have turned Friday night into the biggest grocery shopping day of the week. The five-day week, which is almost universal, gives thousands of families Saturdays and Sundays off and the man of the house doesn't want his weekend plans fouled up by shopping.

### Checks Shoppers

"I had spotters at several of the principal shopping centers in this area and they were jammed with buyers as usual.

"We at the fair must figure out some way to compete with this supermarket surge on Friday nights if we are to rebuild Friday as a good attendance day as it was in past years."

His explanation for the declining Labor Day business, which this year was 99,980 against the 1949 peak of 113,327, also is an analysis of the change in the economic picture. Years ago labor worked six days and the Labor Day holiday was replete with picnics and parades in the Twin Cities area. After that workingmen would take their families to the fair.

But now the five-day week, Baldwin believes, has affected all that and by Labor Day families are home getting ready to send their kids back to school as the summer vacation ends the following day in this area.

When the Minnesota fair board, headed by Henry Swenson, of Chisago City, president, was certain late Monday afternoon that the one-million-paid attendance mark would be reached, several board members with Swenson stationed themselves at the administration gate to pick the "representative one-millionth" fair visitor.

### Millionth Patron

Selected for the honor by a system of elimination worked out in advance was Robert Karklin, 26, St. Paul electrician. He was presented with a silver platter, introduced to the night grandstand audience and will get a gold wristwatch and silver-plated "millionth" ticket.

Karklin was making his third visit to the 1955 fair when he was stopped. The honor embarrassed him, however. He had told his girl friend, with whom he had come to the fair twice before, that he would be "working tonight," instead went to the fair.

"My gosh, I'm in the doghouse with her when she sees all this publicity," Karklin said.

A fair official got her home address from Karklin, raced to the girl's front door and brought her back to the fair to share the glory with the boy friend. At his request, she gets the wrist watch "to square things."

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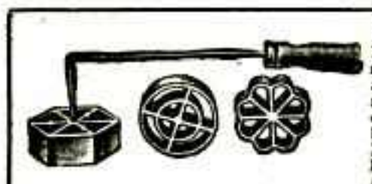
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## AUDITORIUMS-ARENAS

# Buildings Want More Shows; Managers See Big Potential

By TOM PARKINSON

Waiting with open arms for showmen with good attractions at profitable terms is the whole budding field of arenas and auditoriums.

Managers of the buildings have been asked what they need most, what they want. In nearly every case, the reply has been a variation on the single theme. They all want shows and many of them feel that the potential of the arena-auditorium business has so far been underestimated.

It isn't that they merely want to rent their halls more often. The managers say they know what their local public wants and what local promoters or sponsors are seeking. They say there is a demand for shows built especially for arenas.

The demand is evidenced in all parts of the country. A manager of an auditorium in a major Florida city says he wants "more big names and big productions." A Texas manager echoes, "Our No. 1 need is a schedule of shows, bands and other attractions." A Massachusetts building executive tells of a demand there for "traveling shows, opera, dances and an ice show with portable equipment," while a Californian put his needs quickly and simply: "More shows, good shows."

Commenting on the present situation, the managers' feelings apparently are wrapped up in the words of the one who said, "Our biggest problem is getting attractions that are not obsolete. We expect to have Liberace with a very high guarantee when he is as old as the Blue Ridge Mountains. . . . We should be able to get Mae West on her 95th anniversary."

A Canadian arena manager says that they "need more reasonable demands by organizations which provide little or no services and yet expect a cut on the gate."

None has put it into as many words, but many managers feel that those who put shows on the road rarely tailor them to arena proportions, that the size of individual arenas gives all new scope and dimension for possible productions but that few producers are thinking in terms of arena presentation in place of more restricted stage work.

One of the managers stating his wants envisions a "first-class arena show that will play in-the-round, the only proper way for arena style seating."

The greatest demand indicated by comments from arena managers is for musicals and legit shows. An Ohio manager wants "good package shows with name stars and musicals such as 'South Pacific' and 'Oklahoma!' produced for arenas." A neighboring manager sees demand for an "organized center for booking super-vaudeville concert-type attractions into large buildings on a percentage basis." A Connecticut building executive says "We could present a number of touring musicals each season with substantial box-office grosses assured."

One of the auditoriums and arenas in the Los Angeles area is "looking forward to more legit shows." A Virginia manager reports shows have been difficult for him to locate and he adds that "this town goes for legit shows and engagements here are always profitable for touring attractions."

Comment by Benjamin C. Moore, manager of the new Spokane, Wash., Auditorium, summarizes the impression of many other managers. He has said he sees the large seating capacities of auditoriums as the salvation of future road show business. But booking agencies often are lax, he said, in relations with building managers. That the public be offered "large auditorium-type stageshows" is his plea for the future.

# CONEY ISLAND, N. Y.

By UNO

The third and last holiday weekend of the season was attended by ideal weather which was conducive to large patronage and busy cash registers most everywhere on the island. . . . Steeplechase Park closed Monday (6) as usual, reopens September 10-11 and again September 17-18. On the 17th the park, for the ninth season, will be turned over exclusively for a day's outing to about 10,000 heads and employees of the Charles Pfizer Company, a drug chemical concern having plants all over the country and of which John McKeen is prexy. Thus the official season's windup for the park will fall on Sunday the 18th, with Frank Tilyou returning to his winter home, the Flying-T Ranch in Scottsdale, Ariz. . . . The park, on Labor Day, was the scene of a handball tournament for men's doubles, the park's first try at such a sport in 10 years. First, second and third team winners were Tony Valenti and Nash Totoker, Tony Rizzo and Bill Aiard, and John Salso and Vincent Nesci.

Mrs. Ida Sindell, wife of Fred Sindell of the Cavalcade of Variety show and her brother, Dave Rosen, of the Palace of Wonders and Wonderland Circus shows, are mourning the death of their mother, Mrs. Bessie Rosen, 82, who died August 31 at her Sea Gate home. . . . William Stanley Aponick, fire-eater, magician and lecturer at the Palace of Wonders, was married to Joan Marie Rapp, daughter of Larry Rapp, talker, and Jean Carroll Rapp, tattooed lady with the same freakery, In Elkton, Md., on September 12.

Murray (Sporty) Kaufman, operator of Fun-in-the-Dark spook ride on the Bowery in association with Lester Levitte and Danny (Red) Farrell, contemplates opening a nitery and gambling casino near Beverly Hills, Calif., in October. . . . Alzora Lewis, the Turtle Girl and Walter McDonald, assistant stage manager of the Cavalcade of Variety show, were married September 7 in Brooklyn City Hall and later that day on the stage. . . . Bennie Tucony, watchman, and his assistant Warren Walker, are being heralded by concessionaires in Wonderland Park for their alertness in detecting and calling the fire department in time to extinguish a blaze early August 16. Their timely attention averted what would have been a damaging fire, the first in the long history of the former Feltman's Park.

Bobby North, who with Joe McKenna ran two fight clubs on Coney a long time ago at the Palace of Joy arena and at Stauch's, and who is now promoting and managing fighters, was a guest on August 27 of Ringside Johnny, at the latter's food shop on Stillwell Avenue. . . . It takes four expert drink doctors to serve the constantly heavy patronage at the Clam Bar eatery on Surf Avenue. They include Archie Bell, Mario Mielo, Al Ginger and Frank Cappucci. In his 32d year as food check puncher is Vinegar Joe Kleinlien. . . . A recent attraction in Palace of Wonders is William Parnell, the Alligator Boy from Kenly, N. C., his first time on Coney. Keeping him company are his wife and five-months-old baby. . . . Mickey Sheridan has shifted from Seymour Machson's Magic Carpet on the Bowery to Lefty Santiako's Wax Works Museum on Stillwell Avenue.

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# $1,400 Event On Blue Grass Aids 2 Clubs

LAPORTE, Ind., Sept. 10. — More than $1,400 was raised at the fairgrounds here recently at a jamboree on the Blue Grass Shows. The money will be divided between the International showmen's Association of St. Louis, and the cemetery fund of the Greater Tampa Showmen's Association.

Present were President O. J. Weiss, of the Tampa group; Morris Lipsky, of the L. I. Thomas Shows; John Gallagher, of the Gooding Shows, and show owner C. C. Groscurth, president of the St. Louis club and third vice-president in Tampa. It was the second fund-raising event on the Blue Grass Shows this season and Groscurth said a third will be held later to benefit the Tampa club.

It was announced that the new air-conditioning unit donated by Charles Lenz, of St. Petersburg, Fla., has been installed in the board of governors room in Tampa.

# Detroit Considers Building Permanent 600G Amphitheater

DETROIT, Sept. 10.—Construction of a permanent 6,000-seat outdoor amphitheater, near the site of the temporary structure used for the Al Sheehan "Aqua Follies," is under consideration by the City Department of Parks and Recreation. Estimated cost announced for the project is $600,000, with plans calling for a large concession stand and permanent dressing and rest rooms under the stage, with equipment designed for water as well as dramatic or musical attractions.

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Bayou State: Alexandria, La.; Jena 19-24.
Beam's Attrs.: (Fair) Dunn, N. C.; (Fair) Tarboro 19-24.
Bee's Old Reliable: (Fair) Booneville, Ky.; (Fair) Beattyville 19-24.
Belle City: (Fair) Reedsburg, Wis., 16-18; (Fair) Ripon 22-25.
Bernard & Barry: Welland, Ont.; Stratford 19-21; Galt 22-24.
B. & H. Am. Co.: (Fair) Elloree, S. C.; Andrews 19-24.
Big Four Am.: New Madrid, Mo.; Magden 26-Oct. 1.
Big State: (Fair) Bryan, Tex.
Blue Grass: (Fair) Cape Girardeau, Mo.; Columbus, Miss., 19-24.
Bogle, P. C.: (Fair) Butler, Mo.; Manhattan, Kan., 19-24.
Borderland: Van Horn, Tex.
Brodbeck & Schrader: Blackwell, Okla.
Buck, O. C.: (Fair) Salisbury, N. C.; (Fair) New Bern 19-24.
Burke, Harry: (Fair) Port Allen, La. (Fair) New Iberia 22-25.
Burkhart: Pryor, Okla.; (Fair) Clarksville, Ark., 19-24.
Capital City: Cedar Town, Ga., 12-19.
Catlett Greater: Ada, Okla.
Central Am. Co.: (Fair) Whiteville, N. C.; (Fair) Lewiston 19-24.
Central States: (Fair) Pawhuska, Okla.; Bristow, 19-23.
Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Richmond, Va., 20-Oct. 1.
Chanos, Jimmie: Muncie, Ind.; Winchester 19-24.
Cherokee Am. Co.: Holdenville, Okla., 15-17; Shawnee 19-22.
Coleman Bros.: Greenfield, Mass.
Collins, Wm. T.: (Fair) Spencer, Ia.; Joplin, Mo., 21-28.
Continental: (Fair) Trumansburg, N. Y., 14-17.
Cote Am. Co.: Utica, Mich., 21-24; Vassar 27-Oct. 1.
Country Fair: Dillsboro, Ind., 14-17.
Crafts Expo.: Lodi, Calif., 15-18.
Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Manchester 19-24.
De Gaynor's Kiddieland: Platteville, Wis., 16-18; Elkhorn 23-25.
Del Flore Am.: Campbell, O.
Dickson United: (Fair) Frederick, Okla.; (Fair) Altus 19-24.
Dixie Expo.: (Fair) Centreville, Ala.
Down River Am. Co.: Belleville, Mich., 15-18; Carleton 19-24.
Drago, No. 2: Medaryville, Ind.
Drew, James H.: (Fair) Hendersonville, N. C.; (Fair) Newport, Tenn., 19-24.
Dudley, D. S.: (Fair) Clovis, N. M.; Lamesa, Tex., 19-24.
Dumont, Spring City, Tenn.
Dyer's Greater:
Eastern Am. Co.: (Fair) South Paris, Me.; (Fair) N. New Portland 23-25.
Eddie's Expo.: Jamestown, Pa.
Evans United: Lexington, Mo., 13-17; Concordia 21-24.
Fair & Expo.: (Fair) Dayton, Tenn.
Fidler United: Batesville, Ark.; Morrilton 19-24.
Fitzsimmons: Alamosa, Colo.; (Fair) Durango 21-24.
Frame's Greater: (Fair) Farrell, Pa., 19-24.
Franklin, Don, No. 1: (Fair) Texarkana, Tex.; (Fair) Wharton 20-24.
Franklin, Don, No. 2: Enid, Okla.; Bowie, Tex., 20-24.
Frontier: Salt Lake City, Utah, 16-25.
G. & B.: Davis, W. Va.; Oakland, Md., 19-24.
Gem City: (Fair) Columbia, Tenn.; Meridian, Miss., 19-24.
Gentsch, J. A.; McComb, Miss.; Waynesboro 19-24.
Georgia Am. Co.: (Fair) Cumming, Ga.; (Fair) Dahlonega 19-24.
Gladstone Expo.: (Fair) Savannah, Tenn.; (Fair) New Albany 19-24.
Gold Medal: Rutherfordton, N. C.; Bedford, Va., 19-24.
Gooding Am. Co., No. 1: (Fair) Cincinnati.
Gooding Am. Co., No. 2: (Fair) Saginaw, Mich.
Gooding Am. Co., No. 3: (Fair) Knoxville, Tenn.
Gooding Am. Co., No. 4: (Fair) Bellville, O.
Gooding Am. Co., No. 5: (Fair) Norwalk, O.
Gooding Am. Co., No. 6: Lagrange, Ind.
Gooding Am. Co., No. 7: (Fair) Circleville, O.
Gooding Am. Co., No. 8: (Fair) Upper Sandusky, O.
Gooding Am. Co., No. 9: Parkersburg, W. Va.
Gooding Am. Co., No. 10: Columbus, O.
Grain Belt: Scribner, Neb., 13-16.
Grand American: (Fair) Audubon, Ia., 12-16; Monroe City, Mo., 19-24.
Greater Dixieland Expo.: (Fair) Lonoke, Ark., 14-17; (Fair) Vicksburg, Miss., 19-24.
Hale's Shows of Tomorrow: Humboldt, Neb., 13-16; Plattsmouth 20-24.
Hames, Bill: Tyler, Tex.; Amarillo 19-24.
Hammond, Bob, No. 1: (Fair) Hempstead, Tex.
Hammond, Bob, No. 2: Stafford, Tex.; Waxahachie 19-24.
Happy Attrs.: Wooster, O.; Dover 19-24.
Happyland: (Fair) Allegan, Mich.
Harrison Greater: Nashville, N. C.
Hartsock Bros.: Gilman City, Mo.; Ridgeway 19-24.
Hartsock, Roy: Neelyville, Mo., 17-25.
Heller's Acme: (Broome & Montgomery) Newark, N. J.; Hoboken 19-24.
Heth, L. J.: Marietta, Go.
Hill's Greater: Roswell, N. M., 13-18.
Holiday Am. Co.: (Fair) Kincaid, Kan., 14-17; (Fair) Hermitage, Mo., 21-25.
Holly Am. Co.: (Fair) Jonesboro, Ga.
Hottle, Buff, No. 1: (Fair) Jackson, Tenn.; (Fair) Florence, Ala., 19-24.
Hottle, Buff, No. 2: (Fair) Kennett, Mo.; (Fair) Portageville 20-24.
Hottle, Buff, No. 3: (Fair) Leesville, La., 13-17.
Howard Bros.: Shinnston, W. Va., 13-18.
Hugo's Novelty Expo.: (Fair) Carrollton, Mo., 12-16; Claremore, Okla., 21-24.
Ideal Rides: (Fair) Nashville, Ind., 21-24.
Imperial, No. 2: (Fair) Bourbon, Ind.; Carrollton, Ill., 20-24.
Johnny's United: (Fair) Covington, Tenn.; Huntingdon 19-24.
Jolly: (Fair) Chesterfield, Va.; (Fair) Rockymount 19-24.
Kile, Floyd O.: Melbourne, Ark.; (Fair) Prescott 19-24.
King Bros.: Gothenburg, Neb., 15-16; Boise City, Okla., 21-24.
King Shows, Ltd.: (Fair) Orangeville, Ont., 13-14; (Fair) Brampton 15-17; (Fair) Elmvale 20-21; (Fair) Collingwood 22-24.
Lane, Leo: (Fair) Waynesboro, Ga.; (Fair) Sparta 19-24.
Lee Am.: (Fair) Decatur, Ala.
McKenna's Rides & Am.: Montello, Wis., 16-18; (Fair) Lodi 25-28.
Majestic Greater: (Fair) Woodbury, Tenn.; Parsons 19-24.
Manning, Ross: (Fair) Madison, N. C.; (Fair) Rock Hill, S. C., 19-24.
Marion Greater: (Fair) Dillon, S. C.; Kingstree 19-24.
Marks, John H.: (Fair) Gastonia, N. C.; (Fair) Albermarle 19-24.
Maryland Bazaar: Leonardtown, Md.
Meeker's: (Fair) Colfax, Wash., 15-18; (Fair) Yakima 20-25.
Merriam's Midway: Albion, Neb., 13-16; Cozad 22-23.
Metropolitan: Fayetteville, Tenn.
Mid-State: Lebanon, Mo.
Midway of Mirth: (Fair) Jonesboro, Ark.; Marvell 19-24.
Mighty Hoosier State: (Fair) Jeffersonville, Ind., 14-18; Versailles 21-24.
Mighty Interstate: (Fair) Aberdeen, Miss.
Miller, Ralph R.: (Fair) Kentwood, La.
Moore's Modern: Lovington, N. M., 13-17; Littlefield, Tex., 20-24.
Motor State: Water Valley, Miss.
Mound City, No. 1: Bloomfield, Mo.
Mound City, No. 2: Senath, Mo.
Murphy's Tri-State:
Nelson, Geo. W.: Emerson, Ia., 12-14; Schleswig 16-17.
Nolan Am. Co.: (Fair) Montpelier, O.
North Star: Somerset, Wis., 16-18.
Page Bros.: (Fair) Springfield, Tenn.
Penn Premier: Fredericksburg, Va., Mount Airy, N. C., 19-24.
Peppers: Union Springs, Ala.
Powelson Greater: Cadiz, O.; Woodsfield 19-23.
Priddy: (Fair) Edna, Tex., 13-15; Ganado 16-18.
Prell's Broadway: Goldsboro, N. C.; Rocky Mount 19-24.
Raines Am.: DeQueen, Ark.; Paris 19-24.
Raley Bros. Expo. (Fair) Clayton, N. C.; (Fair) Taylorsville 19-24.
Reid, King, No. 1: Cobleskill, N. Y.
Rocky Mountain Empire: (Fair) Farmington, N. M., 13-17.
Rogers Bros.: Glenwood, Minn., 16-18.
Royal American: Topeka, Kan.
Royal Expo. (Fair) Lincolnton, Ga.
Royal United: Atkinson, Ill., 12-13; Forreston 14-15.
Royal Midwest: Leitchfield, Ky.; (Fair) Brandenburg 22-24.
Rumble Greater: Vevay, Ind.; Salem 19-24.
Schafer's Just for Fun: Camden, Ark.; Pine Bluff 19-24.
Scott, Turner: Waynesboro, Ga.
Shamrock: Guymon, Okla., 18-16; (Fair) Stillwater 19-24.
Shan Bros. (Fair) Athens, Tenn.
Shoemaker's Tri-State: Penbrook-Harrisburg, Pa.; (Fair) Gratz 20-24.
Smith, Geo. Clyde: (Fair) Pittsboro, N. C.; (Fair) Farmville, Va., 19-24.
Snapp Greater: Bentonville, Ark.
Southern States: Port St. Joe, Fla.
Southern Valley: (Fair) Hamburg, Ark.; (Fair) Coushatta, La., 19-24.
Stephens, C. A.: (Fair) West Jefferson, N. C.; (Fair) Dungannon, Va., 19-24.
Stephen's, Otto: Queen City, Mo., 15-17. (season ends)
Stipe's: Somerset, Wis., 16-18.
Strates, James E.: (Fair) York, Pa., 13-17; (Fair) Shelby, N. C., 20-24.
Sunset Am. Co.: (Fair) Lamar, Mo.; (Fair) Dexter 19-24.
Tassell, Barney: Maxton, N. C.; Red Springs 19-24.
Tatham Bros.: Wapella, Ill., 14-17; East Moline 22-24.
Thomas, Art B., No. 1: (Fair) Waterloo, Neb., 14-17; Mitchell, S. D., 19-24.
Thomas, Art B., No. 2: Kennebec, S. D., 16-17; Mitchell 19-24.
Thomas Joyland: Amigo, W. Va.
Tidwell, T. J.: (Fair) Perry, Okla.; (Fair) Watonga 19-24.
Tinsley, Johnny T.: (Fair) Lawrenceville, Ga.; (Fair) Newman 19-24.
Tivoli Expo.: (Fair) Piggot, Ark.; Blytheville 20-25.
20th Century: (Fair) Fort Smith, Ark., 12-16; (Fair) Muskogee, Okla., 18-25.
United Expo.: Mt. Carmel, Ill.
United States: (Fair) Lebanon, Va.; (Fair) Pulaski 19-24.
Victory Expo.: Ponca City, Okla.; Iowa Park, Tex., 26-Oct. 1.
Virginia Greater: (Fair) Hertford, N. C.; (Fair) Roanoke Rapids 19-24.
Volunteer: (Fair) Erin, Tenn.; (Fair) Henderson 19-24.
Wallace Bros.: Monticello, Ark., 14-17; El Dorado 19-24.
West Coast: (Fair) San Jose, Calif., 12-18; Madera 19-25.
West Coast Expo.: (Fair) San Jose, Calif., 12-18.
Western: Waterville, Wash., 14-18.
Wilcox, Dick: (Fair) Cherryfield, Me., 13-16.
Wilson Famous: Canton, Ill., 14-17.
Wilson Greater: (Fair) Holbrook, Ariz., 15-18.
Wolfe Am. Co.: Smithfield, N. C.
World of Mirth: Brocton, Mass.
World of Pleasure: (Fair) Coldwater, Mich.
World's Finest: (Fair) Renfrew, Ont., 13-16; (Fair) Lindsay 18-24.
Young, Monty: Salt Lake City, Utah, 16-25. (season ends)

## Circus Routes

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Bailey Bros.-Cristiani: Prineville, Ore., Sept. 12; Twin Falls, Idaho, 14; Littleton, Colo., 17-18.
Beatty, Clyde: Brainerd, Minn., Sept. 12; St. Cloud 13; Marshall 14; Sioux Falls, S. D., 15; Cherokee, Ia., 16; Ft. Dodge 17.
Cole, Geo. W.: Neoga, Ill., Sept. 12; Green-up 13; Martinsville 14; Palestine 15; Bridgeport 16; West Salem 17.
Gould, Jay: Knox City, Mo., Sept. 11-13; Windom, Minn., 16-17.
Hagen Bros.: Webster, Pa., Sept. 13; Washington 14; Toronto, O., 15; Cambridge 16; Zanesville 17.
Hunt Bros.: Boykins, Va., Sept. 15.
Hunt Bros.: Blackstone, Va., 13; South Hill, 14; Boykin, 15; Wakefield, 16; Suffolk, 17.
King Bros.-Cole Bros.: Franklin, Va., Sept. 13; Emporia 14; South Boston 15; Lynchburg 16; Roanoke 17; Martinsville 19; Reidsville, N. C., 20; Burlington 21; Henderson 22; Goldsboro 23; Fayetteville 24.
Kelly-Miller: Brazil, Ind., Sept. 13; Paris, Ill., 14; Tuscola 15; Sullivan 16; Shelbyville 17; Pana 18; Taylorville 19; Carlinville 20; Hillsboro 21; Waterloo 22; Anna 23.
Mills Bros.: Pottstown, Pa., Sept. 13; Lebanon 14; Middletown 15; Lancaster 16; Coatsville 17; West Chester 19; Chester 20; Wilmington, Del., 21.
Dover 22; Salisbury, Md., 23; Cambridge 24; Annapolis 26; Hyattsville 27; Seat Pleasant 28; Rockville 29.
Polack Bros.' Eastern: Dothan, Ala., Sept. 12-13; Augusta, Ga., 15-16; Mobile, Ala., 19-21; Phenix City 23-24; Montgomery 26-28; Alexander City Oct. 1.
Polack Bros.' Western: Eugene, Ore., Sept. 15-17; Roseburg 18-19; Medford 20-21; Denver, Colo., 26-Oct. 2; Ardmore, Okla., Oct. 5-6; El Paso, Tex., 12-14.
Ring Bros.: Great Falls, S. C., 12; Winnsboro 13; Ninety Nine 14; Simpsonville 15; Seneca 16; Liberty 17; Clover 19.
Ringling Bros. and Barnum & Bailey: Pasadena, Calif., Sept. 13; Long Beach 14; East Los Angeles 15; Los Angeles 16-18; San Bernardino 19; Phoenix, Ariz., 20-21; Tucson 22; El Paso, Tex., 23-24.
Von Bros.: Perryville, Md., 13; Bowie 14; LaPlata 15; Indian Head 16; Colonial Beach, Va., 17; Beaverdam 19; Crozet 20.

## Miscellaneous

Brunks Comedians: Mule Shoe, Tex.
Hitler's Armoured Limousine: Forreston, Ill., Sept. 15.
Hitlers' Armoured Limousine: Rockford, Ill., 13-17; Madison, Ind., 16-17; Jackson, Tenn., 19-20; (Fair) Memphis 22-Oct. 2.
Hitler's Official State Car, Jack W. Burke, Mgr.: Hamilton, O., Sept. 13-15; Madison, Ind., 16-17.
Holter, Gene, Animal Show: Wooster, O., Sept. 13; Marysville 14; Upper Sandusky 15.
Levolo, Pat and Willa: Atkinson, Ill., Sept. 12-13; Forreston 14-15.
O'Day, Marie, Palace Car: Bristol, Va., Sept. 12-14; Kingsport, Tenn., 15-17; Gatlinburg 19; Sevierville 20-21; Maryville 22-23; Harriman 24.
Rabbit Foot Minstrels: Dumas, Ark., Sept. 13; Durmott 14; Lake Village 15; Eudora 16.
Scott, Tommy, Show: Cedar Rapids, Ia., Sept. 12; Washington 13; Mount Pleasant 14; Fort Madison 15; Keokuk 16; Fairfield 17; Ottumwa 19; Centerville 20; Oskaloosa 21; Grinnell 22; Newton 23; Creston 24.

## Ice Shows

Holiday on Ice, International, No. 1: Stockholm, Sweden, Sept. 11-25; Helsinki, Finland, 26.
Holiday on Ice of 1955: Butte, Mont., Sept. 10-14; Salt Lake City 15-25; Lansing, Mich., 28-Oct. 4.
Holiday on Ice: Wichita, Kan., Sept. 10-15; Topeka 16-18; Amarillo, Tex., 19-24; Lubbock 25-30.

# Madison Home, Food Show October 4-9

MADISON, Wis., Sept. 10.—Madison will see its first food and home show when Lakeland Associates, Inc., stage the Madison Food and Home show at the new Dane County Fairgrounds Arena here, October 4-9, it was announced this week by David A. Leber, secretary-treasurer of the Lakeland firm.

Leber's organization revived the Madison Sports Show last spring, after it had lain dormant since 1948 due to action by the board of regents of the University of Wisconsin, who declared the college Field House unavailable for further outside activities.

When the Dane County Board of Supervisors erected an arena-type building on the fairgrounds here last year, Leber's organization took the "bull by the horns," and staged a highly successful sports, travel and vacation show.

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# Indianapolis Gets Rain-Free Weather, Attracts 590,000

## Gate Up 29,000 From Day-Shorter '54 Run; Names Pull Strong in Coliseum

INDIANAPOLIS, Sept. 10.—The Indiana State Fair, with a 10-day run, one day longer than last year, closed Friday night (9) with attendance estimated at 590,000. Last year it pulled 561,102 persons and in 1952, its peak year, it lured 659,000.

Not a drop of rain fell thru the 10 days, sending fair officials scurrying thru past records to determine when, if ever, the fair had been given such rain-free weather.

Again, as in recent years, Coliseum attractions drew huge crowds. Frankie Laine headed the Thursday and Friday night (2-3) bill in the 14,000-capacity building, and it drew only slightly less than the bill headed by Julius La Rosa last year.

**Play to Sellouts**

Tennessee Ernie stepped into Laine's spot Saturday night and repeated the following afternoon, and both performances were sellouts. Nat (King) Cole was featured in the four shows. Russ Morgan's ork, plus supporting acts, were in for the four performances and Morgan's aggregation held over thru other nights of the fair, playing for the horse show which took over the Coliseum the other nights.

The night grandstand show for seven nights, starting Saturday (3) was produced by the Music Corporation of America, headed by the Crew Cuts, recording artists, and was notable for novel scenic treatment provided by the use of five large screens, upon which slides were projected from backstage.

The MCA show drew about as many people in seven nights as a revue produced by the Barnes-Carruthers Theatrical Enterprises, Chicago, did in six nights last year, a spokesman for the fair said.

**Stunters Pull**

Irish Horan's thrill show, in for four performances, matinee and night of the first Friday, a Sunday matinee and a Labor Day show sandwiched in between Grand Circuit harness horse races and the MCA night show, accounted for good crowds.

The Helter-Christy wild animal show, in for afternoon and night performances opening day, drew what a fair spokesman described as "fair turnouts." Grand Circuit harness horse races, always strong here, were staged five afternoons, starting Labor Day.

On the midway, the Cetlin & Wilson Shows turned in a gross estimated at about $152,000. Final tabulation was awaited to see whether it approached or topped its previous peak set in 1947. With the gross at $152,000 the show would be up about 20 per cent over its take in 1953 when it was last in here.

Sunday's (4) attendance was 132,727, an all-time record for a Sunday. The attendance pace, which was strong in the fair's early days, trended downward in the closing days.

The fair used its new $450,000 Farmers' Building for the first time. The building has a cafeteria with facilities to feed 400 at one sitting. The use of this cafeteria, following in the wake of other similar installations in recent years, caused the fair to eliminate some of the cookhouses on the grounds.

## CNE A MODEL FOR NEW YORK —ED SULLIVAN

NEW YORK, Sept. 10.—Ed Sullivan, television star and headliner at this year's Canadian National Exhibition, offered the famed Toronto annual, thru the medium of his column in The New York Daily News yesterday, as an excellent event to be copied by the New York Summer Festival Committee. Addressing Bernard Gimbel and other committee members, Sullivan squeezed some of the wonders of the event into print. Likening it to a World's Fair, he suggests that New York could stage a similar annual exhibition spread over six to eight weeks to benefit its commerce, cultural and tourist interests. Rating special credit in print are President Hiram McCallum, William Harris and Jack Arthur. To make contact especially easy, Sullivan even includes their address at the fair.

# CNE REGAINS LOSS IN SPITE OF COLD

## Ed Sullivan Show Plays to Capacity Attendance Pulls 6,500 Ahead of '54;

TORONTO, Sept. 10.—The Canadian National Exhibition, hit by inclement weather during the first week of its run, this week shrugged off lower-than-normal temperatures and thru Wednesday (7) was up 6,500 outside gate admissions. In addition to making up lost ground, the big exhibition set one all-time record Saturday (3) when it played host to a crowd of 303,500 people.

Midway revenue, where the Conklins, Frank and Patty, hold forth, lost some ground this week. First week's play registered a 27 per cent increase over '54 but rides and shows were still 12 per cent ahead of this week.

The grandstand continued to do healthy business with SRO registered every night except Wednesday (7) when cold weather held it down to 75 per cent of capacity. The top figures of 1953 were hit four times in the first week and an all-time grandstand record was set on one other night.

**Sullivan Clicks**

The all-time record was set Saturday (3) when extra chairs were brought in for the Jack Arthur production. Headliner Ed Sullivan bowed out Wednesday for a special New York appearance, which hurt business that night. Bernard Cowan, local radio personality, filled in as emsee.

Despite the headline name of the Four Lads, the matinee shows have been poorly attended.

The big cross-the-lake $25,000 swim, scheduled for Monday midnight, was postponed so many times because of weather, that finally, Wednesday afternoon, it was called off. Instead, a shore-front swim was substituted with the same prize money. Turnstiles at the CNE were set up Thursday night to collect money from those waiting to watch the swim. Officials expected a good interest in the swim, with Ed Sullivan as official starter.

Attendance figures with '54 comparatives in brackets were: Thursday (1) 205,000 (216,500); Friday (2) 165,600 (165,000); Saturday (3) 303,500 (290,500); Monday (5) 298,000 (294,500); Tuesday (6) 145,500 (139,000); Wednesday (7) 141,000 (142,000).

The train, operated on the grounds as a transportation unit by Mickey Wilson, was down 20 per cent this year. Wilson blamed the weather for the decline.

# Marshfield, Wis., Pulls 84,000; Midway UP 30%

MARSHFIELD, Wis., Sept. 10.—The Central Wisconsin State Fair closed one of its most successful five-day runs here Tuesday (6) after an estimated 84,000 patrons had flocked thru the annual's outside gates. Bill (Tiny) Uthmeier, secretary, said both afternoon and evening grandstand shows were up over '54 both attendance-wise and from the receipt standpoint. Fair officials also said the fair would be comfortably in the black despite plant improvements this year that cost upward of $9,000.

Midway business was strong thruout. Ride and show receipts by 20th Century Shows were up 30 per cent over last year. Gene Holter's ostrich and animal show and motorcycle races both played to capacity grandstand. L. N. Fleckle's ice show drew two sellouts in its six performances.

Fair will close a day earlier in '56, with the final day set for Labor Day.

## SPENDING UP

# Advance Sale Ban Cuts Into PNE Gate

VANCOUVER, B. C., Sept. 10.—The Pacific National Exhibition wound up its 11-day run here Labor Day (5) with 120,628 paid admissions less than a year ago but with spending in general ahead of 1954. A total of 750,792 people paid their way into the big expo, compared with 871,420 last year.

Weather during the run was excellent and fair officials attributed the drop-off to one reason. That was the provincial ban placed on the sale of advance admission tickets which also entitled the purchaser to participate in the giveaway of automobiles and other merchandise. This advance sale, which has been a practice for many years, was often termed by fair execs as the "best rain insurance available" and accounted for many thousands of patrons each year.

Each day of this year's run dropped below that of a year ago with the exception of two, that showed slight gains.

**Spending Up**

Despite the drop-off in attendance, fair officials reported that spending, particularly on the midway fun zone, was ahead of last year. Most rides and shows took in more money than last year and concessions were up with the exception of bingo and some other games. These were reportedly off as much as 30 per cent depending upon their location.

Polack Bros.' Circus, co-sponsored by the fair and the Shrine, with three performances each on Saturdays and Labor Day, did strong business but failed to match its 1954 run by a few percentage points.

One of the biggest crowd pullers of the week was the giveaway of a furnished house at 11 p.m. on Labor Day. Thousands of ticket holders crowded the outdoor theater to view the awarding of the main prize. Other giveaways included an automobile each day of the fair with the drawings based on program numbers.

Attendance at the agricultural and livestock exhibits hit a new high mark. The fair's new buildings, electrical and manufacturing, were jammed with exhibitors and were crowded almost every hour of the day.

On Friday (2) PNE directors officially opened the gates of the California State Fair, Sacramento, by means of a short-wave radio hook-up. President Jack Moffitt

(Continued on page 83)

# St. Johns Draws 70,000; Slates Enlarged Plant

ST. JOHN'S, Newfoundland, Sept. 10.—Altho hampered from its opening by rain, this year's St. John's Exhibition concluded Saturday night (3) with a total of 70,000 visitors to give encouragement to the association's plan for making the revived fair's plant one of the finest in Canada within 10 years.

Fair weather on Saturday enabled 16,388 to be turnstiled in, and President John N. Flood on that day reviewed the 10-year improvements plan. Manager Douglas Neal said construction work will get started this fall.

In time for next season, Neal said, there should be a new building to house commercial exhibits. To make room for construction of buildings the fair will move the 125-stall racing stables to the east of the racetrack stands, behind the first turn. This move will be done in October at the end of the current harness racing season, Neal said.

Leveling and resurfacing of a marsh area near the track will be done next year in order to obtain more parking space, and additional stable space will be built. Neal revealed that the association has bought several National Defense Department buildings and will move them to the grounds from Barrack Green, the former exhibition site.

The exhibition had been officially opend on Monday evening (29) after rain washed out the scheduled formalities on Saturday (27). A talk was made by D. L. MacLaren, New Brunswick's lieutenant-governor and a former director of the exhibition. Wednesday and Thursday (31-1) were largely lost to cold rains but Friday and Saturday gave the fair a strong finish.

Bill Lynch Shows on the midway noted increased public interest and spending when weather permitted. A Hamid grandstand show included Linon, tramp wire act; Pedro and Durand, acro and balancing; the Aerial Chapmans, aerial ladder; Great Veno, wire; Gautier's Steeplechase, and Jack Kirk and Madeline, comedy acro. Kirk was emcee.

# Ohio State Tops '54 by 95,153

COLUMBUS, O., Sept. 10.—The Ohio State Fair this year surged well ahead of its '54 attendance count, beating last year by a whopping 95,153. Sam C. Cashman, secretary, reported final figures showed the paid and free gate count this year was 508,103 compared with 412,950 a year ago.

Gross receipts also eclipsed those of last year. Total income for the eight-day run amounted to $310,576 as against $238,850 in '54. Attendance on the final day, Friday (2), was 32,778 against 15,614 on the same day last year. Total paid attendance this year was 260,003 against 237,658 last year.

# 94,000 Attendance Gives Essex Junction Nifty Run

ESSEX JUNCTION, Vt., Sept. 10.—Attendance estimated at about 94,000 gave the Champlain Valley Exposition an excellent run last week. Fair officials reported the gate only a few thousand under the 1948 figure, the best year.

Good weather prevailed thruout most of the week. Rain cut into one of the earlier days but on the whole the weather was in marked contrast with that of a year ago when the dwindling winds and accompanying rain of a hurricane washed out considerable activity and held down both attendance and earnings.

On closing Saturday (3) attendance hit the 19,000 mark. The night grandstand show, George A. Hamid's Fantasies, drew a full house to equal the business done on several previous nights. Automobile races promoted by Sam Nunis played to a sellout audience in the afternoon.

**Midway Does Well**

The World of Mirth Shows had a very good week on the midway. A new feature, Jack Kochman's Lucky Dogs, also drew good crowds to the grandstand.

Business was judged especially good in view of the fact strikes locally involved approximately 1,000 workers and cut heavily into the spending power of the families of these workers.

# Weatherman Puts Crimp In California Expo Gate

SACRAMENTO, Sept. 10.—The weatherman co-operated only too well on the first part of the California State Fair & Exposition's "sunshine and water" theme, with the high mercury causing a drop of 11.8 per cent in attendance during the first eight days of the 11-day run here as compared with 1954, a record year.

At the end of the first eight days, the turnstile count was 540,725 as against 612,912 last year. The loss of 72,187 patrons was reflected in night grandstand attendance, concession sales and even pari-mutuel betting. Last year's attendance was 812,204, an all-time record. The fair closes tomorrow (11).

The fair got off to a strong start Thursday (1) with an attendance of 58,548, which was more than 2,000 over the same day in 1954. Altho the thermometer was high, the opening day's ceremonies in which Gov. Goodwin J. Knight participated, pulled. From then on, however, the mercury continued to rise, with the attendance taking the reverse move.

The night grandstand shows are broken into four segments, each honoring American Composers.

(Continued on page 83)

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# 'Holiday on Ice' Gets 80G at Lincoln, Neb.

## Outgrosses '54 Revue by $45,000; Outside Gates Up; Midway Biz Climbs

LINCOLN, Neb., Sept. 10.—"Holiday on Ice" registered a thumping $80,000 gross as the night grandstand attraction at the Nebraska State Fair, which closed its seven-day run Friday night (9) with total attendance slightly higher than last year.

The icer, presented here for the first time, supplemented the traditional revue as the night grandstand attraction, and its receipts more than doubled the $35,000 gross for the revue last year.

Part of the increase was due to a 50-cent boost in reserved seat prices but the major reason was increased patronage. Near sellouts and sellouts marked each of the night performances.

The icer was extremely well received by audiences, sparked strong press notices, and drew high interest from executives of other fairs. The shift from a revue to an icer was the first by a major fair and thus was watched closely by other fairs.

### "Dancing Waters"

"Dancing Waters," booked in by the fair for the second year, enjoyed even better patronage than last year, when it was given exceptionally good business. Figures for the full run were lacking but the take for the first five days was 10 per cent higher than for the corresponding period last year.

On the midway, the William T. Collins Shows also experienced sharply increased business. Rides and show receipts were up about 20 per cent for the full run, with a stronger line-up of rides and shows credited.

Concessionaires generally reported business as strong or better than last year.

### Auto Races Strong

Of the daytime attractions, auto races, always strong here, held to past levels. Al Sweeney presented three matinee auto race programs. The Tournament of Thrills, in Labor Day, pulled an excellent turnout, Jimmie Lynch's Death Dodgers, in Saturday (3) had a light turnout, motorcycle races Tuesday (6) were run before a weak stand, and the Holter-Christy wild animal show, in Thursday (8), played to a strong grandstand crowd. Feature of the Holter-Christy presentation was ostrich races with Nebraska's governor and Lincoln's mayor as drivers.

The fair's drawing territory had been hard-hit by drought and Ed Schultz, fair secretary, said that because of crop conditions the success of the fair went "far beyond my expectations." Last year's attendance was 289,000 and final tabulation was expected to put this year's count at about 295,000. Extremely hot weather, with the mercury soaring to 103 degrees in in the closing days, prevented the gate from topping the 300,000-mark.

The fair used its new $75,000 dairy barn for the first time. An antique automobile show, a new feature, was highly successful and will be expanded next year, Schultz said.

A new Coliseum is to be erected for the '56 fair. It will provide permanent seating capacity for 5,000 and have an arena area 200 by 85 feet.

Fair executives noted among the visitors were Lloyd Cunningham of the Iowa State Fair, Bill Masterson of the Wisconsin State Fair, and W. H. Ritzenthaler of the Missouri State Fair.

# Fargo, N. D., Draws 63,080 For New High

FARGO, N. D., Sept. 10.—The Red River Valley State Fair cracked all past attendance records, drawing 63,080 in seven days, A. D. Scott, secretary, announced after complete figures were compiled. This year's run broke last year's all-time high by approximately 11,000 admissions, and a new one-day record of 13,071 was set on the final day, August 27.

Only weather during the week was rain on Thursday which washed out the second half of a horse race program. Other grandstand attractions included motorcycle races, hardtop auto races and big car races produced by National Speedways, Inc.* The night show, brought in by Barnes-Carruthers Theatrical Enterprises, Inc., was Keith Killinger's "Rollercade of 1955" which played to good crowds all week.

Hill's Greater Shows, on the Fargo midway for the first time, chalked up good business, particulary on the kid rides which did near capacity business on two kid days.

# FACE-TO-FACE BOARDS DRUM FOR ANNUALS

NEW YORK, Sept. 10.—Example of the vigor with which Massachusetts fairs are seeking New York patronage is evident at a spot on Route 44 outside Poughkeepsie, near the Taconic State Parkway. At that spot there are two 24-sheet boards, one advertising the Barrington Fair and the other, the Eastern States Exposition—with the boards face-to-face on apposite sides of the road.

# Middleboro, Mass., Clicks With 22,000

MIDDLEBORO, Mass., Sept. 10.—Despite storms and polio the Middleboro Fair wound up its seven-day run with attendance up nearly 4,000 above last year. In spite of adverse conditions, the opening day saw a crowd of 3,300 which was about level with the 1954 opener.

"Luck was with us to some extent," said Tom Senna, general manager, adding that the polio epidemic and the threat of more storms took a toll of an anticipated higher gate. Heavy rains on the last day kept the fair from going well over last year's mark. Over-all attendance was figured at around 22,000.

There was doubt as to when the fair would open because an earlier date had been applied for in order to run dog racing this year, to avoid running too close to the Weymouth State Fair.

When the request was turned down, Middleboro went back to horse racing and the original dates, August 21-27. The six days of racing netted $178,000. Senna said they wll plan for the same dates next year and stay with horse racing.

Several improvements were in evidence this year, made possible by a budget which was upped by $10,000 to $27,000. New construction included a new portable stall for 100 horses, new photo-finish equipment and general refurbishing of the grounds.

An hour-long act by Ginger the Wonder Horse attracted big crowds. A medium size midway was run by Ed O'Brien, of O'Brien Enterprises, who reported business for the week as fair.

# Du Quoin Shatters Gate, Receipt Marks

## George Gobel Sets One-Show Record; Auto Races, Midway Pull Top $$

DU QUOIN, Ill., Sept. 10.—Officials of the Du Quoin State Fair closed the annual's gates here late on Labor Day after the most successful run on record. During the 10 days the fair set a new attendance mark, established an all-time high on receipts, set two new one-day highs and drew its biggest turnout in history for the George Gobel holiday grandstand show.

Aided by good weather thruout, the fair pulled a total attendance of 414,583, to shatter last year's previous mark of 403,202. In addition to a new opening-day record, the fair pulled in 83,292 on Labor Day for a new high. And the George Gobel show that night played to the largest grandstand crowd ever to attend any Du Quoin attraction, some 18,000 plus people paying to see the comic. No figures on receipts were disclosed by the fair, but it is understood the big Labor Day show, with prices for reserved seats scaled upward, set a new mark, topping last year's performance featuring Eddie Fisher.

Monday's auto race program, an AAA 100-mile big car championship event, ran to a capacity crowd. Every seat in the big 18,000-seat grandstand was taken and railbirds lined the standing area eight to nine deep. The Saturday stock car program drew almost a capacity crowd and Sunday's program of big car sprints was strong, topping the same day last year.

The featured night grandstand show during the week, with the McGuire Sisters headlined, started rather slow, but began building at midweek and drew close to capacity on Saturday and Sunday nights.

Gem City Shows, the midway attraction, took advantage of the big crowds and turned in a ride and show gross that was 17 per cent ahead of '54. Show was re-signed for '56.

# Spokane Mulls Date Switch

SPOKANE, Sept. 10.—The Spokane Interstate Fair may switch to the second week in September in '56 to better display the area's crops, Harry Linden, president, announced.

This year's annual, August 25-28, drew an estimated 38,000 people. Grandstand attractions were seen by one out of every 12 people attending the fair. A variety show, the main afternoon and evening fair, included Frankie Carle, Red Watson, Davis Twins, Bounding Barretts, Calgary Red, Silhouettes, Trudy O'Shea, Rex Story, Aerial Appollons, Arita, Cavaliers and Loretta LaPearl. Wally Blake emseed. Inland Empire Shows provided the midway attractions.

Other changes for next year may include the introduction of quarter horse racing and other field events, Linden said. Fair's parking space was enlarged to accommodate a total of 3,000 cars.

# Genesee Fair Scores New 40,000 High

ALEXANDER, N. Y., Sept. 10.—A 10 per cent rise in attendance to some 40,000 was the outcome of the Genesee County Fair. The five-day event, which closed Saturday (27), was the 116th edition.

Grounds are leased from the Alexander Fire Department, Inc., the property owners. John Terry, County Agricultural Society head, said attendance this year hit some 40,000 or 10 per cent better than in 1954. Altho the final checkup will undoubtedly show a profit, it was reported some directors feel the firemen's $1,000 rental fee is excessive and there was speculation about a new site being sought.

The fair profited by better than $1,000 in 1953 and last year's profit was $900.

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# Weather Graces Flemington; 55,000 Gate Mark Remains

FLEMINGTON, N. J., Sept. 10.—The 99th annual Flemington Agricultural Fair got fine weather for its seven-day stand last week and responded with an attendance total close to the record 55,000 established in 1954, according to Manager William Kinnamon. The slight gate decline was attributed to nearby Pennsylvania flood district inhabitants remaining home.

Virtually all revenue-producing aspects of the event recorded good business during the week which, while not of record proportions, was good enough to send everyone home satisfied. New this year to the usual State 4-H show was goat competition.

Space handled on the independent midway by concession Manager Jack Sheppard was gone long before the opening, with the prime unit being Bennie Weiss' skillo. The carnival midway held I. T. Shows.

Primarily of agricultural interest, the event this year had its largest farm machinery display yet, with hundreds of pieces of equipment stretched along a quarter-mile area.

Tuesday and Friday were children's days, free gate to kids of school age and two bicycles being given away. There were two mule races on Tuesday (30) featuring school principals. From Wednesday thru Friday there were harness races and Jerry Lipiatt's racing mules, with some $8,000 in race prizes being awarded. Governor Meyner made an appearance on Governor's Day, Thursday (1), and the Friday night show included a fireman's parade of 24 units prior to the Hamid grandstand show.

Sam Nunis promoted midget races on Saturday afternoon and AAA big car racing on Sunday and Labor Day. The Ward Beam thrill unit performed on two nights, Sunday and Monday (4-5). All race and thrill show programs drew heavily with houses from three-quarters to full in the 3,000-seat grandstand. Hamid acts included Al Robbins, Les Cardinals, Hodgini's Dogs, the Mazurs, and the Three Tuckers.

Gate admission for kids was a quarter every day except on kiddie days and the three auto race nights when it was 50 cents. Adult admission was 75 cents except on those three nights (Saturday thru Monday) when it was $1.25.

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# 1-Day Free Gate Ups Attendance at Rutland

RUTLAND, Vt., Sept. 10.—The Rutland Fair invited folks in free on Tuesday (6) after the usual crush on Labor Day (5) and the move paid off handsomely. The usually dull session following the holiday brought out an estimated 20,000 persons. As a result all units did well and should go over the top if the remaining sessions, which end today, hold up as in the past. Admission charges were reinstated at night.

On a comparison basis with last year the day loomed even bigger since it was matched against a rainy session. The event was favored by good weather on the holiday, its opener, and attendance neared the saturation point with cars noted from adjoining New York and Massachusetts.

Attendance dwindled on Wednesday (7) to about 12,000 which matched last year's count. On that day attendance for the run was reported at 62,000, about 5,000 ahead of last year.

**Hamid Unit Clicks**

The George A. Hamid revue did good business thruout the week. It gained impetus after the opening as the result of favorable word of mouth and press comment.

Other show features included Jack Kochman's Hell Drivers and Kochman's Lucky Dogs, a new racing greyhound presentation. Harness racing was also featured thruout the week.

Local talent helped to build interest in the stageshows. Catherine King Johnson, Miss U.S.A. in the recent Miss Universe finals, and Tommy Pockette, baton champion, both made appearances.

The World of Mirth Shows had a good week on the midway.

# Trout Fishing Added to List At Barrington

GREAT BARRINGTON, Mass., Sept. 10.—The eight-day Barrington Fair program was discussed this week at the board of directors' annual meeting, when President Edward J. Carroll outlined the plans. The annual gets started tomorrow.

Also on the board are attorney George McCormick, Phillip S. Armstrong, Michael C. Whalen and James D. Hickey, all of Great Barrington; Alfred Lombard, of Arlington, and Harry Storin, of Springfield.

Added to the attractions list this week was the Berkshire Trout Farm's commercial fishing tank. On Friday only, September 16, the six girls competing for the "Miss Rheingold" brewery title will appear. There will be a sports show on seven of the nights, and pari-mutuel flat racing from Monday thru Saturday (12-17). Auto thrill shows will perform twice each on opening and closing Sundays.

Additional blacktopping has been added to the midway area which is being managed by Jeff Harris, there is a new archway entrance to the amusement zone, regrading of the track and new drainage system.

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# Dogs Build Top Day at Little Valley

LITTLE VALLEY, N. Y., Sept. 10.—An all-time record one-day crowd was counted at the Cattaraugus County Fair here Thursday (1). J. O. Sanders, president, reports that the show feature was Jack Kochman's Lucky Dogs, racing greyhound presentation. He credited the canines with the surge in attendance.

## *EASY EARNED FIVE BUCKS*

CHICAGO, Sept. 10.—Sam J. Levy Sr., head man of Barnes - Carruthers Theatrical Enterprises here, has a receipt that he's saving. Right in the middle of a rehearsal session at a local hall, a persistent piano tuner insisted on tuning the piano. On Levy's authorization, the tuner was given $5 to hold off. Now the office has a receipt which reads, "Received from Barnes-Carruthers for not tuning a piano."

# Gate, Receipts Ahead of '54 At Huron, S. D.

### Attendance Up 5%, Four-Day Gross Shows $5,000 Hike

HURON, S. D., Sept. 10.—The South Dakota State Fair this week demonstrated its pulling power by surging ahead of last year at both the gate and cash register despite agricultural conditions that were not encouraging due to a lack of rain. Thru Thursday (8), fourth day of a six-day run, attendance was up 5 per cent and total receipts were $91,672, compared with $86,670 to the same point a year ago.

Kenneth A. Balgeman, secretary, reported that all grandstand attractions pulled strong crowds during the week. A Barnes-Carruthers revue with acts, the featured night fare, did well each night. Motorcycle races brought in by Frank Winkley pulled a strong crowd Labor Day afternoon.

Tournament of Thrills, brought in by Leo Overland, played to upward of 10,000 at its Thursday afternoon (8) show. Unit will be back in Saturday night when it will be half of a double feature with the Barnes-Carruthers' show.

(Continued on page 83)

# *TOPSFIELD OPENS BIG; 82,000 MARK MENACED*

TOPSFIELD, Mass., Sept. 10.—The Topsfield Fair opened Sunday (4) only $162 behind last year, which was the biggest opener in the fair's history. This was the second time the opening day went over 20,000.

Labor Day saw nearly 33,000 paid admissions. Last year the fair's attendance was 82,000 with with the last day being canceled out because of Hurricane Edna. The sponsoring Essex County Agricultural Society looked for a record this year since the weather was perfect and the polio scare apparently had kept very few away.

Construction on new exhibition halls, a new grandstand and utility poles and electric lines was completed at a cost of $25,000, according to General Manager Paul Corson. The fair is continuing its traditional policy of stressing agricultural competitions, with accent on youth—4-H Clubs, Future Farmers of America and other young people among the contenders.

The entertainment theme this year is "Frontier Days," featuring Buck Steele's show, including the Shooting Mansfields. The attraction will have Gabby Hayes as guest star on windup day today. The event boasts the only pari-mutuel dog racing in the nation, which runs for six nights. Corson said he expected the mutuel handle to run to $800,000. Last year, with one night cut, the total was $532,000.

Gene Dean and Jack Flynn, of Salisbury Beach, have a quarter-mile midway with the contract let for the third year to Playtime Amusement Company of Quincy. The 15 rides feature a Tilt-a-Whirl, Merry-Go-Round, Miniature Train and Ferris Wheel.

Among those on the midway this year are Kelly, the Candy Man; Al (Crapo) Randall's whale and boat exhibit, and Bill Broudreau's Motordrome. Pro boxer Tommy Collins has made appearances every day and boxer Tony De Marco is slated for the last two days. The Budweiser Horses are also on hand. Tommy Maren is running the dog track and has made many improvements this year. Midway men reported business good for the first two days.

Corson pointed out that the fair draws country folk during the day and the metropolitan area people, attracted by the dog track, swelling the numbers at night. Admission is 75 cents until 6 p.m. and 50 cents afterwards. A charge of 50 cents is made for parking.

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# Timonium Closing On New Gate Mark

TIMONIUM, Md., Sept. 10.—A fifth straight attendance record was in the making for the Maryland State Fair thru yesterday, with three days remaining in the 11-day event. As is usual, a healthy part of the attendance was registered at the pari-mutuel races where a $4,000,000 handle is recorded yearly at a 10-day meet. There was no racing on Sunday (4).

Up to Thursday morning the total turnout was 210,202 compared with 208,681 to the same point last year, when the all-time high mark of 259,969 was chalked up. On Thursday a big crowd attended, the same was true yesterday and perfect weather was forecast for last night and for today's windup.

Comparison on attendance for the first nine days is as follows:

| | 1954 | 1955 |
|---|---|---|
| Wednesday (31) | 20,769 | 19,344 |
| Thursday | 15,030 | 14,991 |
| Friday | 13,498 | 13,818 |
| Saturday | 24,635 | 25,037 |
| Sunday | 31,865 | 32,658 |
| Monday | 71,246 | 72,303 |
| Tuesday | 14,944 | 15,504 |
| Wednesday | 16,694 | 16,547 |

With the fair dates tied directly in with the race schedule there was no talent offering in the daytime, and free grandstand entertainment nightly. The first two nights offered a tourney by the Maryland Jousting Association. Members were decked out colorfully in full armor and at the command, "Charge, Sir Knight!" the participants rode down the track to try to spear rings with their lances. Horse pulling occupied the following two nights before the grandstand.

**Melville Acts Booked**

Starting Sunday night (4) a group of acts booked thru the Frank Melville agency has performed nightly, featuring the Knights of the Purple Sage vocal group, trampoline, novelty violin, clown car, high act, and chorus line.

Perfect weather graced the run compared with blistering heat which held down attendance part of last season.

Admission prices were unchanged, $1.50 to the race track or 50 cents at the fair gate. Track fans pass free onto the fairgrounds but most of them make a beeline home after the racing. Track purses surpass $100,000 for the meet and agricultural premiums surpass $90,000 of which the State Fair Board gives $80,000. As in recent years a major display was that of agricultural machinery which is let in at virtual giveaway space rates for the 1,350 feet devoted to it. Fair parking is free.

Good business was reported for the independent midway, managed by Jake Shapiro.

# N. H. Events Splits 52G

CONCORD, N. H., Sept. 10.—The New Hampshire Department of Agriculture has split $52,520 in Rockingham race track funds to the State's 14 fairs that annually pay out more than $500 in premiums.

Largest cut went to the Plymouth State Fair which received $8,509. Lancester was second with $7,241; Rochester, $7,109; Contoocook, $4,461; Cheshire County, $5,677; Deerfield, $6,715; Loudon, $427; Canaan, $4,102; Northwood, $2,763; Sandwich, $3,321, and Haverhill, $606.

# Annadale, Va., Promotion Has Biggest Week

ANNADALE, Va., Sept. 10.—The Fairfax County Fair had a banner premiere week and plans are under way to make the 1956 edition even better. Promoter Ted Christenson estimated the opening day's turnout Monday night (29) at some 16,000, with the second day drawing another 14,000.

Officials and midway people claimed success beyond their expectations. Prell's Broadway Shows had one of their best weeks to date.

Sponsored by the Chamber of Commerce, the event offered fireworks by Tony Vitale, three Pepsi-Cola pony giveaway days, the Capt. Jimmy Jameson high-dive, and an under-canvas "Grand Ole Opry" presentation nightly. Its canvas was a 60 by 240, and the grounds also held three others of the same size plus other smaller tents provided by American Tent & Awning Company.

A large top was filled with livestock in a show gotten together by 15 cattlemen.

The fair was heavily promoted in virtually all newspapers within a 50-mile radius. The county was canvassed by aerial loudspeaker daily from 4:30 p.m. until 6.

# Sport Car Racing Booked Into Fair at Bloomsburg

BLOOMSBURG, Pa., Sept. 10.—Bloomsburg's 101st fair will open Saturday evening, September 24, with a good chance to top the 160,000 paid admissions chalked up last year. Not a record, last year's business had some weather difficulty and would have done much better otherwise. Children thru high school seniors are admitted free all week.

A new attraction this time will be sport car racing promoted by George Marshman of Philadelphia and Sherman (Red) Crise of Florida, who will also provide midget racing. Also new will be a "Dancing Waters" unit with the King Reid Shows midway. Novelty mule racing will return with Jerry Lippiatt providing animals and sulkies.

The opening night attraction will be a program of barbershop quartet singing, free last year but going at $1 and 65 cents at the grandstand this time. Last year's free program observed the fair's centennial year. A good attendance is foreseen as this form of entertainment is popular hereabouts.

Sunday Vesper services will feature a well-known minister, several singers and group hymn singing. The stands were jammed for this program in 1954 but a wind and rainstorm called a halt to the proceedings.

The night revue this year, staged by George A. Hamid, will feature Peg Leg Bates and the "Stairway to the Stars" spectacle. Hamid also provides the afternoon attractions. Bloomsburg is again using two shows nightly from Wednesday thru Saturday, at 7 and 9 p.m. The plan went over well last year at the 5,000-seat stands.

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# Elitch Closes; Bands, Upped Ride Prices Pay

DENVER, Sept. 10. – Elitch Gardens last week closed one of its most successful seasons. Ride business has been good on all rides this season, even tho the fare was upped on both adult and kiddie rides. Kiddie units that formerly cost a nickel were hiked to 8 cents and adult rides were upped by 3 to 5 cents. The Gurtler brothers report that there was no noticeable change in box office as far as number of patrons were concerned at the rides and the additional charges swelled the till considerably.

Roller Coaster edged out the other rides but patrons were pretty well divided among the others. Storyland, a kiddie attraction with live animals in fairy book settings, pulled exceptionally well all season and picnic trade has been fair to good.

**Ballroom Biz Good**

The open air El Patio Ballroom has done well most of the season, with Dick Jurgens closing the season after a six-week stay. Jurgens was relieved for a one-night stay recently by Les Brown, who drew a good crowd. Will Jurgens, business manager for the Jurgens aggregation, said that the band would be broken up following the Labor Day closing and that the band's equipment, library and stands would be stored at Elitch's for the season. No definite plans have been made but it is anticipated that when the band reforms, it will make its debut at Elitch's, scene of some of the bands most successful stays.

The 64-year-old Elitch Summer Theater closed this week after a highly successful season, playing to more packed houses than ever during the season. Broadway stars including Laurence Hugo, Carole Mathews, Mary K. Wells and others drew excellent notices. This year saw the use of nearly $15,000 worth of new stage equipment, lighting and sound facilities and other improvements in the refurbished summer theater.

Advertising and publicity by John Ebbey, of the Marshall Robertson agency in Denver, played no little part in building the box office take at Elitch's this summer. One of the biggest coups was the two-page color spread in the Saturday Evening Post, which the park used extensively in its publicity. Reduced rates on rides, a nightly disk jockey show over KIMN and nightly remote radio show over the Mutual radio outlet in Denver all helped promote the park. Teen-age night at the ballroom, picnic promotion for civic groups and special days of combined advertising and promotion with local newspapers and radio stations helped round out the promotion campaign.

# Pontchartrain Up 10% Despite Rain, Skeeters

NEW ORLEANS, Sept. 10.– Pontchartrain Beach closed its 1955 season with a 10 per cent gain over last year, according to Manager Harry J. Batt, despite a damaging stretch of rainy weather and the worst mosquito plague in 20 years.

Easter Sunday, usually one of the big funspot's major days, was rained out. The Sunday prior to Labor Day had rain from 2 p.m., and a day-long drizzle on Labor Day held the AFL picnic gross to about 90 per cent of last year's.

The tremendous influx of mosquitoes struck the whole area and lasted two weeks, Batt said. In addition, the beach had rain almost daily from June 27.

# New Kiddieland Gets Strong Start In Detroit Area

DETROIT, Sept. 10.–First season for the Garden City Kiddieland Park, opened about two months ago in the suburb of Garden City, has proved satisfactory, according to Manager John Ellis. Original plans were made to locate on Michigan Avenue (Chicago Road) in Nankin Township, but a location about four miles north on Ford Road was selected instead. Plans are to continue operation until about the end of October, probably operating weekends only in October. It has three rides made by the King Amusement Company – Ferris Wheel, Miniature Train and Rocket Ship. Plans are to add two more rides for next season.

The operating firm for the park is the Gotham Amusement Company, established as a partnership by Ellis, Dan Linehan, and William Breher, all newcomers to show business. This firm succeeds the former Dearborn Kiddieland Park Company, in which two other men, John Henry and Patrick Denningan, were also partners.

# Weather Muffles Akron; Funspot 10% Under '54

AKRON, Sept. 10.–Bad weather at key times during the season held Summit Beach Park to a season's score of between 10 and 15 per cent less than last year's.

This was announced at the close of the season by Manager Ed Palmer, who said that weather was bad in June and rain fell Decoration Day, July 3, and several Sundays when major picnics were scheduled.

On Labor Day the amusement park had a CIO-AFL unity rally, with an estimated 20,000 in attendance. Dollar tickets were sold in advance for rides and food. Several giveaways were staged. Speaker was James Carey, national CIO secretary.

Palmer said that his place will reopen for six days September 13 to accommodate the Summit County Fair.

# Kansas City's Wildwood Ends Strong Season

KANSAS CITY, Mo., Sept. 10.– A special Labor Day program, featuring fireworks display and three floorshows, drew heavy crowds to Wildwood Lakes to close its 1955 season, one of the best in years.

Joy Cayler and her all-girl orchestra and the DeJohn Sisters, recording stars, headed the closing entertainment program. They were supported by Larry Phillips, and his band and Myldred Lyons Lyonettes. The rest of September will be set aside for private picnics by several local business and labor organizations.

# Hennies Kiddieland Closes Big Season

HOUSTON, Sept. 10. – Mrs. Harry W. Hennies, manager of Hennies Kiddieland Park, five miles out of Houston on Katy Road, said this years business exceeded 1954 by a wide margin. Birthday parties increased and weekend attendance was up 25%. During the past year, Hennies Kiddieland specialized in birthday parties for youngsters and stressed weekend picnics.

Newspaper, radio and other advertising proved effective. After Labor Day until Easter the spot is open only on weekends and for birthday parties. Mrs. Hennies returned Saturday (3) from an extended visit in Des Moines.

*IRWIN ELECTED*

# Pa. Parks Study Route for Acts

HERSHEY, Pa., Sept. 10. – Pennsylvania park operators gave some thought this week to formation of an extended route to offer park acts next year. The plan would aid in booking and presumably in price considerations if enough member locations will go for the idea.

The annual convention was held Thursday (8) at Hershey Park and the newly elected president is Robert F. Irwin Jr., of Woodside Park, Philadelphia. He succeeds George W. Bartels, of the host park.

Also elected were C. K. MacDonald, of Idlewild Park, Ligonier, vice-president; W. J. Tarr, of Conneaut Lake Park, Conneaut Lake, re-elected secretary-treasurer; and the following directors for three years: Raymond Lusse, of Lusse Brothers, Inc., Philadelphia; A. B. McSwigan, of Kennywood Park, Pittsburgh; Edward Lee, of Sans Souci Park, Wilkes-Barre, and Joseph Helprin, of Willow Grove Park, Philadelphia.

**Booking Move Posed**

The group discussed the possibility of booking talent thru the association by setting up a circuit over which to route the cream of the park acts. Officers were instructed to study the idea of arranging a schedule of 10 to 12 weeks for aerial attractions by shuttling them between member parks.

The gathering heard an address by Daniel N. Casey, secretary of the Harrisburg Chamber of Commerce, who urged them to work together as a team for the benefit of the amusement park industry. He laid particular stress on group action to work for legislation favorable to the park business, as well as group opposition to such unfavorable matters as unfair taxes and regulatory measures.

The program opened with a buffet luncheon at Hershey Country Club for members and guests, followed by a tour of the Hershey Chocolate Corporation and the Milton Hershey School, by wives. Members meanwhile held their business session and toured the Hershey Park facilities.

In the evening a cocktail party was held in Hotel Hershey followed by the annual convention banquet.

A co-operative booking venture by the parks would have some precedence in recent years. Last year a group of Southern locations including Pontchartrain Beach in New Orleans and Dallas State Fair Park set up a similar talent routing schedule.

# KC's Fairyland Thanks Public With Cut Rates

KANSAS CITY, Mo., Sept. 10.– Fairyland Park, 80-acre amusement center, staged "Appreciation Day" to close its record-cracking 1955 season on Labor Day.

Capacity crowds responded to the event, which featured reduced prices on all rides and concessions. It was held as a "token of gratitude by the management for its successful season," during which many attendance records were established.

A three-day post-season "Fall Carnival" was held at the park with equal success. It was sponsored by several church and Parent-Teacher organizations.

# Kid Spot Clicks In Denver Start

DENVER, Sept. 10.–Kiddy City, featuring half a dozen rides, has had an exceptionally fine season since its opening July 4. Jack Russell, manager, says that some of the rides had been a little slow but changing the location improved the drawing power considerably.

The Roller Coaster is getting the lion's share of the trade, Russell pointed out. The train, airplanes and boats are not far behind. The location of the Hand Car ride was changed and a sharp increase in riders was immediately noticeable.

"Big Jon and Sparky" ABC radio stars, made a personal appearance at Kiddy City during mid-August and pulled several thousand to the park. Business has held up most of the time since then. Afternoon showers almost daily for the past two weeks has hurt the afternoon trade but not enough to keep the crowds away in the evening. Russell reports that many grandparents bring their offspring to the park and often buy $10 worth of rides at a time.

The concession stand offering dogs, burgers, sweet water drinks, sno-cones and a variety of carbonated drinks does well, Russell reported. He pointed out that the park is in the heart of Denver's "Baby Belt" where more than 5,000 new homes have been built with an average occupant age of 27 to 35 years.

*AT SEASIDE HEIGHTS*

# Pyro Ammunition Used for Offshore Shotgun Gallery

SEASIDE HEIGHTS, N. J., Sept. 10.–President John Fitzgerald, Vice-President John Christopher and General Manager Eugene Thomas of the Casino-Pool Corporation will tour Europe shortly in quest of ideas and rides to bring over for their amusement pier, which is to be expanded for the 1956 season. One recent import has been pyro amunition for a shotgun gallery they have been operating.

Some 150 feet will be added to the pier, which already has a 400-foot fishing jetty extending from the pier's end. This year a 30 by 40-foot snack bar was installed for the convenience of fishermen and their wives. A knotty pine interior brightens the appearance.

Despite rainfall during much of June and the August hurricane warnings, Thomas said, seasons earnings were up 21 per cent over last year. Main attraction on the pier was a Bubble Bounce with new lighting effects. Some 2,400 bulbs were added plus a bulb-studded brass ball. A German Merry-Go-Round was installed in the Kiddieland. Purchased from Hot Rods, Inc., of New York, it complemented the German Skooter building added the season before.

A feature at the end of the pier is a shotgun gallery which has explosive fireworks aimed at ballon targets. The Italian-made shell explodes some 150 feet in the air and is visible for nearly two miles along the coast. Venice Amusement Corporation of Seaside Heights, the Casino operator, distributes the ammunition.

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# RAS Grosses $306,976 For New St. Paul High

## Surpasses '47 Record by $23,000; Best's Side Show Bags 38G Take

ST. PAUL, Sept. 10.—A record-breaking $306,976.89 ride-and-show gross—the largest ever registered at a fair by a touring carnival—was piled up by the Royal American Shows at the 10-day Minnesota State Fair, which closed here Labor Day (5).

The tremendous gross exceeded by more than $23,000 the previous all-time high of $283,000 set in lush '47 by the Royal American Shows at the fair here. And, it topped by $33,000 the Royal American's '54 gross.

The fair's record attendance—1,007,101, up from the previous peak 946,565 established in '54, combined with ideal weather and the Royal American's power-packed attraction line-up to build the phenominal gross.

**Previous High**

When the Royal established the previous $283,000 high in '47, it was believed that the record would stand for many years. Then, patrons were in a free-spending mood, having plenty of money to spend on amusements, as many consumer products were unobtainable. And there was an added factor—the fair that year returned to operation after an interval of two years caused by the cancellation of the '46 fair due to a polio epidemic.

In racking up its new record gross here, the Royal American also set a new one-day high, with receipts on Sunday (4) climbing to $46,652.97.

All attractions shared in the whopping business, with top honors going to Dick Best's Circus Side Show. It grossed a thumping $38,231.75. On its biggest day, Sunday (4), the Best unit turned in an amazing gross of $6,040.50.

"Flashes of '55" was the second highest grosser among the shows, with Leon Claxton's "Harlem in Havana" a close third.

Fair officials and show execs alike were jubiliant over the record midway business.

RAS Owner Carl Sedlmayr observed that when his show first played the fair 23 years ago its gross for the full run was $34,000, less than a ninth of this year's take.

Commenting further, Sedlmayr said that in the year before his show played the fair for the first time another show had grossed $17,000 for the full run . . . a little more than half of the $30,000 the Royal American averaged each of the 10 days this year.

Sedlmayr was honored half-way thru the fair by St. Paul's Mayor, Joseph Dillon, and the Queen of the St. Paul Winter Ice Carnival in a ceremony on the fairgrounds. He was presented with a replica of St. Paul's Indian God of Peace and was knighted by the queen who bestowed the title, "Poobah of Pertinacious Pursuit of Plebian Pocketbooks" upon him.

# C. & W. Nears Own Indianapolis High

## Final Count to Show Take of About 152G; Gross is 20% Higher Than for '53 Stand

INDIANAPOLIS, Sept. 10.—The Cetlin & Wilson Shows wound up a 10-day Indiana State Fair here Friday night (9) with a ride and show gross estimated at close to, if not slightly in excess of, the show's previous high of $152,000 set in money-free 1947.

Final figures had yet to be tabulated but show execs pointed out Friday night (9) that the closing day's gross had to hit only slightly over $8,000 if the show was to equal the '47 take. It entered the final day with receipts of $144,000.

In any event, officials figured the show would finish with a gross about 20 per cent higher than 1953, when the show last played the fair.

**Scrambler Leads**

Ideal weather prevailed thruout, with not a single drop of rain falling. The fair extended its run by a day this year but final auditing of the gate count was expected to find the attendance only about 5 per cent bigger than last year.

Sam Peck's Scrambler turned in top money among the rides. Al Dorso's Round-Up placed second, with B. A. Slover's Roller Coaster third.

Jeri Johnson's "High-Steppers of '55" paced the shows, with Raynell's "Pink Garter Revue" second and Earl Purtle's Motordrome, third.

The show was given generous treatment by the Indianapolis press. A highlight of this was a feature article in the financial section of Sunday's (4) Indianapolis Star, in which Bill Hartzman, secretary-treasurer, was quoted. Story, headed "Carnival Lingo Belies Business," dwelt on smooth, businesslike operations of the show, told of the risks inherent in the business, and cited losses sometimes suffered by carnivals until they hit the fair season.

# Michigan Club Starts Drive For Marker Fund

DETROIT, Sept. 10.—A drive to place markers on all graves in the cemetery plot of the Michigan Showmen's Association was started this week in the Detroit area.

Paul Greeley and Charles Schimmell made the rounds of showfolk at the Michigan State Fair as did President Bill Green. Eph Glosser, who is operating the Roundup at the fair, brought in $60. Also working on the project are Leo Lippa, Jack Dickstein and Dr. Louis Firestone.

# ACA Misses Big '54 By 2% at Iowa State

DES MOINES, Sept. 10.—The Amusement Company of America Shows pulled out from the Iowa State Fair and headed for the Kentucky State Fair after one of the best midway stands in Iowa fair history.

With attendance at the 10-day run down better than 100,000, ACA did almost as good as it did during the centennial year—missing its take by only a few percentage points.

With the fair getting off to a slow start, the shows likewise were looking for customers at the beginning but once the people started arriving on the fairgrounds they headed for the midway and the final figures were considerably ahead of the comparable 1953 year.

**Rides—Flash**

Fair officials attributed the play to the increased rides and outstanding color dipslay at night. Paul Olson had his new power units working and the lights caught everybody's fancy.

The rides continued to outdo the shows and accounted to a great extent for the heavy run. The Rotor

(Continued on page 75)

# Hill Scores At Bethany

BETHANY, Mo., Sept. 10.—Hill's Greater Shows at midweek were racking up winning ride and show grosses at the Northwest Missouri State Fair here this week. Organization is here on the midway for the first time.

H. P. Hill, owner-manager, reported that takes at the Fargo, N. D., fair ran 20 per cent ahead of last year when another show played the stand. Kid rides in particular did big business at Fargo. From here the Hill caravan treks to Roswell, N. M.

# W. G. Wade Chalks 207G First 6 Days At Mich. State Fair

## Tops 1954 Mark by 48 Per Cent, Making All-Time Handle Certain

DETROIT, Sept. 10.—Playing the Michigan State Fair for the fourth straight year, the W. G. Wade Shows grossed $206,860 in the first six days of the run, compared to $139,101 for same period or 1954, and increase of 48 per cent, and in sight of better than a record quarter million. With four days remaining, the midway figures, which were certified, were only $6,000 under the all-time record for entire fair of $212,275.04 set last year.

Sunday (4) was top day with $54,048, all-time record for a Michigan fair, closely followed by Labor Day with $50,845.

Wade Shows staff is headed by D. Wade, general manager, with Mr. and Mrs. Marshall L. Green handling office; Jack Horbett, assistant manager and superintendent; W. G. Wade Jr., managing his own Wade Exposition Shows unit and office; Mr. and Mrs. Harry Lottridge, managing Wade Greater Shows unit, set in separate area.

Wade Shows assembled powerhouse of attractions, totaling 43 rides (25 major and 18 kiddie) and 26 shows. Following fair policy, no games concessions were operated. Among the new rides offered were Sky Wheels, Rotor, Scrambler, Twister, Round-Up and Rocket Train and two kiddie units, Jolly Caterpillar and Tanks.

**Triangular Midway**

Triangular midway between exhibition buildings and grandstand was used in well-lighted, exceptionally concentrated layout, fenced in rear to direct traffic to fronts and ticket boxes rather than scattered as in past. Four major and four kiddie rides were in separate midway near Coliseum, giving rides an extra chance as fair visitors were never far from a midway. Additional space outside midway was necessary for three shows, and one office-owned Funhouse was not set up because of space shortage.

(Continued on page 77)

# 20th Century Up 30 Per Cent At Wis. Fair

FORT SMITH, Ark., Sept. 10.—20th Century Shows trucked here this week, 1,056 miles, after closing Tuesday at the Central Wisconsin State Fair, Marshfield, Wis., a big winner for all segments.

Ride and show grosses at the Wisconsin event were 30 per cent over '54. Concessions also registered good takes, according to Jess Wrigley, co-owner. As a result of its good run in its first appearance at the Wisconsin fair, 20th Century was again awarded the contract for next year. Fair will close a day earlier in '56, winding up on Labor Day.

# Driver Dies in Truck Crash

DUNKIRK, N. Y., Sept. 10.—Danny Bright, a truck driver on the Page & Ferris Combined Shows, was killed here Sunday (4) when the tractor-trailer unit he was driving went out of control and hurtled over a 70-foot enbankment.

At the time of the accident Bright was transporting a Merry-Go-Round to the Chautauqua County Fair here where the show appeared this week. The tractor-trailer and the ride were a total loss.

Bright's body was shipped to Cherryville, N. C., for burial.

The show moved on schedule from here to the Center of North Carolina Fair, Asheboro, N. C., to begin a Southern route of fairs, beginning September 19 and ending the middle of November.

# Strates' Syracuse Gross Up From '54

## Fair's Strong Finish Hikes Midway Biz; 'Dancing Waters' Unit Joins, Does Okay

SYRACUSE, Sept. 10. — The James E Strates Shows enjoyed business estimated slightly higher than last year at the New York State Fair, which closed its eight-day run tonight.

The weather was good thruout. And the fair's attendance hit a new high, an estimated 462,000, according to fair execs, for an increase of 16,000 over last year.

Going into Friday (9), seventh day of the eight-day event, Strates said he was running about even with last year's excellent midway pace. At that point the fair's gate lagged slightly behind last year, but, in the closing two days the fair's gate surged upward, enabling the setting of a new record and giving the Strates attractions stronger business than on the closing days last year.

Final day's business was given an added boost by a special bargain price offer, any five rides priced at 20 or 25 cents going for a combination of 50 cents upon the presentation of a coupon carried in newspaper advertisements the final day.

A "Dancing Waters" unit joined the Strates line-up here and did satisfactory business. Show worked behind a temporary front. A new one is being readied for the show's Southern dates. Starr De Belle, the show's press agent, left here for Shelby, N. C., to ready the new set-up for the water unit.

While Strates' rides and shows churned away at a merry pace during the fair here, a crew of workmen were busy preparing new show fronts and stages. Strates said that he will have two sets of fronts and stages for Girl shows and Jig shows. Thus, when dates follow closely, as the fair at Orlando, Fla., will tag the one in Winter Haven, Fla., this winter, he will have no difficulty in having the shows up and ready.

Visitors to the show here included Mr. and Mrs. Sid Jessop, of the U. S. Tent & Awning Company, Chicago, and Gerald Snellens, of the World of Mirth Shows.

# Conklins Eye Record Gross at Toronto Ex

## Rides, Shows Up 12 Per Cent; Seber Leads Back-End, Coaster Up

TORONTO, Sept. 10. — The Conklin-operated midway at the Canadian National Exhibition this week continued to race at a record-breaking pace and thru Thursday (8) was a cool 12 per cent ahead of last year at the same point.

Shows and rides bagged big grosses all week despite cool weather. Topper on the back-end was the Harry Seber gal units. Altho Seber is not doing as well as last year, when front-page publicity hypoed the shows, he expressed satisfaction with business. The Pete Kortes Side Show continued in the top three, beating last year's figures almost daily. Still a source of amazment to the Conklins was the continued strong draw of Alfie Phillip's water show. It sat among the top three again this year for the ninth consecutive year.

Among the permanent installations, the Roller Coaster, built by the Conklins, was exceeding all expectations. The Dark Ride was another top money-winner. Among the portable units, Hoffmeister's Rotor was the powerhouse.

One of the strongest departments on the fun zone, however, was the Kiddieland. According to Neil Webb, Conklin exec, the 19 rides were doing capacity business more often than not., and the weather wasn't affecting it one way or another.

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# MIDWAY CONFAB

Virginia Greater Shows personnel attended a cookhouse birthday party August 26 in Pocomoke City, Md., for little **Barbara Ann Nelson**, daughter of **Calvin and Evelyn Nelson**, who was five years old and received many presents. New faces on the show include **Johnny (Red) Underwood** with the cookhouse, **Richard Porcella** with free act and frozen custard, **Johnny Weber** and **G. Wright** operating p.c. tables, and the following on rides: **Nelson James**, kiddie rides; **T. Cox**, Ferris Wheel; **Bill Zirby**, Merry-Go-Round, and **Bill Pitts**, Chairplane. Office-owned hanky pank agents include **J. Fleming**, **Oscar Smith**, **Cowboy Biddle**, and midget **Leo Matina**. **Mr. and Mrs. Kochenour** have joined with their trailer grab joint. Manager **Rocco Masucci** reports **Johnny Gambino**, girl show operator, closed with Virginia Greater Shows at Weirwood, Va.

After a successful season with the Royal American Shows in Canada, **Roger T. Lodger** infos that he will continue heading the palmistry booths at the remaining fairs in the States. . . . **Dave Fineman**, former business manager on the Gold Medal Shows, visited the Malone, N. Y. Fair. Dave is reported to have left the show because of a poor season and is now on board a tramp steamer headed for China in the company of Art Frazier.

In the absence of the relief committee, **Bill Tucker** and **Red Hicks** have been visiting sick members of the Miami Showmen's Association at local hospitals. They dropped in on **Joe Vernic**, **Ed Yeasted** and **H. Morrison**, all of whom are getting on well, it is reported. Tucker is acting executive secretary in the absence of **Marty Weiss**. Among the MSA women, **Doris Kimmerer** and **Clarice Dunn** are on the sick list and **Anna Axe** is convalescing from a long illness. **Hilda Roman**, **Mickey Hawkins** and **Rose Hicks** were entertained at a card party and luncheon in the new home of **Rhea Carson**.

Considerable buzzing on the Michigan State Fair midway about the new carnival that **Eph Glosser** and **Rod Link** are organizing. . . . **Don Elliott**, of Grand Rapids, Mich., again with exclusive on cigars and cigarettes on the 1955 Michigan State Fairgrounds. He had three large tobacco stands in as many locations. . . . **W. G. Wade Sr.** up and around after a lengthy illness, supervising the largest midway he has ever furnished the Michigan State Fair. **Marshall Green** is office manager with the Wade organization for the second consecutive year. . . . **Jackie Andrews** worked binoculars and a book pitch in front of grandstand at the Michigan State Fair for the **Cisco Kid** rodeo. . . . **Gus Sun's** Michigan representatives **Val Campbell** and **Glenn Jacobs**, much in evidence at the Michigan State Fair between their circus acts on the grounds and the **Cisco Kid-Annie Oakley** Rodeo in front of the grandstand.

The outdoor show world was saddened recently by the news of the death of **Mrs. Lou Riley**, wife of **Lou Riley**, owner of the Dumont Shows.

**Rudolph Best**, one-time Motordrome performer, has returned to the carnival field. He joined Beam's Attractions during the show's run at the Montgomery County (Md.) Fair, August 23-27. Best, who was involved in a drome mishap several years ago, plans to stay off of the bikes for awhile. . . . **Harriet and Bill Bumpus**, Gem City Shows, received news of a new grandson September 2. Parents are **Mr. and Mrs. Harold Elam**, Dallas, formerly with Moore's Modern Shows. . . . **Anna Louise Daniels** (**Bunny Venus**) plans on opening her ballet school in Salt Lake City soon. It will be her second year of operation in that city. . . . **Billy Logsdon** cards that he played Camp Campbell, Ky., recently with his Single-O and *Illusion* shows on the Metropolitan org.

**Kenny Hixon** letters that he has booked his new Oriental show, featuring **Kala**, the **Cobra Dancer**, at the Mid-South Fair, Memphis, September 23-October 1; at the Texas State Fair, Dallas, October 6-23, and at the Arizona State Fair, Phoenix, November 4-13. Hixon plans on making a tour of night clubs this winter with the show.

**L. E. and Betty Perkins** were guests of **Doc and Girlie Morehouse**, of the Marks Show, at Roanoke, Va. The Perkins operate a trailer park at Ruskin, Fla.

**Danny Lynch** made the Topsfield, Mass., Fair with his slum stores, and **Langlais'** basketball also was on hand.

Visitors to the King Reid Shows in Rhinebeck, N. Y., included **Charles O'Shields**, son of **Irene Burdon** who runs the Wild Life and Exotic Aviary; **Mr. and Mrs. Ronald Snyder**, former troupers on the show, and **Harry Porch**, former show electrician, and his wife. Owner **King Reid** spoke at a Kiwanis luncheon Thursday (1) at the Hendrick Hudson Hotel in Troy, N. Y., and **Billy Ingram** of the Ebony Club Revue entertained by singing and playing the piano.

**Maxie Sharp** had a good week in Annadale, Va., with the Prell's Broadway Shows. **Ben Prell** left at that stand to return his family home, and **Mrs. Joe Prell** and daughter left for New York after a six-week visit. **Carl Prell** returned to the University of Virginia. The show's pinochle experts are calling Sharp Meyer the Buyer now.

**Ward Beam's** Thrill Show was interrupted during a clown gag at the Flemington, N. J., Fair Monday (5) when alarms started going and the volunteer fire unit standing by on the infield roared down the track just when the gag was at its climax.

**Jerry Ibberson** announced her divorce from **Bert Ibberson** last week. . . . Each booked a spot-the-spot stand into Flemington. N. J. . . . **Mr. and Mrs. John (Gabby) Yhnatko**, who had their rolldown at Flemington, have taken delivery on a new Chrysler station wagon. **Big-Hearted Bennie Weiss**, whose Skillo was on the independent midway, had **Morris Brown** back on his staff after a rugged season in Maine. With Weiss are **Nicholas Sylvester**, manager; **Henry Robinson**, superintendent, and Brown, checker, after having joined earlier with **Jackie Weiss'** bingo in Center Hall, Pa. . . . While Bennie was at Flemington, wife **Martha** had a bingo at Timonium, Md., and Jackie's unit was at Lehighton, Pa. . . . Jackie is scheduled to open a law office this winter in Miami.

**Col. Lew Alter** showed Timonium, Md., with his Side Show last week and reported being booked into Hagerstown, Md., and Bloomsberg, Pa., as well. He is charting a Jungle Show to be carried for the 1956 fairs in addition to his current unit. . . . Getting in a few days at Timonium was **Joe Casper**, who worked with **Hooks Povino** but left early.

**Roy Elrod**, a drome rider with the World of Mirth Shows, suffered a fractured pelvis in a fall while playing the Rutland (Vt.) Fair last week. He will be confined to the Rutland Hospital for several weeks.


**HUBERT'S MUSEUM**
228 W. 42nd St. New York, N. Y.
*Open all year round*
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

*FOR SALE*
**MERRY-GO-ROUND**
16 horses, junior size, $1,800.00. Kiddie Auto (8 car), $375.00.
**F. DOWLAND**
Menominee, Mich. Phone: 6894

**GIVE TO DAMON RUNYON CANCER FUND**

**CRAFTS 20 BIG SHOWS, INC.**
*NOW BOOKING*
**SHOWS AND CONCESSIONS**
*FOR THE FOLLOWING FAIRS*
LODI—SEPTEMBER 14-18 . . . WATSONVILLE—SEPTEMBER 21-25
**TULARE FAIR** SEPT. 20-25 **FRESNO FAIR** SEPT. 30-OCT. 9
HANFORD, OCT. 12-16—RIDGECREST, OCT. 12-16
FIREBAUGH COTTON CARNIVAL, OCT. 19-23
YUMA, ARIZ., OCT. 19-23—BLYTHE, OCT. 26-30
THEN
**ARIZONA STATE FAIR**
NOVEMBER 4-13——SPACE $15 PER FOOT
Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.
*PHONE, WIRE OR WRITE AS PER ROUTE OR*
**CRAFTS 20 BIG SHOWS, Inc.** 7283 Bellaire Ave., No. Hollywood, Calif. Phone: Popular 5-0909

**VIRGINIA STATE FAIR**
Richmond, Va., Sept. 23 to Oct. 1 inclusive
**GREENWOOD FAIR**
Greenwood, S. C., Oct. 3 to 8 inclusive
CAN PLACE—All Legitimate Merchandise Hanky Panks and Eating and Drinking stands, AT ALL FAIRS.
CAN PLACE—Experienced Workingmen in all departments.
OUR KIDDIE RIDE DEPARTMENT IS ALL FILLED UP. NONE WANTED.
*All address*
**CETLIN & WILSON SHOWS**
This week, READING, PA., FAIR

**PRELL'S BROADWAY SHOWS INC.**
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR
*WANT* *WANT*
**FOR WAYNE COUNTY FAIR**
GOLDSBORO, N. C., SEPT. 12 TO SEPT. 17
CONCORD FAIR, N. C., Sept. 19-24 ROCKY MOUNT to follow, Sept. 26-Oct. 1
CONCESSIONS: Cook House, Eat and Drink Stands, Novelties, Age, Scales, Hanky Panks, Coke Bottles, Photos, Merchandise Wheels, Derby Racer, Bear Pitches. LEN HYMAN, CONTACT.
RIDES: Will book Scrambler, Round-Up, Octopus, Dark Ride, Glass House or any Ride not conflicting.
SHOWS: Grind Shows, Wildlife, Exhibits.
Can use good, sober Ride Help. Semi Drivers preferred. All answer:
SAM PRELL, WASHINGTON, N. C.

GLADSTONE
**GLADSTONE EXPO SHOWS**
**6 MISSISSIPPI FAIRS 6**
NEW ALBANY CHARLESTON YAZOO CITY (Colored)
CLARKSDALE BATESVILLE CANTON (Colored)
CONCESSIONS—Basketball, Coke Bottle, Long and Short Range, Custard, Ice Cream, Hi-Striker, Novelties, Derby, Arcade; all Hanky Panks open—come on. SHOWS with own equipment, come on—except Animal, Snake or Girl. RIDE HELP on Wheel, Jenny, Tilt and Octopus; Truck Drivers preferred. Mickey Rider wants Girls for Girl Show; salary or P.C. Chuck Alexander wants Agents for office-owned Concessions—Six Cats, Buckets and P.C. Tables. Russell Phillips wants Cookhouse Help—sober Griddle Man, fast Countermen, reliable Cashier. Contact
**F. O. POOLE**
Savannah, Tenn., all this week. Phone on Fairgrounds.

**CONEY ISLAND ROAD SHOWS**
**WANTS**
**5 SENSATIONAL FREE ACTS**
FOR WINTER BOOKING IN CUBA, DEC., '55, THRU APRIL, '56.
Send photos and press. Miss Luxem—Zacchini Double Cannon, please contact.
ALSO WANT OUTSTANDING SHOWS & ATTRACTIONS. Write
**GENE BEECHER, Gen. Mgr.**
BOX #1123, SOUTH MIAMI 43, FLA. Phone MIAMI: MOHAWK 7-3217


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# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

**WANT** **WANT**
**For Following Day and Night Fairs:**

ALBEMARLE, N. C., FAIR, week of Sept. 19
HICKORY, N. C., FAIR, week of Sept. 26
FAYETTEVILLE, N. C., FAIR, week of Oct. 3
WILSON, N. C., FAIR, week of Oct. 10
MONROE, N. C., FAIR, week of Oct. 17
WINSTON-SALEM, N. C., COLORED FAIR, week of Oct. 24

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives.
SHOWS: Any high class Grind Shows with or without equipment; Motordrome Riders, male or female; Drome Talker. Jean Naduea, please contact.
HELP: Electrician who can handle large midway and understands G.M.C. Diesel plants.
Can always use capable Ride Help; top salary. All replies to

**JOHN H. MARKS**
GASTONIA, N. C., THIS WEEK; THEN AS PER ROUTE



# FIVE COUNTY FAIR
## FARMVILLE, VA., WEEK OF SEPT. 19

WANT Cook House, Grab, Ball Games, Photos, Penny Pitch, Age and Scales, Hoop-La, Pitch Till You Win, Cork Gallery, Fish Pond, Duck Pond, High Striker, Swinger, Six Cats, Buckets, Jewelry, Novelties. All concessions open except Bingo, Popcorn, Apples, Custard, Penny Arcade. WANT White Girl Show, Wild Life, Monkey Show, Snake Show.

WANT Chairplane Foremen, Spitfire Foremen, Whip Foremen, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies

**GEORGE CLYDE SMITH SHOWS**
Fairgrounds, Pittsboro, N. C., this week; Fairgrounds, Farmville, Va., next week.



# CAPITAL CITY SHOWS
*WANT FOR FOLLOWING FAIRS:*

TWO BIG KID DAYS AT ALL FAIRS

**TRI-COUNTY FAIR**
MANCHESTER, GA., Sept. 26 to Oct. 1

BEST CROPS IN YEARS

SUMTER CO. FAIR — Americus, Ga., Oct. 3-8
MACON CO. FAIR — Montezuma, Ga., Oct. 10-15
SUWANNEE CO. FAIR — Live Oak, Fla., Oct. 17-22
THOMAS CO. FAIR — Thomasville, Ga., Oct. 24-29
GRADY CO. FAIR — Cairo, Ga., Oct. 31-Nov. 5
SO. GEORGIA FAIR — Valdosta, Ga., Nov. 7-12

CONCESSIONS—Prize Everytime Concessions of all kinds. Ball Games, Custard, Jewelry, Novelties, Bear Pitch, Hats, Coke Bottles and all Stock Concessions. Can use two Stock Wheels. Joe Exler, contact if coming. No flats or gypsies. RIDES—Coaster, Train, Ponies, Auto, Skyfighter, Rock-o-Plane, Round-Up, Caterpillar. Will book any Rides nonconflicting. Will buy Tilt. SHOWS—Wildlife, Drome, Mechanical, Side Show, any Grind Show with own equipment. Eddie Greeno wants Man and Wife for Single-O Girl Show. HELP—Foremen for Roll-o-Plane, Looper and Smith & Smith Chairplane; drivers preferred. Want Manager for Big Snake Show, also Manager for Funhouse. All replies:

**J. L. KEEF, c/o Western Union, Cedartown, Ga.**



*NOW BOOKING FOR*
# GREATER DUVAL COUNTY FAIR
JACKSONVILLE, FLORIDA, OCT. 31 THRU NOV. 5
*(The Only County Fair)*

SHOWS — Motordrome, Side Show, Monkey Show, Fun House, Wildlife, Snake Show or any Grind Show.
RIDES — Scooter, Rock-o-Plane, Scrambler, Dark Ride or any Flat Ride that does not conflict with our Major Rides; Kiddie Rides, Pony Ride if clean and well equipped.
CONCESSIONS — Popcorn, Candy Apples, Grab, Foot Longs, Novelties, Jewelry, Age and Scales, Long Range, Short Range or any Prize-Every-Time Concession.

WILL SELL "X" ON MOUSE, PAN, ONE BLOCK, BINGO, GLASS PITCH, BEAR PITCH, ARCADE AND AUCTION.

*All answers to* **DOLLY YOUNG, MGR., Greater Duval County Fair Assn.**
311 W. Bay St. Phone: Elgin 6-7786 Jacksonville, Fla.



**Mt. Airy Agrl. Fair** — Mt. Airy, N. C. — Sept. 19-24
**Davidson Co. Fair** — Lexington, N. C. — Sept. 26-Oct. 1
**Union Co. Fair** — Union, S. C. — Oct. 3-8

With Five More Major Fairs to Follow. Can Place Free Act for Our Late Dates

CONCESSIONS — Can place Ball Games, Fish Pond, Cork Gallery, Photos, Bear Pitch, Age, Scales, Novelties, Palmistry, Eats and any other legitimate Concession. Good proposition to Hats and other straight sales.
SHOWS — Can place any good worth-while Shows not conflicting. Can place good organized Minstrel Show, salaries out of office. Can also place Girls for Girl Show. (Minstrel Help and Girls, contact Austin Denninger.)
RIDES — Can place any Flat Ride that we do not have. This is outstanding ride territory. Pete Joseph and Ralph Endy, answer.
HELP — CAN PLACE GOOD WHEEL FOREMAN; Second Men on Octopus, Tilt and Merry-Go-Round and other Rides. Long season and we don't miss paydays. Semi drivers preferred. Drunks not welcome. Charley Allen wants Agents for Six Cats. (Pat and her husband, contact Buster Westbrook.)

*Address all mail, wires or phone calls to*
**Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.**
**PENN PREMIER SHOWS**
FAIRGROUNDS, FREDERICKSBURG, VA., THIS WEEK.


# Hamid Names Allen, Acquires WOM Units For Dominican Fair

## To Stage Full Amusement Zone At Government-Sponsored Event

• *Continued from page 60*

limited to insure the best possible earnings for all units thruout the 10-week run.

The fair will be staged on the shore front where massive, permanent buildings have been under construction for many months. The midway area will be embellished by the designs of Jack Ray, noted designer of amusement facilities in the United States and Canada.

While the language of the country is Spanish, English is spoken by many of the inhabitants of whom about 12 per cent are of Negro-Indian extraction. Currency is based on the peso. The stabilized exchange rate with the American dollar ranges between 96 and 98 per cent, which is about the same, in reverse, as the current exchange rate between American and Canadian money.

### Chartered Ship

All equipment slated for the fair will be shipped from a Southern port about November 20, thus allowing ample time for transport and the setting up and decorating of all show properties. Hamid and Allen said that all personnel other than contracted independent operators will be given round-trip transportation, plus expenses while en route. Regular salaries will begin with the docking of the chartered liner in Ciudad Trujillo.

Concession operators will pay their own transportation and freight costs. The latter, however, will be very low, Allen said, since the concession equipment will be packed and shipped with the other show equipment. This will make possible the elimination of all dead space and resultant cheaper rates.

An important concession made by the Dominican Republic is the decision to admit all needed concession merchandise free of duty. With only small shipping charges involved, Allen pointed out, it will be possible for operators to use the best and most appealing merchandise items available and in quantity.

The midway operators stressed that they had received full guarantees from the Dominican government that they would retain complete control of all equipment thruout the run. They have also been assured of its prompt and safe return to the United States by March 1.

# Coney Pacts Havana Fairs

HAVANA, Sept. 10.—Coney Island Road Shows this week was awarded the contracts for the midways at two Havana fairs to be held this winter, Gene Beecher, general manager, announced. Events are the Feria Ganadera de Camaguey, December 9-18, and the Police Benefit Fair, December 21-January 6.

The Police fair will be held on a new grounds completed since last year. Duke Dougherty, business manager of the show, reported he planned to have a total of 25 rides, 10 shows and upward of 50 concessions. Five free acts are also scheduled. Other fairs are being lined up on the islands and the show plans to stay out until April of next year.


**HARTFORD COUNTY FAIR**
Indoors Indoors
**State Armory**
Dec. 6-11, Hartford, Conn.
Want Skill Games of all kinds, Scales, Age, Jewelry, and what have you? Pitchmen, contact Ford. Novelties and Hats sold. Santa Claus' reindeers alive to be displayed. $5,000.00 in giveaways. All answers:
**HARTFORD FAIR**
22 Sumner St. Hartford, Conn.



**CATERPILLAR FOREMAN**
*to join immediately*
**BERNARD (BUCKY) ALLEN**
World of Mirth Shows
Brockton, Mass.



**WANT**
For Neosho, Mo., Fair, Sept. 20-24. Hanky Panks, $23.00. Also Mitt Camp, Popcorn, Snow, Floss, Short Range, Six Cats, etc. Manhattan, Kan., army payday and Girard, Kan., Homecoming to follow.
**F. C. BOGLE SHOWS**
Butler, Mo., now.


GIVE TO DAMON RUNYON CANCER FUND


# COLUMBUS, MISS., FAIR
WEEK SEPTEMBER 19—NEW FAIRGROUNDS
*Automobiles Given Away Free—Big Children's Day*

Followed by Corinth, Miss., Fair, week September 26; then Cherokee, N. C., Indian Fair, week October 3, and a continuous route of better bona fide Southern Fairs until Armistice week.

CONCESSIONS—Will book legitimate Hanky Panks, Prize-Every-Time Games of all kinds—Bear, Glass and Bird Pitches; Six Cats and Buckets if you have Hanky Pank or any legitimate Game or Direct Sales. Catering Concessions of all type—Custard, Ice Cream on Stick, etc. SHOWS — Nonconflicting with own outfits. HELP in all departments. All wire

**C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS**
Cape Girardeau, Mo., this week. No phone calls, please!



**WANTED**
For HANCOCK CO. FAIR, Sparta, Ga., next week; JOHNSON CO. FAIR, Wrightsville, Ga., follows with a continuous route of Fairs until Nov. 12, including Brunswick and Waycross, Ga.

Want Hanky Panks of all kinds, Long and Short Range, Custard, Floss and Apples, African Dip, Novelties. Want two Girl Shows for Brunswick and Waycross, any Shows catering to families. Ride Foremen for Wheel and Fly-o-Plane, Man for Jig Show Top and Front; Rocky, answer.

**LEO LANE, Waynesboro, Georgia**



**Want for Red Springs, N. C., Festival and Fair**
WEEK SEPT. 19
Get on the bank-roll wagon. Don't let size of town fool you.
Rides not conflicting. Shows of merit. Strictly legitimate Concessions of all kinds.
Wire BARNEY TASSELL SHOWS, MAXTON, N. C., THIS WEEK.
P.S.: CAN PLACE AMPLIFIER MUSIC WAGON.


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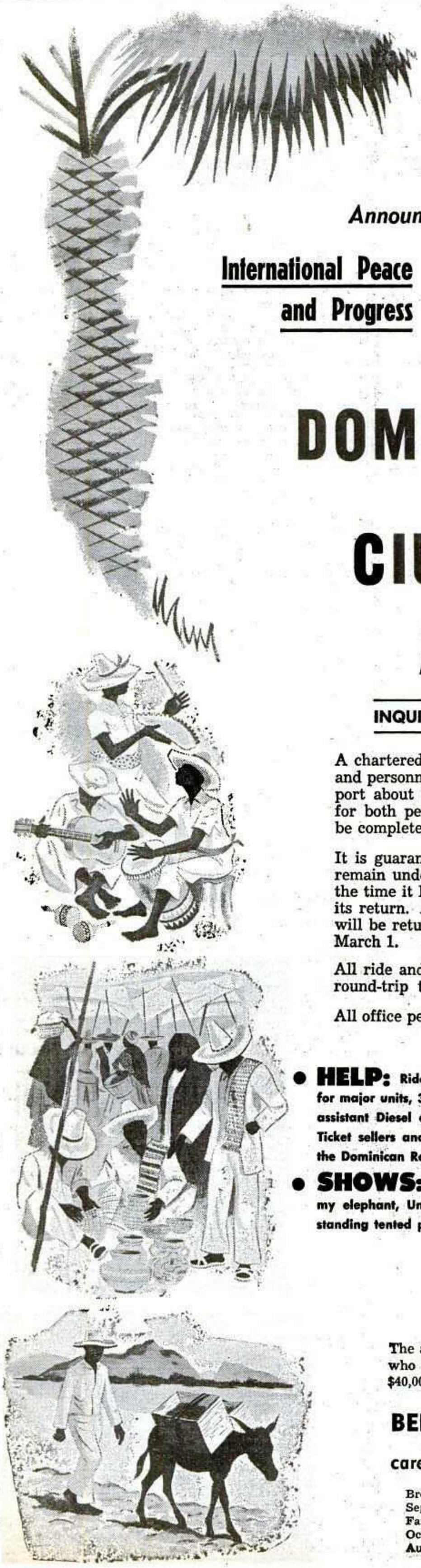

**GEORGE A. HAMID**
Managing Director

**BERNARD (Bucky) ALLEN**
General Manager

*Announcing the full amusement zone plans for the*

**International Peace and Progress**

# WORLD'S FAIR

*sponsored by the*

# DOMINICAN REPUBLIC

*to be held in*

# CIUDAD TRUJILLO

*December 20-February 27 inclusive*

**ANTICIPATED ATTENDANCE 2,000,000**

**INQUIRIES ARE INVITED FROM THE CATEGORIES LISTED BELOW**

A chartered boat carrying all equipment and personnel will leave from a southern port about November 20. All contracts for both personnel and equipment must be completed by November 5.

It is guaranteed that all equipment will remain under our complete control from the time it leaves the United States until its return. All equipment and personnel will be returned to the United States by March 1.

All ride and show personnel will receive round-trip transportation plus expenses.

All office personnel will be placed on full salary from the time of docking at Ciudad Trujillo.

All contracting concessionaires will pay their own transportation and freight. Freight charges will be at cost and extremely nominal because of the chartered shipping arrangement.

**ALL CONCESSION MERCHANDISE WILL BE ADMITTED TO THE DOMINICAN REPUBLIC FREE.**

The midway will be decorated by JACK RAY, noted designer of the fun zone and mammoth stage presentation at the Canadian National Exhibition, as well as many other outstanding amusement presentations thruout the nation.

- **HELP:** Ride superintendent, 15 foremen (12 for major units, 3 for kiddie units), master mechanic, assistant Diesel electrician plus operating assistants. Ticket sellers and ticket takers will be furnished by the Dominican Republic.
- **SHOWS:** Freak, Monkey, Wildlife with pygmy elephant, Unborn, Fat Show, or any other outstanding tented presentation.
- **CONCESSIONS:** Frozen Custard, Candy Apples, Popcorn, French Fries, Candy Floss, Hats, Novelties, Guess Your Age, Scales. Will sell exclusive on any of these items. Demonstrators.
- **GAME CONCESSIONS:** All legitimate games limited to one of a kind. All games must involve an honest element of skill or chance.
- **RIDES:** Scrambler, Roundup, large Roller Coaster, Twister, or any novel or unique unit not conflicting with what we have.

The above are basic requirements. Inquiries are also invited from anyone who feels that he has a unit that would fit into the fun zone of this $40,000,000 government subsidized World's Fair. Direct all inquiries to:

**BERNARD (Bucky) ALLEN,** General Manager in care of the World of Mirth Shows as per the following route:

Brockton Fair, Brockton, Mass., Sept. 12-17; Allentown Fair, Allentown, Pa., Sept. 19-24; New Jersey State Fair, Trenton, N. J., Sept. 25-Oct. 2; Greensboro Fair, Greensboro, N. C., Oct. 4-8; Winston-Salem Fair, Winston-Salem, N. C., Oct. 10-15; South Carolina State Fair, Columbia, S. C., Oct. 17-22; Augusta Fair, Augusta, Ga., Oct. 24-29; Savannah Fair, Savannah, Ga., Oct. 31-Nov. 5.

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W.G. WADE SHOWS

We wish to take this opportunity to thank the Board of Managers of the Michigan State Fair at Detroit for their faith and confidence in allowing us to present the midway attractions for the fourth consecutive year.

Also our very sincere thanks to all people who furnished the midway attractions for their efforts in enabling us to far surpass any previous gross at this great event.

Our deep appreciation is also extended to the show and office staff and all personnel who so ably made this unprecedented operation possible.

Sincerely,

D. WADE, Gen. Rep.
W. G. WADE SHOWS

PAGE & FERRIS COMBINED SHOWS

ATTENTION, SHOWMEN

We are reorganizing for our Southern Fair Route beginning CENTER OR NORTH CAROLINA FAIR, Asheboro, N. C., week of Sept. 19; followed by eight more bona fide County Fairs in the Carolinas and Florida.

CONCESSIONS: Can place Water Games, Ball Games, Photos, Short Range, Jewelry, Coke Ring and Bottle, Roman Target, Bear Pitch, High Striker, African Dip and Auction Sales. Want Eating and Drink Stands, French Fries and all Stock Concessions. EX on Cookhouse, Age and Scales, Custard, Jewelry Sales, Monogram Hats, Glass Pitch, Rat Game and Penny Arcade.

SHOWS: Motor or Monkey Drome, Big Snake, Wildlife, Wax, Illusion, Mechanical City, Life Show, Minstrel Show with own equipment. Want one White and Colored Girl Show with own equipment. Must be well framed and capable of getting money.

RIDES: Any Kiddie Ride not conflicting with Boats, Train and Autos. Want Live Pony, Coaster, Dodgem, Rock-o-Plane, Fly-o-Plane and Dark Ride. Due to accident want to book Merry-Go-Round. Also any Ride not conflicting. Want Octopus, Spitfire and Chairplane Foremen to join on wire. Also Second Men on all Rides who drive. All replies to:

BILL PAGE, Asheboro, N. C.

P.S.: Want Free Act beginning week of Sept. 26.

WILLIAM T. COLLINS SHOWS
Pride of the Northwest

WANT FOR OFFICE-OWNED GIRL SHOW AND REVUE
Acts and Dancers, also Bally Girls. Talkers, Ticket Sellers and Canvasmen.
WANT RIDE HELP: Can use Second Men who can drive semis. Front Gate and Tower Help.
CAN PLACE HANKY PANK CONCESSIONS FOR TULSA FAIR, OCT. 1-8.
All replies to:
WM. T. COLLINS, MGR.
Spencer, Iowa, this week.

STODDARD COUNTY FAIR
DEXTER, MO., SEPT. 19 TO 24
Can place Short Range, Custard, Age and Weight, Hats, Bear Pitch, Parakeets, Ball Games and Hanky Panks. Will book Cookhouse, Grab, Foot Longs and Pronto Pups. Can use Girl Show, Athletic, Mechanical; special rate for good Side Show for season. Want Ride Men who drive and do not have cars.
SUNSET AMUSEMENT CO.
LAMAR, MO., FAIR, THIS WEEK; DEXTER, MO., NEXT.
P.S.: McAnus wants three Count Store Agents. Will book Buckets and Six Cats.

WOLFE AMUSEMENT
SMITHFIELD, N. C., ALL THIS WEEK; ROBERSONVILLE, N. C., FOLLOWS; WITH SEVEN MORE FAIRS.
Want Popcorn, Candy Apples, Candy Floss, French Fries. All Hanky Panks open, no exclusives.
WANT BINGO
Will book set of Kid Rides, very low percentage. Also want Grind Shows.
All wires to BEN WOLFE, owner

Now Booking for Two of Kentucky's "Big Ones"
Meade County Fair, Brandenburg, Ky., Sept. 22-24, and Breckenridge County Fair, Hardinsburg, Ky., Sept. 29-30-Oct. 1. Get your winter bank rolls here.
Place Pop Corn, Photo, Apples, Snow Cones, Novelties, Long or Short Range, Mitt Camp, Buckets, Percentage, Swinger, legitimate Concessions of all kinds, Hanky Pank Agents. Wire
ROXIE HARRIS, ROYAL MIDWEST SHOWS
LEITCHFIELD, KY.
Can place Girl Show for Hardinsburg, Ky.

FOR SALE
Allan Herschell Merry-Go-Round, 3-abreast 40-foot portable; horses all good, solid, wooden, factory built. Ride is ready to start business. New top and side walls in Feb., 1954. This ride has been in storage since January of '55. Green and pink fluorescent lighting; electric motor, good condition. For all information write
MABEL K. REID
P. O. BOX 328, GIBSONTON, FLA., or call after 6 p.m. Phone 40-2422.

GIRLS FOR LARGE DANCING & POSING SHOWS
Experience unnecessary, but must be young and attractive. Wardrobe and transportation furnished. Salary no object. Also want Ticket Sellers and Canvasmen. Wire or phone
MIKE MILLER
c/o Bill Hames Shows, Tyler, Texas, until Sept. 17; then Amarillo, Texas., Sept. 19-24.


# Good Weather Aids WOM at Rutland

## Show Will Split Train, Ship Kid Units to Allentown Because of Brockton Polio

RUTLAND, Vt., Sept. 10.—Free admission to the Rutland Fair on Tuesday (7) boomed business for the World of Mirth Shows. Fair officials adopted the policy in view of the fact that the day after Labor Day traditionally was the lightest of the week. Altho gate charges were reinstated at night, attendance hit a normal pace and the turnout for the day was estimated at around 20,000.

Except for the usual chilly nights encountered here, the weather has been fair thruout the week and the midway earnings are expected to exceed those of last year. Attendance and spending on the holiday were big and there is little doubt that most operations were working for profit only by mid-week.

The cramped grounds provide serious layout problems for a show the size of the World of Mirth. An improvement was made this year when the demolishing of several old and minot buildings made it possible to rearrange the fun zone. Show owner Frank Bergen an Bernard (Bucky) Allen, concession manager, together with Harry Eddels, long-time independent holder of space here, eliminated the former back-to-back arrangement and extended the concession line. This made for better positioning of virtually all units.

### Difficult Layout

The multiple show and ride units, however, still have to be set in odd corners, up and down hill and across a creek. Altho the World of Mirth takes on an entirely different appearance here, the over-all effect is perhaps akin to an artist's imagining of what a county fair would look like.

The show also packaged a good run last week at the Champlain Valley Exposition in Essex Junction, Vt. A measure of bad weather during the first part of the week was overcome in the final days.

The decision to forego the staging of children's days at the Brockton (Mass.) Fair next week because of polio outbreak in the area will result in Bergen sending his show train out of here in two sections. The kiddie equipment, plus other units which would be affected by the probable absence of children at Brockton, will be shipped directly to Allentown, Pa., for the fair there. The early arrival of this equipment in Allentown will make it possible for Bergen to fashion a sizable midway at the event in time for Sunday and Monday prevue sessions. About 15 cars will be involved.

The announcement here that negotiations had been completed between George A. Hamid and Bergen for the use of World of Mirth equipment in fashioning the World's Fair which will be sponsored by the Dominican Republic this winter, created considerable excitement among the show personnel.

# Rainier Wins at Salem Despite Heat, Gate Lag

SALEM, Ore., Sept. 10.—Ranier Shows chalked up one of its biggest years at the 90th Oregon State Fair here this week. Carnival Manager K. R. Anderson said the first four days of the fair, which opened Saturday (3), grossed as much as the entire eight days at the same fair last year.

"First day gross was 100 per cent above opening day a year ago," said Anderson. "Second day showed a 60 per cent increase, with 25 per cent increases for third and fourth days."

With the exception of 1951, Ranier has played the Oregon State Fair each year since 1950.

"I can't say exactly what is bringing the increased business," "but I like to think the chief factor has been the illumination. There is not a bulb left, it is all fluorescent and neon,"

Anderson brought 21 rides to the fair this year, one more than a year ago. This figure includes eight kiddie rides. Ranier provided a Side Show also, new units this year being the Palace of Wonders (Miracles of the Atomic Age) and a midget show. The Ten-in-One side show, while not new to Salem, was not used at last year's fair.

Anderson fought 100-degree heat to hang up his record gross. The heat was blamed for a 14 per cent attendance slump the first four days from figures a year ago, altho opening-day gate was above the opener a year ago. By Wednesday (7) the weather cooled off, and the full eight-day run was expected to compare more favorably with last year's record attendance.

# PNE Rides, Shows Up Despite Gate Decline

VANCOUVER, B. C., Sept. 10.—Despite an attendance decline at the Pacific National Exhibition of over 120,000 in 11 days, the majority of fun zone operators and many concessionaires reported grosses topped those of a year ago.

"Dancing Waters," altho not on the midway, racked up the biggest show gross by a wide margin. "Harlem Startime" and "China Doll Revue," both brought in by Joe Cowan, ran neck-and-neck right behind the water display. The latter unit had recently played a night club here which had no effect on the takes at the fair.

Norm Andersen's hippopotamus and baby elephant, which were offered on a grind basis, pulled a big share of business also with the Crawshaw's Funhouse and Arcade. Popular rides, all up close to 25 per cent, included the Tilt-a-Whirl and Octopus, owned by Royal Canadian Shows. Bob Bollinger's Looper, however, ran ahead of all the rides.

The Kiddieland, with 13 rides in operation, scored a 15 per cent increase over last year. The layout of the kid devices, with more open space available for the youngsters, proved a big aid to the operation.

Dave Dauphinee, top man of the fun zone, reported the majority of concessionaires were happy, particulary the food purveyors and pitch game ops. He said some of the money games were down but not enough to make the operators unhappy.

# Colo. State Fair Re-Inks Brodbeck

PUEBLO, Colo., Sept. 10.—Brodbeck & Schrader Shows have been signed to again provide the rides at the '56 Colorado State Fair, W. H. (Bill) Kittle, manager, announced. Midway gross at this year's fair was a thumping 33 per cent ahead of last year, Kittle disclosed, a new all-time record.

Attendance during the run was 6 per cent ahead of the '54 count, with grandstand receipts slightly off due to threatening weather and rain Saturday night.


PARAKEETS
$1.00 EACH
Shipped Daily—F.O.B. Los Angeles
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

LAST CALL
For Our Bona Fide Fairs.
Photo, Novelties, Custard, Glass Pitch, Hanky Panks of all kind. No Flat Stores. Can use Kiddie Ride. Can use Side Show.
Queen City Amusement Shows, Inc.
P. O. Box 456 Meridian, Miss.

WANTED
Kiddie Ride Help, experienced Man who can handle two or more Rides, Candy Floss Operator and Drome Help and Rider.
EARL PURTLE
Cetlin & Wilson Shows, Reading, Pa., now; Richmond, Va., follows.
P.S.: If I know you, come on.

FOR SALE
12 Erie type Diggers, $125.00 each.
A. D. MOSS
c/o Imperial Shows No. 2
Bourbon, Ind., Sept. 15-17; Carrollton, Ill., Sept. 20-24.
(Possession after Carrollton)

RIDE MEN
Spitfire Foreman, $70.00; Caterpillar Foreman, $60.00; Tilt Foreman, $65.00; Wheel Foreman, $70.00; Second Men on all rides, $50.00.
F. C. BOGLE SHOWS
Butler, Mo., now.

CARNIVAL WANTED
Warren County Colored Fair, McMinnville, Tenn., Sept. 29-Oct. 1.
Free gate at new fair grounds. Will give a good contract for same. Address:
S. M. STAMPS, Chrm.

RUMBLE GREATER
Want for Switzerland County Fair, Vevay, Ind., this week Sept. 12-17; and Salem, Ind., Fall Festival, Sept. 19-24. Shows, Stock Concessions and Straight Sales.
D. P. RUMBLE

SEARCHLIGHTS
Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, $250. Brand-new Generators, still crated, 16.5 k.w., $550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, $100.00.
J. PILE
825 Becker Road Glenview, Ill.
Glenview 4-1240 or Mulberry 5-3510

Athletic Show People
Boxers and Wrestlers
Wrestlers, 112 lbs. to 160 lbs., no larger. Boxers must be ready to go if necessary.
P. O. BOX 285, Kansas City, Missouri

WANTED
Good Carnival for the WAYNE COUNTY SESQUICENTENNIAL CELEBRATION at Jesup, Georgia, during week of September 19 to 24. Contact
BILL HARRELL
c/o Wayne Freezer Locker, Jesup, Ga.

WANT AT ONCE
BINGO, POPCORN, JEWELRY, SIX CATS AND HANKY PANKS
BURKHART SHOWS
Pryor, Okla., this week; Clarksville, Ark., Fair next week.

WANT
Tilt Foreman who drives semi.
Sunset Amusement Co.
Lamar, Mo., this week; Dexter, Mo., next.


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## SHOW PAINTER

***Wanted Immediately***

**Come to Bloomsburg, Penn. Am building elaborate Kiddieland and Show Front. Two weeks' solid work, highest pay, long hours.**

**KING REID**

## FOR SALE

Merry-Go-Round, Eli Ferris Wheel, Smith & Smith Chairplane. All in perfect shape. Cable and junction boxes, transportation. Will sell all or part at your own price. Must be sold in 10 days. Call only if definitely interested.

**JOHN McGEE**
**Stonewall Hotel Danville, Va.**
**Phone 3700**

**CHET and CONNIE AVERY**
AND
**BOB WHITLEY**
*GET IN CONTACT WITH*
**TEX OR BERT SPRAGUE**
KINCAID, KANSAS


## ACA Big at Iowa

• *Continued from page 70*

ended up as the No. 1 money maker with Dudley's Showboat coming in second, the Scotter third, and the Round-Up next.

Tirza and wine-bath, after a good start early in the fair, faded at the finish and Dudley's unit did the heavy business instead.

**Scrambler Slows**

The Scrambler, which did good for ACA at the Illinois State Fair, failed to click on the Iowa grounds. "Dancing Waters," which was on the lot last year, fared better this time with admission prices dropped to two-bits. Likewise, the Kiddieland pulled heavy, according to Olson.

The midway shows received a lot of publicity during the stand with TV giving the various shows and rides plenty of footage. This also was believed to have helped on the take.

Visitors to the midway included L. D. Carpenter, director of argriculture of Missouri; W. H. Ritzenthaler, secretary of the Missouri State Fair, Sedalia; Ida Cohen, Chicago insurance exec, and a number of Rock Island railroad officials who visited Frank Duffield.


# GOLD MEDAL shows

## 55 RAILROAD CAR SHOW ON TRUCKS

**WANT FOR BEDFORD, VA., NEXT WEEK, FOLLOWED BY THE TWO BIG ONES, ANDERSON, S. C., AND PETERSBURG, VA.**

**CONCESSIONS** — Hanky Panks of all kinds, Glass Pitch, Bear Pitch, Long and Short Range Galleries, Ice Cream, Snow Cones, Grab, etc.

**RIDES** — Can place Roll-O-Plane, Scrambler and Dark Ride.

**SHOWS** — Can use all types of Grind Shows. Contact immediately.

**HELP** — Can use Foremen for Twin Wheels and Rocket, Second Men on all rides. Alton Sparks wants Cigarette and Pan Game Dealers. Johnny Cole, answer.

**JOHNNY J. DENTON, Rutherfordton, N. C., all this week**

# THE MIGHTY GEM CITY SHOWS

**Mississippi Fair and Dairy Show, Meridian, Miss.** ***BEGINNING SEPT. 19***

**FOLLOWED BY TUSCALOOSA, ALA., FAIR, ONE OF THE SOUTH'S OUTSTANDING FAIRS—162,000 PAID ADMISSIONS LAST YEAR—A RAILROAD SHOW ALWAYS PLAYED THIS DATE. THEN SUCH OUTSTANDING FAIRS AS ETOWAH COUNTY FAIR, ATTALLA, ALA.; COOSA VALLEY FAIR, ROME, GA.; FOLLOWED BY ALBANY, GA., AND THE BIG SOLDIERS' FAIR, FORT BENNING, GA., INSIDE ARMY INSTALLATIONS; TWO OF THE OUTSTANDING SOUTHERN SPOTS. SPACE IS LIMITED; JOIN NOW TO ASSURE BOOKINGS FOR BALANCE OF ROUTE.**

**CONCESSIONS**
Want Derby, Sno Cones, Ice Cream, Jewelry, Pronto Pups, Grab, Custard; Water, String and Ball Games. All types of legitimate Concessions that work for stock.

**KIDDIE RIDES**
Want set of Kiddie Rides that does not conflict with what we have. (Slavin from Chicago and Les Colliers, get in touch.

**RIDES**
Round-Up, Scrambler, Caterpillar, Roll-o-Plane, Fly-o-Plane or any Ride not conflicting.

**SHOWS** — Want Fun House, Glass House, Monkey Show, Animal Shows, Ding and Grind Shows of Merit. Hedy Jo Starr wants Girls for Girl Show. Performers of all types for Minstrel Show. Contact

**TOM HICKEY or SAM GRECO**
FAIRGROUNDS, COLUMBIA, TENN.
(Phone: 9215)
or
**DON GRECO**
JULIAN MAYS MOTEL
(Phone: 2977)

## SCHAFER'S JUST FOR FUN SHOWS

**WANT FOR ARDMORE, OKLA., AND PINE BLUFF, ARK., SEPT. 19 THRU 24**

**Can Place Shows of All Kinds. Have Openings for Hanky Panks of All Kinds. Have Opening for Cookhouse (Whitie, contact). Have Good Deal for Organized Jig Show for Pine Bluff. Agents, contact Roland Smith, Lawton, Oklahoma. Want Sober Ride Men who can drive, Second Men on Tilt and Scooter.**

**Can place for Ardmore, Okla., only: Openings for Diggers, Buckets, Six Cats, Swingers, Bingo and Jewelry. Also Popcorn and Floss. Will Book Round-Up, Rock-o-Plane or any Major Ride Not Conflicting.**

**5 more Fairs to follow. Contact:**
**W. A. SCHAFER** Warren, Ark., This Week

## NEWPORT, TENN., FAIR

**SEPT. 19 TO 24**

## MURPHY, N. C., FAIR

**SEPT. 26 TO OCT. 1**

**WILL PLACE all legitimate Merchandise Concessions. Photos, Long Range, Ball Games, African Dip, Novelties, Hats, High Striker, Cigarette Block, Six Cat, Derby and all types of Hanky Panks.**

**WILL PLACE RIDES: Train, Rock-o-Plane and Scrambler.**

**WILL PLACE ARCADE for balance of season; closing November 12.**

**FOR SALE: Smith & Smith Chairplane with transportation. Same is in perfect condition and priced right for quick sale. All address**

**JAMES H. DREW SHOWS**
This week Hendersonville, N. C.

## WANT FOR GARLAND COUNTY STATE FAIR

**HOT SPRINGS, ARK., SEPT. 19-24**

***And Eight Texas Fairs ending Dec. 1 in Rio Grande Valley***

**CONCESSIONS**—Photos, Custard, Age, Scales, Bingo and any Concessions that work for stock. Also want Demonstrators, Gadget Workers, Screens, etc.
**SHOWS**—Any Show with own equipment, must be first class. Jimmy Heron, Art Spencer, Hall and Leonard, Joe Scortiani or any big-time showmen, contact.
**RIDES**—Want major Rides not conflicting, Scrambler, Round-Up, Big Coaster. (Cliff Knox, Judge Kastle, Jimmy Byers, Fred Mortensen, Charlie Cooper, John Morton, come on or contact me about Charro Days.
**CONCESSION HELP**—Brownie Bishop can place Agents. Slim Cantrell wants Six Cats and Bucket Agents.
**RIDE HELP**—Top salary paid daily for first-class Ride Men who drive. Can use Diesel Electrician.
**All wire (no phones): CARNIVAL MANAGER, FAIRGROUNDS, HOT SPRINGS, ARK.**
**LOT MAN ON GROUNDS NOW.**

## RALEY BROS.' EXPOSITION

***NO GRIFT ANYTIME***

**ALEXANDER COUNTY FAIR, Taylorsville, N. C., week of Sept. 19; STOKES COUNTY FAIR AND HORSE SHOW, King, N. C., week of Sept. 26; THE GREAT SCOTLAND NECK, N. C., PEANUT FAIR to follow.**

**Place any Concessions except grift. Special rates to family-type Shows. Bob Miller wants Help; Nina Crow and others, contact. Bob Buffington wants Bingo Help.**

**HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKERSON, Gen. Agt.**
CLAYTON, N. C., THIS WEEK.

## NORTHEAST ARKANSAS DISTRICT FAIR

**BLYTHEVILLE, ARK., SEPT. 20-25**

($18,000,000.00 Government Project in progress here since June, plus cotton crop.) Followed by Bastrop, Winnsboro and Eunice, La.
**CONCESSIONS**—Want Hanky Panks of all kinds, Penny Arcade, Age and Scales, Custard, Long Range Gallery, High Striker, Jewelry or any legitimate Concession that works for stock. Will also book Six Cats, Buckets and Swingers, Cigarette Pan Game, Ball Games, Bear Pitch, Parakeet Pitch.
**SHOWS**—Want 10-in-1 Side Show with own equipment, Wild Life, Snake, Monkey, Fun House or what have you?
**RIDE HELP**—Want Foremen for Auto Scooter Ride and Ferris Wheel. Also want Second Men on all Rides, must be sober and drive semis.
**CONCESSION HELP**—Can use Count Store and Peek Store Agents, also Buckets and Six Cat Agents. Contact:

**H. V. PETERSEN, Mgr. TIVOLI EXPOSITION SHOWS**
PIGGOTT, ARK. (FAIR) THIS WEEK; BLYTHEVILLE, ARK., NEXT.

## OKLAHOMA CITY

***September 23 to October 1***

**WANT Agents for Buckets and Six Cats. Can place a few well-framed Hanky Panks. Ep, call me.**

**DON PIERSON**
Phone NA 3-4332 Hot Springs, Ark.

## CENTRAL AMUSEMENT CO.

Wants for eight Fairs in Eastern North and South Carolina, where the crops are the best in years, Hanky Panks of all kinds, non-conflicting Rides. Can place good Shows, one more Free Act; also Bingo, Custard and Motordrome. Can place good Ride Help on Merry-Go-Round, Ferris Wheel, Spitfire, Rolloplane and Chairplane.

All replies to DON HUSTED, Secy.; SHERMAN HUSTED, Mgr.; ARCHIE FUTRELLE, Asst. Mgr., V.F.W. Fair, Whiteville, N. C., this week; Lewiston Firemen's Fair, Lewiston, N. C., Sept. 19-24; then as per route.

## WANTED—AGENTS AND HELP—WANTED

Can place Count Store and Pan Store Agents. Also want Truck Drivers and General Help. Contact

**S. B. WEINTROUB**
c/o Don Franklin Shows #2, Enid, Okla., this week; Bowie, Tex., to follow.

## VAL IRELAND WANTS

Pin Stores and Count Store Agents. P.C. Agents, Man and Wife for Grab Stand, useful Concession Help.

**Pittsboro, N. C., this week; Farmville, Va., follows.**

## MIDWAY OF MIRTH SHOWS

***CAN PLACE SHOWS WITH OWN OUTFITS***

Want Foremen for Wheel and Tilt. Second Men on all Rides, must drive.
Address:
JONESBORO, ARK. (FAIR), THIS WEEK; MARVEL, ARK., NEXT.


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## METROPOLITAN SHOWS

**WANT FOR ONE MORE WEEK IN TENNESSEE, THEN FOUR WEEKS IN ALABAMA. GADSDEN, SELMA AND TWO OTHERS**

CONCESSIONS: Want Cookhouse, Custard and Concessions of all kinds. Very liberal privilege. All P.C. open, also Six Cats, Buckets and Swingers. SHOWS: Want organized Girl Show, Fun House Operator. Monkey Show Operator, we have all equipment for these shows. Want outstanding Girl Revue for Dothan, Ala. RIDES: Will book Octopus, Tilt, Live Ponies or any Ride not conflicting.

ESPECIALLY WANT HELP DUE TO DISAPPOINTMENT WILL BOOK BINGO. Want Caterpillar Tractor Driver. Welders and Shop Foreman, Men to work in shop, Carpenter and Builders. LEFTY WESTON WANTS TO HEAR FROM HIS FORMER RIDE HELP. Want Foremen for Twin Ferris Wheels and Caterpillar Ride (Craig Miles, answer). Second Men on all Rides. Want Polers, Mule Drivers and Train Master. WE WILL BE OUT UNTIL NOV. 15. ADDRESS:

**SAM LEVY, Fayetteville, Tenn.**

P.S.: John Reed wants Men to up and down Concessions. Also Agents for Balloons and Pitch-Till-You-Win, a few Grind Store Agents and one Wheel Man.

## PAN AMERICAN SHOWS

**Can Place for the Following Outstanding Fairs:**
**N. E. GEORGIA FAIR, Gainesville, Ga.; N. E. ALABAMA FAIR, Jasper, Ala.; CULLMAN CO. FAIR, Cullman, Ala., and six more Fairs ending in December in Florida.**

WE OPERATE ALL WINTER IN FLORIDA.

RIDES: Want Major and Kiddie Rides not conflicting. SHOWS: All kinds with own outfits such as Wildlife, Girl Show; Operator for Fun House, also Monkey Speedway. Talker, Musicians and Performers for office-owned Minstrel Show. Will consider organized Show. Have beautiful panel front with 40x75-ft. top. Can also place Motordrome Manager and Riders. CONCESSIONS: All kinds of Hanky Panks. Can place large Bingo (Emil, contact), Glass Pitch, Lead Gallery, Palmistry, Photos, large Cookhouse and Grab. HELP: First-class Mechanic with tools; top salary, long season. Ride Help on all Rides. Foremen for Wheel, Tilt, Kiddie Auto Ride and Mix-Up Also want Show Painter and Builder. All wires and correspondence to

**TED WOODWARD, Secy.**

Or care PAN AMERICAN SHOWS, Athens, Tenn., this week; followed by Sweetwater, Tenn., Fair.

## JOHNNY'S UNITED SHOWS

**Now Showing TIPTON COUNTY FAIR, Covington, Tenn., with CARROLL COUNTY FAIR, Huntingdon, Tenn., next; then the JACKSON, TENN., A. M. & I. FAIR**

Want Free Acts for balance of season; prefer Aerial Trapeze Act.

CONCESSIONS—Place Photo, Six Cats, Ballgames, Darts and Pitches. Agents of all kinds wanted.

SHOWS—Operator for panel-front Girl Show—must furnish girls and wardrobe. Grind Shows of all kinds needed. All replies:

**JOHN PORTEMONT, Covington, Tenn., this week**

## A.M.P. SHOWS
*Fuggy*

**LAST CALL FOR BENNETTSVILLE, S. C., and DURHAM, N. C., COLORED FAIR**

WANT Long and Short Range Gallery, Cork Gallery, Hi-Striker, Glass Pitch, Ball Games, Devil's Bowling Alley, Bumper, String Game and any other Hanky Panks that work for stock. SHOWS—Animal, Monkey, Colored Girl Show, Unborn or any other good Show of worth-while merit. RIDE HELP—Ferris Wheel Foreman who drives semi; Second Men on other Rides; semi drivers preferred.

**A. M. PODSOBINSKI**

HILLSVILLE, VA., FAIR THIS WEEK.

**WANT IMMEDIATELY TO JOIN NOW!!**

## MERRY-GO-ROUND

Two other Major Rides. Will buy 2-abreast Merry-Go-Round if priced right. Very liberal proposition to book these Rides this week. Call

**BUFF HOTTLE**

at Buff Hottle Shows, phone in Jackson, Tenn.

## LONE STAR SHOWS

Dillsboro, Ind., Homecoming, Sept. 14-17; Austin, Ind., Tomato Festival, Sept. 19-24; North Vernon, Ind., Street Fair, Sept. 26-Oct. 1; then south to the Cotton Fields in Arkansas, Mississippi and the sugar cane in Louisiana. Get with a show that stays out the year round, never closes.
Can place Hanky Panks of all kinds, Age & Scales, Ball Games, Short Range, Hoop-La, Coke Bottles, Add-Em-Up Darts, Sno Balls, Popcorn, etc. Can place Bingo to join at North Vernon or Austin. SHOWS—Girl Show, Illusion, Snake, Side Show or any Shows with own equipment. RIDES—Can place set of Kid Rides and any Major Rides not conflicting. Want Help for Merry-Go-Round, Ferris Wheel, Tilt and Rolloplane. Jimmy Ackley can place Agents for Swinger, Nail, Buckets, Count and Peek Stores. Also Man and Wife for Cookhouse. Address all mail and wires to

**J. R. McSpadden, Mgr.; Jimmy Ackley, Concession Mgr.**

## BAKER UNITED SHOWS
*"A CLEAN MODERN MIDWAY"*

WANT for Newton, Ill., Fall Festival on City Streets—5 days starting Sept. 20. Can place any clean legitimate Concession that works for stock. Can place dependable Ride Help in all departments to join now. All replies and wires to

**ERNIE ALLEN, Sullivan, Indiana**

## WANT WANT WANT

For Parsons, Tenn., Sept. 19-24; then Florida all winter.

Hanky Panks of all kinds, also Shows, especially Girl Show. R. C. McCarter wants Man and Wife for Cookhouse. Gould needs Bingo Help. Can use Merry-Go-Round Foreman and Second Men who drive.

**MAJESTIC GREATER SHOWS**

Woodbury, Tenn., this week.

## NATIONAL CHAMPIONSHIP BOAT RACES

4 BIG DAYS, SEPT. 16-17-18-19, MOUNT CARMEL, ILLINOIS

Want Agents for Count Stores, Skillos, Buckets, Pins, Six Cats. Can place Custard, Ice Cream, Novelties, Ball Games, or what have you? Can place a few Ride Men who drive semis and stay sober. Want Girl Show Manager with talent. Dick Parrish can place Girls for Girl Show. Want Athletic Show Manager with talent. Also Side Show Manager who knows how to get money and keep show together. This will be the "red one" for all of Illinois. Then south for more Fairs and Celebrations in the best cotton crop in history, with big money for the pickers; also big money for you. Wire MANAGER, UNITED EXPOSITION SHOWS, opening Mount Carmel, Ill., Sept. 14. P.S.: FOR SALE—18x36 ft. Bingo, well flashed, cheap. Booked for eight more weeks if wanted. I have other plans. Wire B. Nessler.


# Du Quoin Jumps 17% For Gem Rides, Shows

DU QUOIN, Ill., Sept. 10.—Bolstered by a record-breaking attendance at the Du Quoin State Fair, Gem City Shows wound up its 10-day stand here Labor Day with a ride and show gross that was up 17 per cent over '54, when another show played the fair.

Before leaving here for the Clarksville, Tenn., fair, Gem City was signed to again provide the midway attractions next year. Don Greco repped the show, with fair co-managers Eugene and Don Hayes negotiating for the annual.

Captain Eddie Kuhn's Dan Rice Circus, with new fronts and seats and presenting a one-ring circus, was the top money attraction on the fun zone, Hedy Jo Starr's gal show was in second place with the George McAllen Side Show and a snake unit finishing up in that order. Scooter topped the ride line-up followed by the Tilt-a-Whirl, Octopus and the kid rides operated by Frank Rupp.

The concessions department, under the management of Sam Greco, assisted by Fitzie Brown, hit on all cylinders and nearly all agents got their share of the money.

# Action Rises At Timonium; Labor Day Big

TIMONIUM, Md., Sept. 10.—The Maryland State Fair midway managed by Jake Shapiro again scored well during the week of operation which coincided with pari-mutuel racing at the fairgrounds. Concessions are strung along a street bordering the track and, as usual, there are considerable delays in midway play during the daytime when the steeds are running. The fair ends today.

Shapiro has Col. Lew Alter's Side Show on the back end with plenty of room for its double banners. The attraction is credited with bringing additional play to the midway, as is Sol Nugent's Coaster. Some 18 rides of the Free State Amusement Corporation are set up. Back again was the Ben Weiss Concession Company unit, managed by Martha Weiss.

Operators of concessions stayed longer this week than they did last year, when several packed in before the weekend in order to make the opening at Reading, Pa.

In evidence here were Ben Levine with two concessions, Lou Lange and his wife 2, Hooks Povino 3, the "Little Syndicate" (Nate Cuttler, George Regan and Johnny Green) 5, Lennie Lampell, Corey's long range, Steve Gurka's rat game, and Sammy Lehman, roulette cigarette game.

# Rhinebeck Big For King Reid

SCHAGHTICOKE, N. Y., Sept. 10.—King Reid Shows enjoyed their best week to date at the Dutchess County Fair in Rhinebeck last week, cashing in on the annual's new dates which drew record attendance. Rides and shows did very well for the first four days, with the finale on Wednesday (31) dropping to just fair business on account of rain.

Turnouts on Sunday (28), first time the affair had run on a Sunday, totaled 20,000 people for a new one-day high, eclipsing the mark set on the opening day, Saturday (27). Weather thruout was ideal, warm and sunny with cool nights, except for the final day.

The best concession play in recent years was enjoyed. Top grosses among the rides were scored by the Caterpillar and Tilt, with Harry Agne's bingo stand also doing well. The 15-ride Kiddieland had a fine week. Visitors included Dr. David Beard, secretary-manager of the fair in Cobleskill; James Carey, of the State Department of Agriculture and Markets, and John Leahy, Great Danbury Fair manager.

# California Expo Stacks Up Okay For Crafts' Org

SACRAMENTO, Sept. 10. — Spending on the midway at the California State Fair & Exposition here is "satisfactory," Orville N. Crafts, owner of the Crafts Shows, playing the 11-day date, said today. The exposition closes tomorrow night.

Attendance at the fair during the first eight days was down 11.8 per cent after showing an increase on opening day, Thursday (1). The turnstile total for the period hit 540,725 as compared with 612,912 for the same time a year ago when the fair set a new record of over 812,000.

The Crafts organization, which includes the Crafts 20 Big Shows and Crafts Exposition Shows, has 30 major and 25 kid rides, 8 shows and approximately 200 concessions. Space was reduced to $25 per foot by Crafts this year from the usual $35.

Using the same lot as in other years, the kid rides are combined with the main midway, being assigned to a street that was the west boundary. Until last year, when West Coast Shows played the lot, the kid land was near the front entrance.

The show include A. W. McAskill's "Hell's Belles," an illusion attraction. He also has a similarly titled attraction handled by Claude Chante on the Nu-Pike in Long Beach. Another, "Palace of Wonders," managed by Mike Conway and Marie McAskill, is currently playing the Oregon State Fair in Salem. Clyde Gooding, following recuperation from a recent illness, has Kawaba, the Congo Attraction, and Cal Lipes has the Snake Show in the line-up.

McAskill, playing the date for the first time, told The Billboard that his take was "up to expectations."

Crafts brought his shows together here from Merced, where the Exposition unit played the Merced County Fair, and the 20 Big Unit from Plymouth where it was on the midway of the Amador County Fair.

Of the nearly 200 concessions on the midway, a good portion of them are operated by Cecchini & Levaggi, of Sun Valley. They are under the direction of John Levaggi and Al Cecchini. Louis Cecchini, partner in the operation, remained in Southern California to make ready for the firm's participation at the Los Angeles County Fair in Pomona.

# Lincoln Gross Upped 20% by Wm. T. Collins

LINCOLN, Neb., Sept. 10.—A line-up of 21 rides and 12 shows enabled the William T. Collins Shows to eclipse its '54 gross at the Nebraska State Fair by 20 per cent.

The seven-day fair ended Friday night (9) with an outside gate count slightly higher than last year but the chief credit for the sharp increase in midway business went to the vastly stronger earning power of the Collins show over last year.

The show's 16-car Dodgem paced the rides, followed by the Scrambler. Bill Chalkias' Side Show, flashing a long front, snared top money among the shows.

Ninety concessionaires were spotted on the show midway and operators reported business ranging from as good to better than last year.

Show owner Collins closed the deal to buy the Round-Up which had been booked on the show by Dane Mortenson.

Before the fair ended, the Collins show was awarded a contract to return in 1956 for its fourth straight year.

Andy Hanson, secretary of the All-Iowa Fair, Cedar Rapids, who was a visitor to the midway here, also has re-contracted the Collins show for next year. Earlier, the Minot, N. D., Fair re-inked the Collins aggregation for '56.

# I. T. Fixes For Danbury

NEW YORK, Sept. 10.—I. T. Shows will still date until its big wind-up date, the Great Danbury Fair. Excess rides and other equipment are being refurbished and sent to the Danbury grounds in preparation for the event.

The show the last couple of seasons has been closing at Mineola in mid-October, but the fair there was canceled out for this season.

Flemington, N. J., produced a good week at the fairgrounds for the Isser-Trebish show and served to brighten up somewhat a season which has had numerous disappointments during the still date phase.


## E. P. GLOSSER

**WANTS AGENTS**

For Oklahoma City State Fair
Pin, Blower and Count Stores.
Opens Sept. 23.

Morris Lauer, Ben Kerno, Crossy, contact; all others wire, too. Wire care

**GOODING SHOWS**

Knoxville, Tenn.

## WANTED TO BUY

Merry-Go-Round and Eli No. 5 Ferris Wheel. Give age, make and condition in first letter with photo if possible.

**Box 820**

The Billboard Chicago 1, Ill.

## NOLAN AMUSEMENT CO.

Washington C. H., Ohio, Street Fair, Sept. 20-24; Greenup, Ky., Fair, Sept. 28 to Oct. 1; Vanceburg, Ky., Fair, Oct. 5-8.

**Want Concessions—Shows—Ride Help**

Want Apples, Novelties, Long and Short Range, Popcorn, Photos, Ball Games, Basket Ball, High Striker, Glass Pitch, Six Cats, Buckets and Concessions of all kinds that work for stock.

**FRED NOLAN**

MONTPELIER, OHIO, FAIRGROUNDS THIS WEEK.

## C. A. STEPHENS SHOWS

Want for Scott Co. Fair, Dungannon, Va.; followed by Rockdale Co. Fair, Conyers, Ga.

CONCESSIONS: Novelties, Ball Games, High Striker, Custard, Six Cats, Buckets, General Cookhouse Help, Waiters and Griddle Men. SHOWS: Side Show, Mechanical City, Unborn or any good Grind Shows with own equipment. RIDES: Can place Second Man on Merry-Go-Round.

Contact C. A. STEPHENS SHOWS, West Jefferson, N. C.


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AMUSEMENTS of AMERICA
A STAR SPANGLED MIDWAY

OPEN MIDWAY **TRI-CITY FAIR** OPEN MIDWAY
LEAKSVILLE, N. C., SEPT. 19 thru 24
LADIES' NITE • BATHING BEAUTY CONTEST • PUBLIC WEDDING • BABY GIVEAWAY • FIREWORKS • 3 KIDS' DAYS
SANFORD, N. C., TO FOLLOW
Can place Hankys of all kinds, Cat Rack, Buckets, some P.C., 1 Peek Store, 1 Grind Store. Agent—Grind Shows. Working Side Show Acts. Al Renton, contact. Flyoplane Foreman. Help on all Rides. Address:
JOHN VIVONA
LEXINGTON PARK, MARYLAND, THIS WEEK

**COTE AMUSEMENT CO.**
WANTS FOR SCOTTVILLE, MICH., HOMECOMING AND CELEBRATION, ON THE STREETS, SEPT. 21-22-23-24.
FOLLOWED BY VASSAR, MICH., FREE FAIR, SEPT. 27-28-29-30 and OCT. 1
CONCESSIONS THAT WORK FOR STOCK
CAN USE ONE FEATURE RIDE, FUN HOUSE AND GRIND SHOWS THAT CAN WORK STREETS. Answer
COTE AMUSEMENT CO.
UTICA, MICH., Republic 9-1821, or SCOTTSVILLE, MICH., after Monday, Sept. 19.

**O. C. BUCK SHOWS**
New Bern, N. C., Tri-County Fair including Marine Pay Day, Sept. 19-24; Clinton, N. C., Fair & Livestock Show, Sept. 26-Oct. 1, followed by 5 outstanding Fairs.
WANT Girl Show with own outfit, Wildlife, Mechanical, any Grind Show not conflicting.
Can place Cook House, Grab, all Eating and Drinking Stands, Merchandise Concessions of all kinds. Also a few P.C. Concessions.
Address:
O. C. BUCK, Salisbury, N. C.

**BINGO WANTED**
SOMERSET, OHIO, PUMPKIN SHOW, MAIN STREETS, SEPT. 21-22-23-24.
Also have limited amount of
CONCESSION SPACE AVAILABLE
FOR SEAMAN, OHIO, FALL FESTIVAL, MAIN STREETS, SEPT. 21-22-23-24. LIKEWISE PRESTONSBURG, KY., FAIR, CENTRAL LOCATION. FREE GATE, OCT. 4-8.
Address inquiries
GOODING AMUSEMENT CO.
1300 Norton Ave. Columbus 8, Ohio
Telephone AXminster 9-1193

**PEPPERS ALL STATE SHOWS**
WANT RIDE HELP: Ferris Wheel Foreman. Powell Kellen, contact at once. Jim Yarrington, where are you? We wired you at Kirksville, Mo.
CONCESSIONS: Glass Pitch, High Striker, Shooting Gallery, Jewelry, Hoop-La, Sit Down Grab, Age and Scales, Coke Bottles. Agents for Balloon Darts, Penny Pitch and Pan Game.
No flats, no gypsies, no girl shows. Long season. Best Cotton crop in 20 years.
Address
FRANK W. PEPPERS
Cuthbert, Georgia, this week; Union Springs, Alabama, next week.

**THOMAS JOYLAND SHOWS**
Can place for Beckley, W. Va., only, one Cookhouse or Sit-Down Grab. Also Candy Apples, Floss and Popcorn. Can also place Stock Concessions for this date and the Buckwheat Festival, Kingwood, W. Va., and the Mountain State Forest Festival, Elkins, W. Va. Also want Shows not conflicting. Can place Ride and Concession Help. All wire:
L. I. THOMAS, Mgr.
MULLINS, W. VA. (NO PHONE CALLS.)

**WILSON GREATER SHOWS**
Want Shows and Concessions of all kind for
HOLBROOK, ARIZ., FAIR, SEPT. 15-18
Want Foreman for Wheel, also Second Men on all Rides.
Want for No. 2 Show, opening in
ELOY, ARIZ., SEPT. 21
Kid Rides, all Concessions open.

WANT WANT
**ROCKY MOUNT, VIRGINIA, FAIR**
ALL NEXT WEEK, 19TH TO 24TH
Can place all Concessions, Bingo, Eats, Drinks, Glass and Bird Pitches; everything open. Rides—What have you? Shows—Side Show, Girl Shows with your own equipment, Dark Ride, Fun House, Merry-Go-Round, Side Show, Monkeys, Kiddie Rides, Popcorn, Apples, Cookhouse, Short Range, Novelties, Age, Long Range. All answer:
JOLLY SHOWS, INC.
Chesterfield Court House Fair, Chesterfield, Va., this week.
P.S.: Want to buy for cash—Rides, Merry-Go-Round, Coaster, Kiddie Rides.

**LEE AMUSEMENT CO., NO. 2 UNIT**
BALDWIN COUNTY FAIR, ROBERTSDALE, ALA., Sept. 19 thru 24
Will book Concessions that work strictly for stock. No Flats or Palmistry.
All replies to
J. D. SELLERS or DICK FENNELL
ROBERTSDALE, ALA.


## W. G. Wade Socko

• *Continued from page 70*

Shows booked in were Hall & Leonard, Side Show; Joe Sciortino, "Desira" and "Club Holiday" (minstrel); J. D. Beemer, Justice Colt, Roland Porter, "French Casino"; Curley Sayres, Motordrome; Chuck Renton, Eeka and Dope shows; Ingalls Amusement Company, Witch Castle; George Sharp, Monkeydrome; Jack Burke, Hitler's Armored Car; Mark Williams, Colette; Frank Bombino, Human Ape and Killers; Stewart Kipp, Funhouse; Kathryn Walsh, two-headed baby; Earl Walsh, Matchstick Cathedral; Joe Koshnick, Glass House and Miniature Sawmill; Roy Bible, Congo; Arnold Raybuck, live two-headed bull; R. L. Davis, Cimarron, "World's Largest Steer"; Tito Morino, Wild Life; Etta Marsh, Lord's Last Supper; Fall & Steel, Penny Arcade; Dick Dillon, Mechanical Swiss Village, and Stanford Baker, Old Mill.

**Spending Steady**

General spending was steady and well spread around. Sky Wheels, first time in Detroit, drew $16,459.50 in six days at 50 cents, setting what is said to be all-time record of $4,350 Sunday (4).

Rotor grossed $14,631.25, with a high of $3,646 Sunday, setting what is said to be all-time record also. The Scrambler ranked third, hitting $8,338.90 in six days, with one-day high of $2,107.70 Monday. Round-Up and Twister were fourth and fifth.

Chuck Renton's Eeka was the top show grosser with $8,062.50 in six days, with a Labor Day high of $2,067.75. Other high money-getters were Joe Sciortino's "Club Holiday," $7,460.03; Roland Porter's "French Casino," $6,209.19; Arnold Raybuck's two-headed live bull, a ding show, $6,098.38; Hall & Leonard's Side Show, $4,984.50 on the front only, and Kathryn Walsh's two-headed baby, $4,454.00

Light rain at 3 p.m. today drove crowds at the fair to cover for a short period of time, then at 5 p.m. a heavy storm, with hail and 75 mile-an-hour winds, inundated parts of the fairgrounds.

Lightning struck the Merchants Building, but damage was slight. Main lead wire to Chrysler Exhibition Building was blown down. It also struck between the Rotor and Club House, missing transformers that supply midway current.

Rides, shows and concessions fortunately escaped with little damage.


**WANTED**
For the four big ones, Paris and Danville, Arkansas; Ringgold and Ferriday, La.; then south till Christmas.
Shows of all kind, Stock Concessions, a few Agents and good Ride Help.
RAINES AMUSEMENT CO.
DE QUEEN, ARK., THIS WEEK

**WANTED**
RIDES—CONCESSIONS—GAMES
EXHIBITS—SHOWS
Winter quarters for circus people. Trailer space. Open year round.
SUNSHINE STATE FAIR
Farmers Market & Auction, State Road #7 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

*Thank You*
James and Marie Yotas Jr.
Independent Concessionaires
For your new Buick Century Holiday purchase.
*"Save Money With Johnny"*
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

**FOR SALE**
At giveaway price—24 ft. closed Van with all Concessions. 20x40 top, sidewalls, poles, very good canvas, with fine Chev. 2-ton tractor; G.M. Diesel Light Plant; 65 kw., 120/220/440 volts, 3 phase, like new, mounted in 28 ft. good trailer with Dodge tractor; new cable, junction boxes. Semis A-1—lights, signals, etc.
P. O. BOX 433 Melbourne, Florida

**Pvt. Wallace P. Flannigan and Paul Russell**
Break with your present partner today. Contact your Aunt Ruth as to where I Can meet you this weekend. I must see you. Got your message, we'll iron it out. I am always your friend. Love.

**VIRGINIA GREATER SHOWS**
The Show With The Proud Reputation
Hertford, North Carolina, this week; Roanoke Rapids, North Carolina, Fair, Sept. 19 to 24; Warrenton, North Carolina, Fair, Sept. 26 to Oct. 1; Louisburg, North Carolina, Fair, Oct. 3 to 8; Zebulon, North Carolina, Fair, Oct. 10 to 15; Edenton, North Carolina, Fair, Oct. 17 to 22; Williamson, North Carolina, Fair, Oct. 24 to 29; Murfreesboro, North Carolina, Fair, Oct. 31 to Nov. 5.
WANT AT ONCE: Custard, Novelties, Age and Scales, strictly American Mitt Camp, Hi-Striker (Charlie Drake, answer), Pitch-Till-Win, Cigarette Pitch, Penny Pitch, Hats, Bottle Ball Game, Basketball Game, Bumper, Hoop-La; all Hanky Panks open. Want Cookhouse Griddle Help, Agents for Office Hanky Panks, Ride Help who drive, come on in.
WANT Pony Ride, small Minstrel Show Troupe open, Side Show Acts, Monkey Show, Unborn, Wildlife, any good platform Show. Mail and wires to
WM. C. (BILL) MURRAY

**ROSS MANNING SHOWS**
ROCK HILL, S. C.
Week of Sept. 19-24
Statesville, N. C. Sept. 26-Oct. 1 | 3 Bona Fide Kids' Days | Shelby, N. C., Colored Fair Oct. 3-8
CONCESSIONS: Can place Novelties, Long and Short Range, Eats and Drinks, Hankies, French Fries, Derby (Schuey, contact), Hi-Striker, Hats, Penny Pitch. Dutch Whiteside can place Concession Help.
RIDES: Scooter, Fly-o-Plane, Looper or any flat Ride.
SHOWS: Tattoo Man (Jerry O'Brien and Francis Blanchard, contact Le-Ola or come on). Also useful Side Show People. Want Minstrel Show, have complete outfit, 90 ft. front. Joe Mooney wants Girl Show Help. Write or wire
ROSS MANNING
MADISON, N. C., FAIRGROUNDS
P.S.: Bill Martin, contact me or Dutch Whiteside, very important.

**MIGHTY INTERSTATE SHOWS**
WANT FOR LAWRENCE COUNTY FAIR, MOULTON, ALA., SEPT. 19-24. FOLLOWED BY TALLADEGA COUNTY FAIR, CHILDERSBURG, ALA. ALL FAIRS UNTIL CLOSING.
SHOWS: Want Monkey, Snake, Illusion, Fat, any worth-while Grind Shows. Girl Shows with own equipment. Want organized Minstrel Show with not less than fifteen people including band; salary out of office. Have good openings for Motordrome, Fun House, Glass House, Penny Arcade, Wildlife.
RIDES: Want to book for balance of season, Rock-o-Plane, Spitfire, Octopus, Roll-o-Plane, Rollocoaster or any Flat Ride not conflicting with what we have. Will also book any Kiddie Rides not conflicting.
RIDE HELP: Foremen and Second Men on all Rides, must be licensed semi drivers. We pay top wages and bonus.
CONCESSIONS: All legitimate Concessions open. Also Glass Pitches, Bear Pitches, Hoop-La, Six Cats, Penny Pitches, Jewelry, Novelties, Hats, Gadgets, Ball Games, Age and Weight, Short Range, Long Range, Eating and Drinking Stands. Want large, up-to-date Bingo for balance of season.
HELP: Want Show Carpenter and Builder to join on wire. Also Show Artist and Painter to join on wire. Want experienced Mechanic to join on wire. Want Diesel Electrician who knows GM plants, must drive. ALL REPLIES:
H. B. ROSEN, MGR.
MONROE COUNTY FAIRGROUNDS, ABERDEEN, MISS., THIS WEEK

*FIRST AND LAST CALL!*
**BAYOU STATE SHOWS**
Want for 6 Louisiana Fairs starting La Salle County Fair, Jena, La., Sept. 19-24; Louisiana Cotton Festival and Fair, Ville Platte, La., Sept. 26-Oct. 2; the largest in the South, 100,000 attendance; Northern Louisiana State Fair, Ruston, La., Oct. 4-9; Winn Parish Fair-State Forest Festival, Winfield, La., Oct. 11-15; Evangeline Parish Colored Fair, Ville Platte, La., Oct. 17-23; Franklin, La., Fair, Oct. 24-30; then down in the Bayou until Christmas.
Will place Photos, Buckets, Cats, Swingers, Pins, any Stock Concession. Will sell EX on Scales and Novelties. Cookhouse, Custard, all Eats and Drinks open.
RIDES: Pony Ride, Tilt, Octopus, Caterpillar and Coaster.
SHOWS: Big Snake, Athletic, Motordrome, Side Show, any Show 25% to office.
Want Help in all departments. Foreman for Smith & Smith Chairplane; $50.00 per week if you can cut it. Curly Hobbs, Ted Dion and Don Frind, contact. Drunks, I don't believe. Address
PAUL H. MILLER, BAYOU STATE SHOWS
Phone 3-6090, Alexandria, La., this week; then as per route.

**JIMMIE CHANOS SHOWS**
Want for Winchester, Indiana, American Legion Celebration on the streets.
Want legitimate concessions of all kinds, Balloon Darts, Fish Pond, Ball Games of all kinds, or any other legitimate concession like Custard machine and Novelties. All replies to
JIMMIE CHANOS
Muncie, Indiana

**GIRLS**
For small Girl Show opening next week at the Great Allentown Fair, Allentown, Pa.
*Address all inquiries to:*
DIXIE GORDON
WORLD OF MIRTH SHOWS, Brockton Fair, Brockton, Mass.

EIGHT MORE FAIRS EIGHT MORE FAIRS
**GEORGIA AMUSEMENT CO.**
"The Show With the Earned Reputation"
Will book Hanky Panks of all kinds. Sell EX on Bingo; don't wire, just come on. We carry no flats, gypsies or Girl Shows, and I am a native of Georgia by birth, not by adoption, and I know my GEORGIA. Others brag, I get the money. Book non-conflicting Shows. Will pay cash for non-conflicting Rides, but have none to sell as I have had a very good season. H. H. SCOTT, Forysth County Fair, Cumming, Ga., this week; followed by Franklin County Fair, Lavonia, Ga.

**LIONS CLUB STREET FAIR**
SEPTEMBER 19-24, NEWTON FALLS, OHIO
Want Cookhouse, Grab, Hanky Panks, Wheels, Cotton Candy, Apples, High Striker, Photo Gallery, Long Range. All kinds of Shows, no Girl.
Big doings day and night. Have all the Rides we need.
HAROLD YOST
TELEPHONE: 6833 NEWTON FALLS, OHIO


www.americanradiohistory.com

# VICTORY EXPOSITION SHOWS

**WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEX.**

**6 DAYS—SEPT. 26 THRU OCT. 1—6 NIGHTS**

**PAYDAY FOR 30,000 SOLDIERS AT SHEPPARD AIR FORCE BASE.**

SHOWS: Can place Snake, Motordrome, Monkey, any worth-while Show. CONCESSIONS: Want Cookhouse, Photos, Long and Short Range, Custard, Hanky Panks of all kinds. RIDES: Can place Looper, Round-Up, Rock-o-Plane, Little Train. Address:

**ALVIN VANDIKE, Mgr.**

PONCA CITY, OKLA., THIS WEEK.

# GREATER DIXIELAND EXPOSITION

**Wants for Vicksburg, Miss., Sept. 19-24, and balance of season, including Jonesboro, Marksville and Tallulah, Louisiana.**

Grab, Scales, Coke, Slum Spindles, Jewelry, Novelties, Ice Cream or Custard, Bingo, Bumper, Hats, Hi-Striker, Watch-La, Hoop-La, Darts, Arcade. Legitimate Stock Concessions only, no Flats on this show.

Want Ten-in-One, Snake, Monkey or Wildlife, Illusion, Motor Drome, any clean Show except Jig and Girl Show.

Can place A-1 Foremen on Merry-Go-Round and Tilt, useful Help on other Rides; must be licensed semi drivers and no drunks, as you won't last here.

Will place one or two of the following Rides: Scrambler, Round-Up, Coaster, Rock-o-Plane or Roll-o-Plane, Autos or Train.

If you want to play some of the best in the South, contact now. All reply:

**JIMMIE HENSON, Mgr.**

LONOKE, ARK., NOW; VICKSBURG, MISS., NEXT.

# THE B. & H. AMUSEMENT CO.

**Wants for the following bona fide county fairs: Georgetown County Legion Fair, Andrews, S. C., Sept. 19-24; Dorchester County Colored Fair, St. George, Sept. 26 to Oct. 3; Florence County Colored Fair, Oct. 3 to 8; Colleton County Fair, Oct. 10 to 15; Sumter County Colored Fair, Oct. 17 to 22; Chester County Colored Fair, Oct. 24 to 29; Barnwell County Fair, Oct. 31 to Nov. 5.**

RIDES: Octopus, Tilt, Fly-o-Plane, Roll-o-Plane, Wheel to Dual or any Major Ride not conflicting.

SHOWS: Ten-in-One, Wildlife, Animal Show, Monkey Show, Colored Girl Show, Snake Show, Congo, contact me.

CONCESSIONS: All open except Candy Apples and Popcorn. Will sell EX on Glass Pitch, Custard, Diggers and Bingo; special proposition to Bingo. Hanky Panks, no EX, but limited amount of each kind. Direct Sales and Pitchmen, have place for you. Whitie Usher and Glass Pitch Blackie, contact. All replies to

**W. E. HOBBS**

ELLOREE, S. C., THIS WEEK

# BEAM'S ATTRACTIONS

**Fair and Exposition, Tarboro, N. C., next week**

Will book all kinds of Concessions including P.C. for this enlarged Fair which will be the first in the area. Industrial conditions and crops the best in many years.

HELP—Can use all kinds of Ride Help who can drive. Especially want CATERPILLAR and FLY-O-PLANE Help. Eight more weeks. All communications to

**STEVE DECKER**

FAIR GROUNDS, DUNN, N. C.

# HUGO'S NOVELTY EXPOSITION SHOWS

**Can place Concessions and Shows of all kinds. Also Rides that do not conflict.**

**CARROLLTON, MO. (FALL FESTIVAL), Sept. 12-16; CLAREMORE, OKLA. (FAIR), Sept. 21-24; OKMULGEE, OKLA. (FAIR), Sept. 26-29; CHELSEA, OKLA. (FAIR), Oct. 6-9, and 3 more to follow.**

**Can always use sober Ride Help. Must drive semis.**

***FOR SALE—A STEAL***

**7-TUB TILT-A-WHIRL. NOW IN OPERATION**

**$2,000.00 CASH**

Contact CAPT. E. H. HUGO, Mgr., Per Route Above.

***THE TWO LATE BIG FAIRS***

**MEMPHIS FAIR** — NINE DAYS, SEPT. 23 TO OCT. 1

**STATE FAIR OF TEXAS** — SEVENTEEN DAYS, OCT. 7 TO 23

***HAVE SEVERAL GOOD LOCATIONS BOTH SPOTS***

Wire or phone me now at Memphis Fairgrounds until Oct. 1 (Phone Number 7-70017), then Dallas Fairgrounds. All contracted advise Memphis arrival date.

**CLIF WILSON**

# A. C. OF A. SHOWS

Want for Chattanooga, Tenn., week Sept. 19, and Laurel, Miss., to follow.

Grab Stand, Pronto Pups, Foot Longs. Contact

**PAUL OLSEN**

LOUISVILLE, KY., THIS WEEK.

**JAMES E. STRATES SHOWS WANT**

# BOSS CANVASMAN

and

# CANVASMEN FOR DANCING WATERS

**JAMES E. STRATES**

York Interstate Fair, York, Pa., this week; Shelby, N. C., next week.

*when answering ads . . .*
**SAY YOU SAW IT IN THE BILLBOARD!**

# COMING EVENTS

### Alabama

Huntsville—Sesquicentennial, Sept. 11-17.

### Arkansas

England—Fall Festival, Oct. 17-22.
Fort Smith—Arkansas-Oklahoma Livestock Expo. Free Fair, Sept. 10-16.
Harrison—Harrison Rodeo, Sept. 15-17.
Little Rock—Ark. Livestock Show, Oct. 3-8. Clyde Byrd.
Little Rock—Parade of Homes, Sept. 11-18.
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.

### California

Barstow—Barstow Rodeo, Sept. 24-25.
Chula Vista—Mounted Police Horse Show, Oct. 1-2.
Chula Vista—Fiesta de la Luna, Oct. 1-2.
Julian—Apple Days, Oct. 1-2.
Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.
Pittsburg—Columbus Day Celebration, Oct. 4-9.
San Diego—San Diego Rodeo, Sept. 24-25.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.
Ventura—Ventura Rodeo, Oct. 8-9.

### District of Columbia

Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.

### Florida

Bonifay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.
Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.
Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

### Georgia

Atlanta—Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.
Woodbury—Pimento Festival, Oct. 12.

### Illinois

Chicago—General Motors Powerama, Aug. 31-Sept. 18.
Chicago—International Dairy Show and Rodeo, October 7-16.
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.

### Indiana

Hartford City—Fall Festival, Sept. 13-17.
Lagrange — Corn School—Golden Anniversary-Street Fair, Sept. 12-17.
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.
Salem—Fall Festival, Sept. 19-24.
South Bend—Antique Show, Oct. 17-20.
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

### Iowa

Waterloo—National Dairy Cattle Congress, Oct. 1-8

### Kansas

Baxter Springs—Lions Club Carnival, Sept. 15-17. G. H. Beck.
Wichita—Jaycee Frontier Days, Sept. 23-25.

### Louisiana

Amite—Amite Rodeo, Oct. 7-8.
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen P. Cobb.
Crowley—Int'l. Rice Festival, Oct. 19-20. J. W. Barnett.
DeRidder—DeRidder Rodeo, Oct. 5-8.
Leesville—West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4.
Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote.
Natchitoches—Louisiana Broiler Festival, Sept .28 L. J. Pleasant.
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.
Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Lafleur.
Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

### Maryland

Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.
Timonium — Eastern National Livestock Show, Nov. 12-18. Joseph Vial.
Vista—The Knights of Pythias Horse Show, Oct. 15. David Tonkins, Mgr.

*(Continued on page 83)*

# T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

**AMERICAN TENT CORPORATION**

*America's Largest Builders of Fine Show Tents*

201 E. Water St. Norfolk 10, Va.
Representative G. C. Mitchell

**BILL SANDERS**

# BELLE CITY SHOWS

Want Concessions and Shows. Reasonable fall rates. No polio around here. Reedsburg, Wis., Street Fair, Sept. 16 to 18; Ripon, Wis., Fall Festival on square downtown, Sept. 22 to 25; St. Francis, Wis., Round-Up and Rodeo, Sept. 28 to Oct. 2. Can use a few Ride Men who drive.

**CHUCK PANACEK**

# WANT AGENTS

For Scale and Age for the Virginia State Fair, Richmond, Va. Apply to

**MRS. MARY HYMES**

c/o Greenbrier Hotel, Ronceverte, W. Va.

# FOR SALE

Eight Tub Octopus, Eight Car Kiddie Auto Ride, Electric Train; all in good condition.

**HESS RIDES**

601 Union Arcade Bldg.
Davenport, Iowa
Tel.: 3-1907

# BOB HAMMOND SHOWS #2

Wants Concessions. What have you? Hanky Panks preferred. Agents for Razzle, Peek Store and Skillo. Will book Kiddie Rides and Major Rides not conflicting. Want Shows of all kinds with own equipment. All Fairs to follow. Contact CARL BOHN or CHAS. PRESKITT, Stafford, Tex., Sept. 12-17; Waxahachie, Tex., Sept. 19-24.

# WANT AGENTS

For Buckets, Swingers, Cigarette Block, Balloon Dart, Nickel Roll.

**GENE CAIN**

c/o Wallace Bros.' Shows
Monticello, Ark.

# Want—GIRLS—Want

Girl for Single-O Girl Show, also couple for Girl Show. Carol and Don, come on. Boxers and Wrestlers for Athletic Show; two more months' work. Dark Ike, let me hear from you. Contact JACK BERNARD, Schafer's Just for Fun Shows, Camden, Ark., Sept. 14-17; Pine Bluff, Sept. 20-24; then as per route.

# FOR SALE

32 ft. Merry-Go-Round, above average condition, good Wurlitzer Band Organ for same. Can be seen in operation at Humboldt, Neb., Sept. 13 to 16; Plattsmouth, Neb., Sept. 22 to 24.

**W. T. HALE**

HALE'S SHOWS OF TOMORROW

# SIDE SHOW PEOPLE

***Attention***

Can place immediately one FEATURE FREAK.

Can give all winter's work in Florida.

**ART CONVERSE**

A. C. of A. SHOWS
Louisville, Ky., this week; then Chattanooga, Tenn.

# FOR SALE

Allan Herschell Carousel, 36 ft., 3-abreast, latest fluid drive, very clean, never outside, $9,500.00.

**Irv. Fishelberg**

**Funcade Amusement Corp.**

2429 Boardwalk Atlantic City, N. J.

# PARAKEETS

**BABIES**

# $1.50

**Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.**

**24-Hour Service**
**Phone Elliott 9-4591**

# WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

# CONTROL ADMISSIONS

**with STROBLITE "INVISIBLE" IDENTIFIER**

Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.

**COMPLETE KIT, $45**

*Write for Information.*

LUMINOUS COLORS, BLACKLIGHT LAMPS for stage, displays, decorations, etc.

**STROBLITE CO.** DEPT. B 6 75 W. 45th St., N.Y.C.

# WANTED

Two Bucket Agents, Cigarette Dealers and Help to up and down Concessions. Good pay every day. For Chattanooga, Tenn., and six big Fairs to follow.

All replies to

**"STRETCH" RICE**

C/O AMUSEMENT CO. OF AMERICA
Louisville, Ky.

# FOREMEN WANTED

For Wheel and Merry-Go-Round. Must drive semis. Address:

**FIDLER UNITED SHOWS**

Batesville, Ark., this week; Morrilton, Ark., next.

# WANTED

Count Store Agents, also Truck Drivers and General Help.

**S. B. WEINTROUB**

c/o Don Franklin Shows #2
Bowie, Texas

# ANCHOR TENTS

**The Showman's Choice**

Finest Materials—60 Yrs.' Experience. Recognized as the Tent House of *FIT—STYLE—AND QUALITY*

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops

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# ROADSHOW REP

**John D. Finch**, Olney, Ill., well known in rep and other amusement fields as a performer, designer and exploitation man, looks back this week on his "Billroy's Briefs" of yesteryear to furnish us the roster of Billy Wehle's "Billroy's Comedians" at the close of the 1936 season.

Finch's reference shows that season to have been a pleasant and highly successful trek of 42 weeks of mostly one-night stands. Total mileage of 1936 routing, which led the show into Texas the only time in its history, was 12,046. The tour constituted the show's 12th annual. It ended January 16 at Enterprise, Ala. Following date a run of 170 miles into winter quarters at Valdosta, Ga., was made. Company members then were **Billy Wehle**, owner-manager; **John D. Finch**, creator of flash and special exploitation idea man; **Daisy Mae Murphy**, secretary-treasurer; **Betty Rawlinson, Gladys Duncan** and **Iris Hurley**, tickets; **Amos McHenry** and **Charles Patterson**, front door; **Faye Crider, Cora Mae Davis**, wardrobe; **Roy Heavy**, stage carpenter; **Luke Sanders**, props; **Ted Heckman**, mechanic; **Ralph Woods**, electrician; **Mayo Holland**, bus driver, and **Eddie Mellon**, lot superintendent, with a crew of 27 men.

On the advance were **Don and Della Palmer**, contracting agents; the late **Sid Lovett**, brigade manager, with a crew of five assistants; **Charles and Ruth Underwood**, advertising representatives and 48-hour unit, and **Edith Farley**, shorts. Principals: **Harry Rollins**, emsee and producer; **Marion Roberts**, fem leads; **Raymond King**, singing-straight; **Carl Brown**, character-comedy; the late **Bonnie Mack**, character-comedienne; **John D. Finch**, singing and dancing juvenile and general business; **Mary Rollins, T. A. Van** and **Clyde Jewell**.

Chorines: **Helen Reed, Beth Davis, Cora Mae Davis, Rosaline Marco, Edith Ivey, Gretchen Nicholson, Nita Kirkland** and **Virginia Stalvey**.

Palais Royale Orchestra: **Gus Schulze**, piano-leader; **Dave Davidson**, trumpet; **Shorty Duncan**, trombone; **Archo Farley**, drums; **Ernest Barthel, Bob Heidelberg** and **Bob Norris**, reeds; **Len Fye**, bass, and **Bob Wendy**, guitar.

Specialties: **The Hickville Trio, Rollins and Wagner, Marion Roberts, John D. Finch, Clyde Jewell, Cal West**, the late **Miss Mack, Gretchen Nicholson**, and **Wendy, Russel** and **King**.

Concert features: Black-face comic **Cal West** and **Daphne** assisted by the entire company.

From Wheatland, Wyo., Ralph Canely writes: "I like to read about the old-time road and tent-rep shows. Some were fly-by-night but most were run by conservative managers. Toward the last they got to be more vaudeville than dramatic and this, to my mind, helped to clip them. I worked in Kansas City, Mo., for several years in various ways, from stage manager to selling printing. Thus, I had a good chance to size them all up. About Toby parts—there were many good ones but many of them had poor bills to do. It's no easy trick for the best of the writers to get up a top-notch Toby bill because what will suit one comedian will fall flat with another. However, now it's very much dead. This is my sixth season working solo in the Far West and I haven't met but few performers and most of them were relying on music like myself. I believe that more and more the tent will be the thing of the past. Small and versatile family outfits are the thing now. California gets me in the winter but I get itchy feet when the sun turns hot in the late spring and I make for the Rockies."

# Drivin' 'Round the Drive-Ins

**Mr. and Mrs. Joseph Feldberg** have purchased the Cowboy Drive-In in the Rio Grand Valley from **Mr. and Mrs. Sam Wade** for a reported price of $65,000. . . . **Alvin Guggenheim** has become manager of the Main Drive-In at Houston, Tex. He replaced **Bob Bru**, who takes over as manager of the Yale Theater there. . . . The Chief Drive-In Theater at Paducah, Tex., has been reopened by **H. B. Leathers**, owner and operator, following a renovating project. . . . The new Ono Drive-In Theater has been opened at Columbus, Tex., by **Lester Miller**. It is the only drive-in within a 20 mile area. Miller formerly operated the Osage Drive-In at Corpus Christi. . . . **T. J. Jackson** is scheduled to open a new drive-in at Universal City, near the Randolph Air Force Base. It will feature one of his patented screens. When opened it will make the 16th drive-in in the San Antonio area. . . . The 51 Drive-In at Dimmitt, Tex., has been reopened by **H. H. Carlile**, owner, after the installation of a new screen. The old screen was blown down during a storm. . . . The Chief Drive-In has been opened at Abilene, Tex., by Clarence McNeil. . . . The Pike Drive-In at Handley, Tex., has been reopened.

**Albert D. Rudenstein**, operator of Salisbury Beach (Mass.) Drive-In Theater, was slugged and robbed of $1,500 as he was nearing his home in Malden. He suffered a possible skull fracture and is in serious condition at Malden City Hospital. The gunmen smashed him on the head with a gun butt as he was getting out of his car with the night's receipts. . . . The Philadelphia movie combine of **Harrison, Freedman and Ball** plans to build a drive-in at Exton, Pa. . . . **Melvin L. Heinbach** and associates have bought 75 per cent interest in the Community Television Corporation, Reno, Nev. Heinbach is owner of the Star-lite Drive-In, Brandonville, Pa., and the Pocono Drive-In, Stroudsburg, Pa. . . . The New-Way Drive-In, Hummelswharf, Pa., has been taken over by the Comerford circuit from **M. L. Spiegelmeyer**.

Pickets were put around four San Antonio drive-in theaters after a walkout of five operator-members of the Motion Picture Machine Operators, Local 407, over wage differences. The operators walked out of the Alamo, Rigsby, Mission and South Loop 13 drive-ins, operated by Statewide Drive-In Theaters, Inc. **John Dennis**, business agent for the union, said the union had been operating machines for the theaters without a contract since August, 1954. **Richard M. Landsman**, general manager of the chain, said the drive-ins would continue to operate without union operators. Landsman said the union had asked for a blanket 10 per cent pay increase. He said he thought his base pay for operators, $2.66 per hour for 36 hours, was as high as paid by any drive-in chain in this area.

The Pinecrest Drive-In in Edgewater, Fla., was taken over this week by **Robert D. Yeoman** and **L. C. Sipe**. Sipe has been in the theater business for more than 40 years, and is also part owner of the Gainesville Drive-In. He recently sold his interest in the Lauderdale Drive-In at Fort Lauderdale. Yeoman will be the Pinecrest's manager.

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New and guaranteed rebuilt equipment from $1,595. Time payment available to responsible parties. Write giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. **S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.**

# Satch Wilkins Heads Reopened Gay Blades, N. Y.

NEW YORK, Sept. 10.—Lou Brecker's Gay Blades, the only rollerdrome in Manhattan, reopened Thursday night (1) with developer of champions Clifford (Satch) Wilkins on hand as the rink's new manager-pro. Dean of RSROA instructors in the United States, Wilkins packs 25 years of teaching experience, mostly in the big leagues at Mineola and now-closed Queens rinks. His wife, Mildred, joins him on the teaching staff. Both were at Wal-Cliffe Rink, Elmont, L. I., since Queens shuttered last season.

Among champions developed by the Wilkins were World Congress titlist Patricia Carroll, Jeanne Kuester, Donald Tuohy and Tommy Lane. They also coached the great Norman Latin when he captured four gold medals in a single National Championship meet.

Guest of honor at the Blades opening was singer Bill Hayes. Exhibitions were by Jerry Nista, who performed thru courtesy of Raybestos Wheels; American senior pair champs Warren Colozzo and Patricia Benedict, American intermediate pair titlists Ken Trotter and Ruth Heeseman, senior ladies' runner-up Betty Klein, Northeastern intermediate dance champs Mike Wahlig and Joyce McKenna, and State novice men's winner Jack Gallagher.

# Phoenix Rollerland Signs Pro Browne

OMAHA, Neb., Sept. 10.—Jack L. Browne, former local skating professional who is here on a brief vacation after an exhibition tour that took him thru the South from Florida westward to Fresno, Calif., a total of 57 dates, reports that he has signed to serve as professional at Rollerland, Phoenix, Ariz., opened about a year ago by Mr. and Mrs. Ed V. Henderson.

Browne, who begins work at Phoenix early this month, says that business at Rollerland has been excellent despite extremely hot weather. He reports interest in roller skating in that area at a peak. Browne will also serve as the rink's promotional manager, contacting clubs and other organizations for private party bookings.

# Det. Times Feature On Roller Skating

DETROIT, Sept. 10. — Roller skating was given unusual recognition recently in the Sunday issue of The Detroit Times in a two-page feature on the sport.

The article described the recent American amateur championships at Toledo, and went on to point to the Motor City's key role in earlier years in modern roller skating, together with the maintenance of headquarters of the Roller Skating Rink Operators' Association here since its inception. Several pictures of leading skate dancers in action and in costume were used in an unusually comprehensive story.

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We invite you to bring your skates to Curvecrest and see for yourself!

# Denver Rinks Prepare for Fall Season

DENVER, Sept. 10. — Denver rolleries were completing plans this week for their fall and winter operation after fair-to-good summer operation. Both rinks are planning new beginner classes and close co-operation with high schools thruout the city.

Clay Briggs, professional at Carl Johnson's Skateland, reports that the Girl Scouts, Campfire Girls and other youth organizations will continue to use their rink as in the past, and he looks for increased enrollment in these groups of skaters.

Starting tomorrow (11), Skateland will close for five days while a new floor is being installed. The floor is nearly 200 feet long by 100 feet wide, the same size as the older one. Pros at Skateland again this year are Clay Briggs, Margaret McMillan and Kunnie Briggs.

Several thousand people jammed Mammoth Gardens last Thursday (1) when lightweight Glen Flanagan and Santiago Esteban met in a 10-round non-title tight. About 1,800 ringside seats were placed on the floor of the rollery in addition to the 3,200 permanent seats already available. The Gardens were leased to fight promoter Babe Shoskey for the event. Mammoth Gardens operated the concession business for the night.

Jimmy Lorello, general manager for the Sigman-owned rink, is going back to instructing after 10 years' absence from that phase of the trade.

# Randall Clubsters Close Successful Year at Binghamton

BINGHAMTON, N. Y., Sept. 10.—Seasonal results in connection with once monthly competitions held by members of Randall's Rhythm Rollers, an independent club at Randall's Roller Rink here, were announced recently by Lyle L. Randall, operator of the rink.

Competitions during the past season were on a point system, with pins awarded monthly to winners in each division of skating and medals for an accumulation of points. The competitions season closed July 27 at the rink and will open in September, at which time Operator Randall will present the club with a plaque giving the names of seasonal winners and the fields in which they excelled.

Following the close of competitions club members made a bus trip to Playland, York, Pa., to roller skate and celebrate the conclusion of a successful season.

Seasonal winners were Jack LeTavish, senior racing; Harold Snopek, junior racing; Wayne Beddoe, free style; Bill McChesney and Pat Chamberlain, beginners' dancing and advanced dancing, and Jack Humphrey, figures.

# Phyllis Watkins Skating Girls at Mich. State Fair

DETROIT, Sept. 10.—Phyllis Watkins, of the Spinning Wheels, skating act, introduced a group of five girls on skates to distribute gift stamps at the recent Michigan State Fair for the Gold Bell Gift Stamp Company. Miss Watkins also appeared on skates in a Molly Crockett costume, tieing in with the company's Davy Crockett theme.

Miss Watkins, who also operates the concessions at the Academy of Roller Skating, Royal Oak, had her troupe in similar costume, with the girls wearing huge, cutout, sandwich-type gold bells over the pioneer costumes. They were assigned to skate all over the grounds and, according to the company, passed out an estimated two million stamps in the 10 days of the fair.

# Okay Plans for Rollery

FULLERTON, Calif., Sept. 10.—Construction of a roller rink between here and Anaheim, Calif., has been approved by the Orange County Planning Commission. The building will be 100 by 200 feet and built of masonry block, according to permit applicants, Harold T. Odward and Robert D. Basil.

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# KING-COLE PLAYS TO SMALL HOUSES

## Greensboro, Winston-Salem Improve on Average of Previous Week's Business

GREENSBORO, N. C., Sept, 10.—King Bros.' and Cole Bros.' Circus played to a near-full night house here Tuesday (6) and a half house in the afternoon altho it was the first day of school and day after a holiday.

At Winston-Salem, N. C., on Labor Day (5), the circus had a three-quarter afternoon and about the same size house at night. Street parade has not been scheduled in the past several stands.

Earlier, Asheville, N. C., gave the show light afternoon but good night business. Mountain roads made the moves slow, and coming into Greenville, S. C., for Tuesday (30), the parade was canceled when trucks were late and the matinee was canceled when only a dozen trucks had arrived by late afternoon. The night house was about half filled.

At Spartanburg, S. C., the matinee was weak but the night was good. At Chester, the afternoon was light and night was less than half, with the lot far out. The afternoon was light again at Charlotte, N. C., but the night house drew better than half on Friday (2).

At High Point, N. C., the lot was muddy after a 48-hour rain, and 200 were out for the afternoon show at 4:30 p.m. Rain at night held the house below half. No effort was made to move from the mud on Saturday night, allowing time for water to run off. By Sunday the show was ready to move on to the muddy lot at Winston-Salem.

The business done in the week prior to Labor Day was among the lightest done by the show.

# LION SUNNING ON TAILGATE GETS REMEDIED

NEW YORK, Sept. 10.—It nearly proved embarrassing for the Kelly & Morris Circus group last week as they motored toward a date in Hornell, N. Y. Outside Canandaigua a motorist pulled up behind one of the trucks and prepared to pass when he noticed a show lion lounging on the open tailgate. He drove off and called ahead to where troopers could point out to the driver that things were not as they should be. The tailgate was closed, pronto, and the truck was allowed to continue.

# RINGLING CURBS USE OF AD AGENCY

## Monroe Greenthal Confirms Show Returns to Standard Procedures

NEW YORK, Sept. 10.—Ringling Bros.' and Barnum & Bailey Circus virtually has dropped its use of an advertising agency and reverted to the standard circus methods of placing newspaper, radio and TV advertising.

Monroe Greenthal, head of the advertising agency bearing his name, said he had not dropped the Ringling account and rescribed the switch-back as only a change in procedures.

The agency chief said that almost all advertising now is being placed directly with papers and stations by Milton Pickman and Zack Freedman, of the Ringling staff. They are equipped, he said, with mats, recordings and TV films and "sometimes can get a better deal locally" than thru an agency. It also was pointed out that the present system allows the agents to make changes in dates and prices when necessary. Greenthal said that the agents are working about three weeks ahead of the show, using eight newspaper ads designed after Ringling left Chicago. He stated that the show was using more advertising now than earlier.

### Some Agency Ads

While almost all advertising is being placed by the show itself now, he said, some advance work for major cities still is handled thru the agency.

The system Greenthal described amounts to a return to the standard circus system of placing advertising and the abandonment of the plan instituted by the show at the start of this season. Under the plan used earlier this season, the show abolished the post of contracting press agent and placed newspaper ads by having the ad agency mail material to newspapers. Under the same plan, radio-TV time was purchased thru the agency. Greenthal said his agency had billed nearly $500,000 in R-B advertising.

# R-B Unhurt by L. A. Pickets; Coast Biz Off; Break Blockade

• Continued from page 60

ty wagon came out of the building, the pickets shouted at the driver and then jumped in a car and drove in front of the tractor, curbing it. The tractor driver was shoved from the vehicle by one man while others temporarily stalled its transmission.

When the tractor driver returned and reported to Morgan, there was an upsurge of show loyalty and a canvas truck rolled out with about 30 men from the big top crew aboard with the intention of escorting show vehicles to the trains. Pickets tried to stop this truck also, but the sheriff ordered them to let it pass. Some reports said that the canvasmen were equipped with tent stakes, but these were not visable.

### Sheriff Escorts Trucks

Morgan and the sheriff conferred and the sheriff said that his deputies would escort show wagons to prevent violence. Thereafter, the move was smooth. Pickets made no effort to interrupt work at the runs but continued harassing drivers at the Cow Palace door until about 1:30 a.m. Tuesday.

Observers complimented the sheriff on his handling of the matter, altho pickets shouted against him at the scene. Police patrolled the picket line at the building entrances where patrons were entering and leaving. When picketing started Friday (2), one appeared at the downtown store where Ringling had its advance sale. The ticket sale was halted by the show so as not to embarrass the store.

### Los Angeles Opens

At Los Angeles, starting Thursday (8), Kane and from five to 10 other pickets were at the show grounds. Karsh was registered at a hotel but was not seen at the lot. The pickets were handing out leaflets to the public, but there was little other action in the first days and the union move seemed to have no affect on whether approaching customers attended the show.

The leaflets claimed Ringling was unfair to employees and it charged circus workers were in "economic bondage." It cited what it said were weekly wages in various working departments and said employees "can't afford to quit."

Altho the union said it had support of the Los Angeles Labor Council, there seemed to be little or no reaction to the picket line by members of other unions serving or attending the show.

### Frisco Houses Build

Business-wise, the show was unspectacular. The San Francisco opening house of about 3,000 was duplicated that night and Saturday afternoon (3). Weather was abnormally hot, altho not up to the 114 reported elswhere in the State. Business on Saturday night and Sunday afternoon (4) was better. The Sunday earthquake in San Francisco had no affect on the show.

Shortly before the afternoon performance Monday (5), the opening of a steel door startled several of the show's baby elephants. Seven of the bulls panicked and bolted down a passageway in the building.

Elephant handler Glenn Pierce said he was in front of the group and succeeded in stoping the first and largest one, but the other six knocked that one down on him, causing injury and hospitalization. Robert Coates also was knocked down, but the elephants stepped over him, and his only injury was a gashed finger which one bull had stepped on.

After the picket line incidents and move to Fresno for Tuesday (6), the show worked in 100-degree weather. The turnout in the afternoon was light but termed good in view of the heat. At night the show had three-quarters of capacity.

In Bakersfield on Wednesday (7), heat continued. The afternoon performance pulled about 500 paid and paper customers, and the night house was half filled.

### Rail Accident

On the move from Bakersfield, an automobile stalled on the tracks forced the locomotive engineer on the third section to jam on his air brakes. The jolt freed seat wagons from their blocks on three flat cars and they rolled over the end sills of the flats.

Resulting delay forced the show to blow the opening afternoon show in Los Angeles (8). The night show that day pulled a half house.

There still was no positive statement as to whether the show might go into Mexico after its El Paso, Tex., stand, but it seemed increasingly unlikely. Meanwhile, there was a new report that the show would follow its upcoming stand in New Orleans with a run in St. Louis. This would be the show's first time in St. Louis since 1948, when it had an unsuccessful indoor stand there.

# Circo Muerto Features Bull Vs. Lion, Bear

TERRON, Mexico, Sept. 10.—A fight to death between a bull and either a lion or a Russian bear again is the final night feature on the Circo de la Muerta. Seats for the final night in each stand are sold out well in advance.

Show moves on trucks and carries two Side Shows and several rides and concessions along with the big top, which seats about 3,500 around a single ring.

Acts include the Esqueda Brothers, flying act which formerly was with Beatty, Cole and Ringling; Eduardo Sanchez, 20-horse number; Captain Gonzales, 12-lion act, which includes those from an act this show brought from Suarez Bros.' Circus; Hero, strong man who holds two autos as they pull in opposite directions; Hernandez Brothers, hand balancing; Miss Yeya, contortion, and Gloria Ramos, single trap. Show carries no elephants or lead stock.

The lion-bear battles with bulls are in a steel arena. The lion shows battle scars for its 17 conquests, but the bear is unmarked and has 30 bulls to its credit.

## Hagen Enters Virginia

ALEXANDRIA, Va., Sept. 10.—Hagen Bros.' Circus has been playing this vicinity. At Laurel, Md., the lot was small and the show used a two-pole set-up. At Alexandria, the shape of the lot required that the back door be moved to one end of the top. The Dingler bar act closed. Bert Wallace, horse trainer, closed for treatment of a skin ailment.

# Susanville Okay For Cristianis

SUSANVILLE, Calif., Sept. 10.—The Bailey Bros.' & Cristiani Circus played to 4,965 persons in a two-day, four-show stand here under Shrine auspices. Friday (26) shows drew best, while the Saturday attendance was off.

At Salem, Ore., as the grandstand attraction for the Oregon State Fair, the circus grossed slightly less than last year's grandstand show. Hot weather was blamed for the decline.

## Kuhn Has Rice

Du QUOIN, Ill., Sept. 10.—Capt. Eddie Kuhn has his wild animal acts with the Gem City Shows and is appearing with the carnival under the Dan Rice Circus title. Show has new fronts and seats and gives a one-ring performance. The carnival has used the Rice title several times in recent seasons, since the late Ray Marsh Brydon put a circus-type show on the midway.

# New Territory in South Gives Hunt Top Crowds

ALTA VISTA, Va., Sept. 10.—Hunt Bros.' Circus has done exceptionally well thruout Central Virginia—a territory that it has bypassed for some 35 years.

Altho the towns are mostly small and the outlying districts sparsely populated, the show has drawn heavy houses regularly.

Harry Hunt, show manager, said the good crowds were largely the effect of the show's helicopter. The novel flying machine is an attraction in itself and the advertising messages boomed from the sky always have an attentive audience, he said.

The show is nearing the end of its season. Not more than a month remains, according to present planning. The tour has already been marked up as one of the most successful in the 65-year history of the organization.

Owner Charles T. Hunt was made an honorary citizen and member of the Front Royal (Va.) Chamber of Commerce when the show played there. That same group recommended the show to other commerce groups thruout the State.

Visitors at Fort Meade, Md., included Dr. William Mann, of the Washington Zoo, and Melvin D. Hildreth, Washington attorney and circus fan.

The show is moving toward the coastal area for its final dates.

# Holiday Weekend Business Spotty for Kelly-Miller

ROCHESTER, Ind., Sept. 10.—This former circus-quarters city gave the Al G. Kelly & Miller Bros.' Circus fair business on Wednesday (7). Other cities over the long Labor Day weekend were spotty.

Sturgis, Mich., and Ligonier, Ind., were good. Nappenee, the Labor Day stand (5), had a three-quarter afternoon and one-third night. Local sources said that some holidayers had gone to Chicago to see "Powerama" that day and there were other competing events closer. Much of the Nappenee audience was made up of Amish, members of the same religious set which the George W. Cole Circus encountered a week earlier in Illinois. Members of the group frown on many types of amusement but endorse circuses.

At Warsaw, Ind., on Tuesday (6), the afternoon was a light one-quarter, with school in session, and the night house was a capacity score. Rochester had a one-quarter afternoon and three-quarter night.

# Morton Signs Boston; Maps Rigging Marathon

BOSTON, Sept. 10.—Hamid-Morton Circus will return to Boston after a lapse of three years, again playing Boston Garden under Shrine auspices in November. Col. Robert H. Morton announced signing the contract this week.

The date will overlap the hockey season, and the circus will give Saturday morning and afternoon shows, tear down to allow a Saturday night hockey game, then replace rigging for a Sunday matinee, and move out entirely in time to permit a Sunday night hockey game. Show opens in the Garden November 15 and runs thru November 20.

Morton said that price arrangements have been worked out satisfactorily with the Garden. Heretofore, children have been charged adult prices at night shows, but this time half-price tickets will be sold for both afternoons and nights.

Morton said the show will launch its fall season at Toronto on September 26. Then come dates at Richmond, Va., Jacksonville, Fla., and Atlanta. He pointed out that the Atlanta stand is to be November 7-13, closing only two days before the Boston date starts. All trucks, he said, would have two drivers in order to make the 1,090-mile jump.

# UNDER THE MARQUEE

By TOM PARKINSON

**Eddie Say** and **Harriet Beatty Jr.** had a food concession at the Wisconsin State Fair this year. . . . A painting of circus performers by **Walter Krawiec**, Chicago CFA, took top honors at the Illinois State Fair's art competition and the painting was purchased by **Gov. William S. Stratton** of Illinois.

**Henri French** writes that he is clowning fair dates for Barnes-Carruthers and makes Pomona, Calif., in September. . . . **Bill DeArment**, drummer with Ring Bros. and King Bros.' circuses this season, now is back in Macon, Ga. . . . The Kansas City Star carried a photo of the steam calliope which **Harry Shell** had at the Missouri State Fair. . . . **Don Marcks** caught Ringling and Polack at Seattle and attended a Washington State CFA meeting.

**Betty and Benny Fox** have been signed for the **Edna Curtis** date, Minneapolis, thru the Zemater office. . . . The Greenville (S. C.) Piedmont carried a story and photo about **Ora O. Parks**, King-Cole press agent.

Ohio members of the Circus Model Builders met recently at Worthington. Some equipment of the Fred J. Mack Circus was set up at the spot and several model shows also were put up. . . . **Frank Panisko**, Butte, Mont., caught Ringling and visited **Eddie Howe, Ira Millette, Lloyd Morgan, Pat Valdo, Prince Paul, Paul Jung,** and **Larry Wilcox**. . . . **Jack McNaughton**, formerly with **Spike Jones**, visited Ringling friends at Butte.

**Rex Ingham**, Ruffin, N. C., writes that **Jack Ramsey**, Hunt Bros.' agent, and **Jimmy Hodges**, retired Side Show operator of Salisbury, N. C., visited him.

CFA **Herman L. Rick**, La Crosse, Wis., reports that **Mario Ivanoff** entered a Rochester, Minn., hospital September 7 for surgery in which a new bone will be grafted to his foot. **Josephine Ivanoff** has shown some improvement since she and her husband were injured in a fall from high rigging at La Crosse, August 3.

**Bert and Corinne Dearo** were at Chicoutimi, Que., for the fair thru August 28 and then would make fairs at Rochester, Pa., and Binghamton, N. Y. . . . **Howard Y. Bary's** zoo at Buckingham, Pa., scored publicity in the Philadelphia area last week with an appearance on a WCAU-TV show of his giant snake and with feature stories in a regional newspaper. Zoo has ads running in several papers including The Philadelphia Bulletin.

**Albert F. House**, now in the service in Japan, caught the Kinoshita Circus there recently and also has seen the Toyo Circus there. He visited **Richard Arcand** when the latter was clowning with Kinoshita. House also saw "Dancing Waters" in Tokyo, where he reports it has not been doing well.

**Charlie Casler**, who says he has been going to circuses since 1889, caught Mills and Hunt in recent weeks. . . . **C. E. Duble**, Jeffersonville, Ind., was in Chicago to visit Ringling friends, and he also made the Atwell Club.

Gil Gray Circus day and dated the Tommy Scott hillbilly show at Fergus Falls, N. D., and visits were exchanged. **Scott** took delivery on a new model trailer which has two levels, six rooms, air-conditioning and other features.

**Jimmy Rison**, Polack Western promotional man, stopped over at the show's Chicago headquarters while moving his organization from California to Baltimore and Philadelphia, two dates he makes for the Eastern unit.

**Bill Forkum** closed the dynamite casket act he had on carnivals. He is now making park dates in the East and plays drive-ins until mid-September with his Texas Death Dodgers thrill show. He caught Kelly-Morris and renewed acquaintance with **Jimmie Bagwell**. Forkum, former cat trainer, also visited with trainers **Eugene Christy**, with the show, and **Prince El Kigordo**, in whose town the show was playing. He caught Tom Packs' Circus and met **Pat Anthony**, lion trainer.

**Georgie Lake** clowned recently for a birthday party for **Rickey Pfening**, son of **Fred Pfening Jr.**, Columbus, altho Lake still was wearing a cast for a fractured foot suffered while with Pfening's circus, the Fred J. Mack outift. He now is with Pfening's factory in Columbus.

**William Sadler**, CFA chairman for Florida, writes that the Winifred Colleano Tent, Miami, recently elected officers, including **Henry T. Hutchinson**, president; **Paul R. Tharp**, secretary; **Fred Daw**, treasurer, and **Edward Feldman**, vice-president. The **Ed Lesters, Fred Canfield** and **Fred Canfield Jr., Mrs. Daw** and **Mrs. Sadler** also attended the meeting at the home of the **Bob Whites**. White is head of the Circus Corporation, a fruit juice concern.

**Bonnie Bonta** was slated to appear on a TV show in Hutchinson, Kans., with her dog act. Deal was, to plug her trailer court which is reported to be doing a pretty brisk business. Her son **Don Philips** will soon bring his juggling act to the Palmer House, Chicago.

**Jim Boles**, of The Tyler (Tex.) Courier-Times, reports **Paul McGehee**, of the Gainesville Community Circus, had that show's elephant at a playground circus in Tyler.


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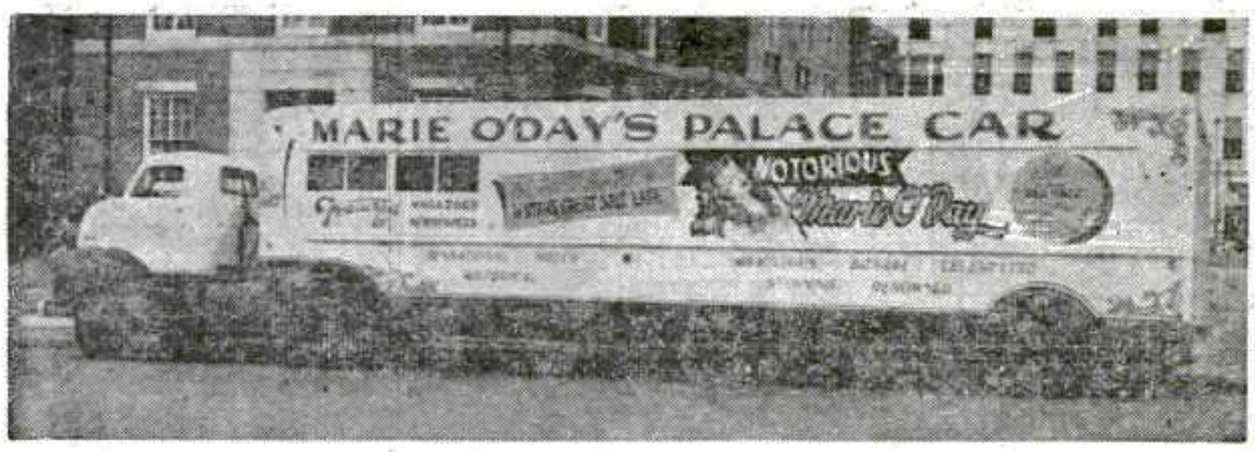


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Circus Acts of all types, 20 Girls for Revue and Aerial Ballet, sensational Act to feature, Acts that are strong and double given preference, Clowns who can clown. Need Secretary with circus experience, male or female; Property Men who will work and stay sober, Electrician who can handle sound and spots, Billposter who can and will get it up, Circus Musicians who can work with calliope. Need Banner Men who want to make money and can take orders. Want sober, reliable Promotional Men and one more Contracting Agent. Will let Concessions to reliable Operator. Joe Smiga, George Hubler, contact. Can use people in all departments who can earn their salary. All acts must send late photo and state lowest in first letter. Write, don't wire. Agent and Promotional Men, phone or come by for interview and proposition. Want to buy Calliope. Must be in first-class condition. Will buy with or without transportation. Here is your chance to get with a new organization that has some of the best dates in the country and will guarantee every contract and salary. Reference, any bank in our country. Write

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**EXPERIENCED ANIMAL MAN**
Must be sober, reliable with good recommendation.
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Call Washington, D. C., District 7-5587.
Ask for
**MRS. FAY**

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MUST BE EXPERIENCED PRODUCERS. Now working AFL State Convention. Year round work. All of Tennessee, Memphis, Nashville, Chattanooga and Knoxville. Will turn over territory to right man. Strong Deals—A.F.L.—C.I.O.—Police — Veterans — Railroad. 25% on paid stuff. P.O.P. pay you—When they pay. I WANT SALESMEN.
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No collect calls.

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Only one good man required. $15,000 of renewals plus new business. You will be the only man working on this deal. Five months' work. We use collectors and pay every Friday. Must be experienced. Other deals to follow. Phone me (no collect calls accepted).
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**NEED 10 GOOD PHONE MEN**
25%. Must be sober and reliable. Tickets, book and banners. Good sponsors, small towns that are not burnt up. Due to disappointment can use Family Act doing several. Need one more good Contracting Agent. No collects, please.
**Stroud's Variety Show**
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Birmingham, Ala.—$15,000.00 tap list. Repeat deal. If you can cut it and lay off the drink, call Birmingham 59-2105.
No collects.
**CARL J. De LOACH**

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Once in a lifetime Sponsor, Book and Tickets.
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Must be experienced. Producers only. Book and tickets for Minstrel Show. Veteran sponsored. Strong deal. 25% comm. Collect and pay daily. Phone daytime: Turner 3-1224. Always steady work for good men.
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**JOE SULLIVAN**
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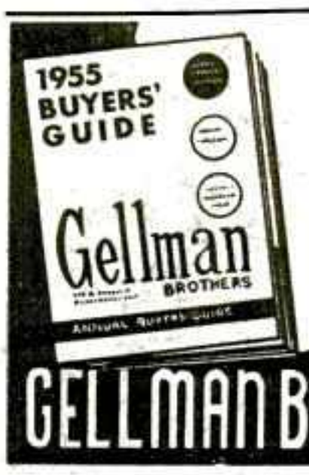


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New Items—Exclusive Items. Widest Selection of Teams.
Spiral Balloons Stretched ..... $5.50 Gr.
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# MERCHANDISE TOPICS

**Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.**

**Tanross Supply Company,** Miami, is offering the greatest binocular buy in its history. A 7 x 50 individual-focus, coated lens binocular which normally retails for $75, is being offered for $21.50, postpaid. The binocular is water and dust proof and has a 381-foot range at 1,000 yards. Price includes gift packaging and plush-lined, pigskin carrying case.

A brand new product, not yet advertised in trade publications or offered to retail stores, is being placed within reach of Billboard buyers. Candle Coasters are made of clear-plastic, are three inches in diameter and are slightly dished in shape. The attractive Candle Coasters add sparkling beauty to any candle setting. Pushed up on the low end of the candle, they support it in a perfectly upright position and thus prevent wax from overflowing and dripping onto linen or table. Packed six in a gift box, they retail, mailed postpaid, for $1 by the **Leonard Company,** Des Moines.

Almost everyone daily uses toothpaste, shaving cream or cosmetics that come packed in metal tubes that must be squeezed. In order to eliminate waste "middle squeeze" resulting in wastage, **Roll-A-Key Sales,** Lake Leelanau, Mich., has come out with a patented key which tightly fits over the end of the tube and rolls out every last drop of the contents. It's easy to use. All one has to do is press out heel of tube, slip between legs of key, and turn. There is no waste and no mess. Retails for $1 for a package of five Roll-A-Keys, with a money-back guarantee.

If you didn't get a chance to check last week's ad by **Providence Ring Company,** Providence, here are the four rings which the firm's F. Averbach says are moving so well he's having difficulty keeping them in stock. The first is No. 509, white, brilliant center with red sides or three sparkling rhinestones at $2.75 per dozen or $30 a gross. The second is the popular No. 800 Horseshoe ring at $2.50 per dozen or $27 per gross. The third is No. 710, a man's white, brilliant center full of fire brilliancy, with red sides or three sparkling rhinestones. The fourth is No. 877, with a distinctive single large gem at $2.50 per dozen or $27 per gross. Write for samples of these best-sellers or order a dozen of each and check on these money-makers.

The birthplaces of Gemstones range from the earth's surface to more than several hundred feet underground—from far away Africa to the Mojave desert. Each Gemstone is a genuine product of nature. None is synthetic. They are available in bracelets, necklaces, earrings, cufflinks and tie-bars. Each is individually cased in a crystal-clear jewel box, with a card describing the history of each gem packed with each set. Write for free, full-color catalog and see these primitive gems fashioned into modern jewelry. **Cossman Gemstones,** Hollywood.

The Fix-It Fire Truck combines the features and fun of many toys in one. As an exciting aerial-ladder truck, with a two-foot-long extended aluminum ladder, the vehicle has a portable electric searchlight to spotlight the area of the fire. A spring in its swivel base puts the latter into action. As a fix-it truck, the toy appeals to mechanically minded children who like to put together and take apart their own toys. The new fire truck has detachable tires as well as a die-cast jack and tools that really work. Write to **Ideal Toy Corporation,** New York, for wholesale price.

# PIPES FOR PITCHMEN

By BILL BAKER

WE HOPE THAT . . .
Joe Ackerman and all the rest of the boys who piped in have been able to grab up a supply of those old seven-in-one scopes which have been the subject of so many recent inquiries.

A SHORT WHILE . . .
ago Earl F. Rice, better known as the "Boston Texan," asked us to find out if Doug Newell had any dope as to what caused the death of Doc Leighton. If Doug can come up with any information he can contact brother Rice at P. O. Box 2621 Dallas 21, Tex. It seems that Doc's passing came as a particular surprise to him because when he met Doc in Wilkes-Barre, Pa., he appeared to be in the very best of health.

"I AM WRITING THIS . . .
to thank all the boys and girls who wrote me and sent me those wonderful gifts during my seven weeks' stay in the hospital," pens our old friend, Art Nelson, from the Carle Hospital Clinic, Urbana, Ill. "I had my ulcers worked on, plus a few complications so at the present time I'm feeling pretty chipper. Had a rough go of it here and believe me, I'm glad it's all over. My disposition is so sweet now that I can't even sneer any more. Thanks to my wife and daughter and my factory manager, Karl Haldorph, I had no worries about the business. Eddie Haller my delivery boy is now in Canada working vitamins on the "A" circuit and I took over Glen Hosberg's spots for gadets. My boy Lionel Westgate had his crew in Canada including Fiddlin Otis Magee. Here is a tip for the polish workers: Gus Young has a real red one for the boys. It's only been out a few weeks and it's really knocking 'em dead. Joe Shapiro, Riley and a flock of the other boys are doing okay for themselves with it."

PROF. JACK SCHARDING . . .
the gent from Long Beach, Calif., would like to know what has happened to Bob Smith, the Georgia Globe trotter, and I. W. Hightower, the ace pen worker from Atlanta. Jack reports that all the pitch folk who were working in the vicinity of Long Beach had stands in the dime stores. Very few of them were seen operating right at the beach.

S. C. NAUREL . . .
letters that, since we carried his original message in this corner, he has received a whole flock of inquiries from the pitch boys about the old seven-in-one scope. We're glad that we were able to make the desired connection for you gents.

JEWELRY WORKERS . . .
are reported to have had a banner week at the New York State Fair, Syracuse. Among those present were Bernie Wolfe, Fred Venditto, Ray (Bozo) Cosmo, Ed Campion and Herb Blefer, all of whom sold out early. Jobber Sam Weinberg, of McBride Jewelry, drove up from Gotham with a trunk-load of rings and bracelets and unloaded fast.

RUBY HOLMBERG . . .
made the fair at Flemington, N. J., with his health lecture, and reported okay business.

WE WANT TO THANK . . .
Ted Uchida, general manager of Orchids of Hawaii, Inc., New York, for sending us the two Hawaiian good luck plants. Incidentally this bit of floracultural embelishment should make a pretty snappy pitch item.


an old favorite with a new face
Oak's BIG FLASH!

No. 14KM
TIGER CAT BALLOON
*STRIPED LIKE A TIGER*
Available S-T-R-E-T-C-H-E-D
Workers Available
*STREET TESTED and a GOOD JOINT*
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World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

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Actually shoots blanks with terrific report . . . sells on sight with a bang!
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Place the Log in Water and Watch the Green Leaves Grow

*PITCHMEN SOLD OVER 1,000,000 LAST YEAR!*
Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!
"Ti" logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants $17.50. Logs—$70.00 per 1,000. One-third deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.
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# COMING EVENTS

• Continued from page 78

### Massachusetts
Boston—Boston Garden Rodeo, Oct. 19-30.

### Michigan
Flint—Antique Show, Nov. 7-10.
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.
Grand Rapids—Antique Show, Nov. 14-17.
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.

### Mississippi
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

### Missouri
Bloomfield—Fall Festival, Sept. 12-17.
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.
Charleston—Fall Festival, Sept. 19-24.
Chillicothe—Eagle Club Rodeo, Sept. 16-18.
Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St.
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Pierre City—FA Stock Show, Sept. 15-16. Wayne Bowen.
Queen City—Schuyler Co. Corn & Stock Show. Sept. 15-17. Geo. McCluskey.
Sikeston—Bootheel Rodeo, Sept. 15-16.
St. Joseph—Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embrey.
St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
St. Joseph—Pony Express Rodeo, Sept. 23-25.
Urbana—Four Co. Dairy Show, Sept. 24. H. R. Klein.
Wardell—Cotton Festival, Sept. 26-Oct. 1.

### Nebraska
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.

### New Jersey
Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.

### New Mexico
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.

### New York
Syracuse—Antique Show, Sept. 27-29.
Utica—Home Projects Show, Sept. 28-Oct. 2.

### North Carolina
Charlotte—Charlotte Rodeo, Oct. 4-8.
Raleigh—Raleigh Rodeo, Oct. 18-22.
Shelby—Shelby Rodeo, Sept. 20-24.

### Ohio
Ironton—Festival of the Hills, Oct. 12-15.
Seaman—Fall Street Festival, Sept. 21-24.

### Oklahoma
Ardmore—Ardmore Rodeo, Sept. 20-23.
Oklahoma City—Home Fashion Show, Sept. 11-14. Jack Wright, Dir.

### Oregon
Pendleton—Pendleton Round-Up, Sept. 15-17.
Portland—Expo. of Progress & Pacific Int'l Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.
Portland—KWG Kitchen Carnival Oct. 1-8. Jack Matlack, 402 Times Bldg.

### Pennsylvania
Lititz—Lititz Community Fair, Sept. 12-17. John W. Keehn, Sec'y.
McClure—Bean Soup Celebration, Sept. 14-17.
Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York.
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

### Rhode Island
Bristol — Anniversary Celebration, Sept. 17-24.

### South Dakota
Huron—Powwow Day, Oct. 1.
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.
Mitchell—Corn Palace Festival, Sept. 18-24.
Sioux Falls—Viking Days, Oct. 7-9.
Yankton—Pancake Days, Oct. 6-8.

### Tennessee
Madisonville—Legion Fall Festival, Sept. 19-24.
Memphis—Memphis Rodeo, Sept. 23-30.
Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

### Texas
Aransas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.
Floresville—Peanut Festival, Sept. 23-24.
Galveston—Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier.
Ganado—Fiesta, Sept. 16-18.
Iowa Park—Texas-Oklahoma Fair & Southwestern Oil Exposition, Sept. 26-Oct. 1. T. Leo Moore.
San Antonio—Charro Celebration, Sept. 15-16.
San Antonio—Expo. of Modern Living, Sept. 25-29.
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houseton Bldg.
Stafford—Oaks Fiesta, Sept. 12-16. Leon Broughton.
Texarkana—Fall Rodeo, Sept. 13-17.
Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.
Waco—Heart of Tex. Fair Rodeo, Oct. 3-8.
Waxahachie—Ellis Co. Rodeo, Sept. 23-24.

### Utah
Bingham—Galena Days, Sept. 26-Oct. 1.
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, Kiesel Bldg.

### Virginia
Chesterfield — Chesterfield Colored Fair, Sept. 19-24. I. K. Wallace.
Cumberland — Cumberland Colored Fair, Sept. 12-17. I. K. Wallace.
Richmond—Do It Yourself Hobby & Photo Show, Nov. 1-6. Henry S. Bradley, 301 E. Franklin St., Managing Dir.
Richmond—Richmond Horse Show, Sept. 16-18.

### West Virginia
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 30-Oct. 1. Mrs. Ruth A. Deavers.

### Wisconsin
Madison—Madison Food & Home Show, Dane Co. Fairgrounds Arena, Oct. 4-9. David A. Leber, 2634 Milwaukee St., Sec'y.
Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

## CANADA

### Ontario
Dundalk—Dundalk Centennial, Sept. 16-17. Mrs. A. D. Koehler Sec'y.
Toronto—Royal Winter Fair, Nov. 11-19.

### Ottawa
Blytheswood (Leamington)—Int'l Plowing Match & Farm Machinery Demonstration, Oct. 11-14.
Ottawa—Winter Fair, Oct. 25-29.
St. Catharines—Niagara Grape & Vintage Festival, Oct. 1.

### Prince Edward Island
Dundas—Provincial Plowing Match, Sept. 14-15.

### Quebec
Montreal—Eastern Canada All Electrical Show, Sept. 19-23.
Montreal—Food Show, Oct. 13-18.

### Saskatchewan
Regina—Sask. Wheat Pool, Nov. 1-12.
Saskatoon—Dairy Cattle Show & Sale, Oct. 13.
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

## California Expo

• Continued from page 66

The attendance at the shows for the first eight performances totaled 43,076 as against 55,195 for the same period a year ago when a vaudeville type show was presented.

Moneywise, the loss was not down as much as attendance, as during the year additional box seats at $2.75 per person were installed. Prices for the night show ranged from $1.25 to the box charge for adults. Gordon MacRae headlined the show the first three nights with Jeannette MacDonald being featured for three performances starting September 4. Paul Whiteman opened Wednesday (7) to direct the Hollywood Bowl Pops Orchestra in a program of George Gershwin music. Margaret Whiting is featured on the last three-night segment. James Guthrie directed the orchestra thruout the 11-day run. The productions were staged by Lewis and Young, of New York and Beverly Hills, who were awarded the contract on a bid for $85,000.

A fireworks display, staged by Pat Lizza, of the Golden State Fireworks Manufacturing Company, Redondo Beach, opened the stageshow.

During the eight days, seven days of horse racing were featured in the afternoon. Here again the decrease in customers had its effect on the betting. The total for the period was $2,953,962, which is $194,012 under the figure for the same period last year.

With no horse racing on Sunday, Fred Heitfeld, special events director, booked in Bill McGaw's "Tournament of Thrills" for the two days. Last Sunday, McGaw used a point system to build interest in a contest between American and Mexican drivers. The "finals" are set for tomorrow's afternoon show. The event, an official said, drew exceptionally well on its initial appearance. Ducats were priced at $1.25 and $1.75.

The fair again honored press, radio and television at a dinner in Governors' Hall Saturday (3). Directed by Bert Williams, publicity supervisor, the banquet, instead of the luncheon event in the past, was attended by a record 900.

Crafts Shows are on the midway with 30 major and 25 kid rides, about 200 concessions and eight shows.

Alex Freedman has the novelty contract fence-to-fence for the fifth consecutive year.

## Huron, S. D.

• Continued from page 68

Big car races, also brought in by Winkley, were run to nearly 10,000 on Friday afternoon and the advance sale for a program of stock car races on the final day was good, Balgeman said. Grandstand attraction Tuesday and Wednesday afternoons was harness and running races plus cow cutting.

Art B. Thomas Shows, here for its first time, was reported to be well ahead of last year's pace and proportionately ahead of the fair.

Livestock entries were ahead of last year. Typical was the swine department where 1,000 head were shown this year against 800 in '54. Sheep entries overflowed facilities and a tent was erected to house the animals.

Construction work on a $200,000 Armory and exhibit hall has been started here. The grounds foundation has been completed.

## PNE Gate Cut

• Continued from page 66

and others participated in the ceremonies.

As an added lure to the always popular hobby show in the Garden Building, the fair this year featured a magic contest, staged by Province magicians. Show matched its 1954 figures for the week.


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Allen, Phil.
Allen, W. H.
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Anderson, A. W. (Curly)
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Baker, Louis (Peanuts)
Barbee, Bill
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Bartell, Carl O. (Keystone Show)
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Bradley, Lee
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Brown, Bobby
Brown, Carols Mr.
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Curtis, Victor Richard
Cuthbert, Charlie
Dabbs, Harvey
Dailey, Jack & Mrs.
Dailey, James
Dameron, Albert
Dauer, J. B. Red
Davenport, E. C.
Davidson, James
Davis, Charlie (Satchel)
Davis, Daryl R.
Davis, Happy (Clown)
Davis, Jimmie (Fire Eater)
DeCoste, Romaine
De Long, Wilma
DeWald, Frieda
Dellabate, Ernest
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Hines, Eddie
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Hornfeld, Jack
Hos, Mrs. Lee
Hoskey, Homer Roy
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Jackson, Mrs. Elizabeth
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Jenkins, R. A. (Doc)
Jett, Robt. Kelton
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Johnson, Harry Lee or Edith M.
Johnson, Howard (Tex)
Johnson, Russel. & F.
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Jones, Mr. Jesse
Jones, Marrice
Jordan, Mr. Jess
Juliano, Jos.
Kane, Candy
Kantor, K. G.
Karr, Mrs. Mickey
Keene Jr., Gilbert L.
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Kelly, Jack M.
Knight, John C
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Kymsky, Walter M.
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Land, Lucky
Lauber, Tommy
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Levine, Mrs. Louise
Levy, Stanley
Lewis, John F.
Lines, Rev. W. J.
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Little, Dave (Bull Whip Man)
Lombardi, Ronald
Long, Nancy
McAlister, Tate
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McBride, Woody
McCormack, Jack
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McLeondon, Leon
McNaughton, Edmund
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Mack, Robert L.
Macos, Douglas
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Martin, Charley (or Murphy)
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Miller, Frances
Miller, John
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Mulford, Bill
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Nash, Larry
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Olis, Paul
Olsen, O. S.
Owens, Mr. Peg
Pacini, Nello (c/o Jimmy Ackley)
Padrone, Sam (Cookhouse)
Pappas, John (Red)
Parks, Ann
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Patrick, Judy
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Riley, Abie C.
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Rondell, Ronda
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Sanders, Joseph Quinn
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Santalone, Louis J.
Sawyer Edward
Schaeffer, Charles E. & Mrs.
Scheel, G. R. & Mrs.
Scott, Al
Seary, Walter
Seglin, Mack
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Shaffer, Jimmie
Sharkey, Barbara Ann
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Sierman, Joe & Mrs.
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Smith, Martin H.
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Wicks, Robert Bobbie
Williams, J.
Williams, Mrs. L. L.
Willis, Miser
Wilson, Harry
Wilson, Jack
Wilson, John
Winnie, Dave
Witherspoon, The Magician
Wood, Larry
Woodin, H. M. (Hank)
Woodward, Ernie O.
Wright, Joe
Yuen, Kenneth Lani E. K.
Zomp, Mr.
Zorn, Martin

## MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

CHICAGO LIST
Armstrong, Virginia
Averill, William
Ballou, Charles
Bennett, Amelie
Barrett, J. B.
Bernard, Mrs.
Bierback, Frank
Boehm, George
Charles, Micheal
Garrison, D. W.
Gauthier, Stephen
Gauthler, Steve
Groetzinger, Harry
Grove, Walker's
Kortes, Peter
Kuntz, Al
Maynard, Red
Oquist, Eugene H.
Payne, Jack
Reynolds, P. C.
Rice, Ruth
Ryder, Clyde

## MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Appelbaum, John
Barbieri, Al
Beck, Alexander
Beeman, Delores
Bekeris, B.
Bibo, Walter
Bouche, Albert
Brandon, Lee
Brent, Tommy
Brunette, Gerald H.
Camal, G.
Carey, Thomas P.
Clair, I.
Claxton, Leon
Coleman, Miss
Crawford, John A.
Diaz, Don Luis
Dexter, Lois
Denning, Elaine
Dee, Paul
Dias, F. P.
Estes (Hansen), Ray Allen
Fisher, Vesta
Fialkoff, Herman
Fornier, Frances
French, Valerie
Fried, Carl
Fritz, Adolph
Fuller, Dorothy Marion
Gardner, Sol
Genduso, Patsy
Gostel, Joe
Gordon, Fran
Goodfeaf, Mrs. T.
Goulde, Murray
Goldstein, Hymie
Hawkins, Louise
Heller, Harry
Horne, Dave
Hornfeld, Jack
Hunter, Stanley E.
Hall, Albert
Ireland, Nellie E.
Jackson, R.
Jackson, William
Kessler, M.
Kincaid, E. Miss
King Eco
Kirkwood, Raymond
Kosterman, R. H.
LaMore, Grant
Lee, Sandra
Lester, Noel
Levien, Mrs. Henry
Lobel, Mrs.
McAvyl, Jim
McArdle, Eugene
Mantel, Billy
Marks, Wasso
Martin, George
Mapes, Pauline
Mayerson, Sam
Maxwell, Charles D.
Milonese, Giuseppe
Miles, Frank E.
Mitchell, Pearl R.
Morales, Pedro
Murno, James J.
Offin, Phil
Padrone, Sam
Proper, Russel
Prout, Mary C.
Provencher, Lucien
Ravell, Rita
Rappaport, Is
Reynolds, Larry Lee
Reed, Johnny
Rice, Don
Rodriguez, Rod
Ross, Charles
Romaine, Julie
Rotifeld, George
Savitz, John
St. Leon, John
Schermerhorn, Mary E.
Schnielorch, Virginia H.
Schaeffer, Nathaniel
Schrott, Gene
Schwartz, Laura
Sheridan, Carolyn Lee
Silverberg, Walter
Siegel, Mrs. Phyllis
Sicard, Arthur
Simpson, Miss
Sniffen, Mr. & Mrs. Charles
Snyder, Thomas F.
Spiegel, Maurice W.
Stack, Dick
Stoll, Hank
Tapps, George
Teitlebaum, Rose
Thomas, Johnny
Thompson, Miss Bernadine
Topps, Roy
Vlado, Robert
Van Aken, Alexander
Wahnish, Rose
Wallace, J. B.
Walter, C.
Walker, Ray
Wally, Mr.
Wathon, W.
Weinstein, Hyman
Weintraub, Mike
Whitmer, Kenneth M.
Willis, Tex
Wilds, Daisy
Williams, Thomas D.
Wolfe, Herman (Slim)
Wood, Marjorie
Wolfson, A.
Wrublewski, J.
Wolff, W. L.
Young, Yvonne S.
Zatt, Sol
Zero, Bobby

## MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Albert, E. J.
Amburn, R. L.
Ames, Jack
Anthony, J. C.
Asburg, Howard
Baker, Mrs. Gene (Rabbit)
Barber, Lon
Bell, Adrion (Abe)
Bell, B. E.
Bennett, Mrs. Virginia
Bierley, D. L.
Bishop, Mrs. Brownie (Mickey)
Blakely, Mr. & Mrs. Ben
Boicourt, Ace
Borders, Mrs. Evelyn Braddy
Bouillion, Mrs. Betty
Braunstein, Benjamin F.
Brown, Thomas E.
Bryant, Darrathrinnia
Burge, Lloyd
Burns, W. J.
Bybee, Mrs. Mattie
Caldwell, E. S. & Imogene
Cantrell, Mr. & Mrs. Dean
Cannon, John
Carl, Mrs. Robert
Carpenter, Mr. & Mrs. William
Carsey, Gwen & Bee
Cash, John S.
Chapman, James D.
Chisholm, Dave
Clayton, Ray
Coats, Calvin F.
Coyle, Jack
Cozart, John
Crinford, Curtis
Crowe, Mrs. W. J.
Crowell, Mrs. H. W.
Cutler, Mr. & Mrs. Louie
Cutshall, Mr. & Mrs. G.
Davis, Mrs. Irene (Doodle)
DeWitt, Ted R.
Dillon, James R.
Doersom, Charles & Hattie
Dondineau, Louis
Dover, Al (Shorty)
Dudley, Harry G.
Duffy, Roy T.
Eagle, Chief Ed
Elam, Whitey
Enquest, Clarence
Farmer, Roy Odell
Finley, Evelyn
Fisher, Earl
Foss, John D.
Fraker, Russell
Frazier, Dollie Reed
Frazier, Ed
Gamm, Bill
Gardner, Bill
George, John
Gibson, Ben
Glosser, Ephraim & B.
Goodman, Dave
Goodrich, Mrs. O. S.
Goss, Charles T.
Grant, W. L.
Gray, Mr. & Mrs. Ermin
Greene, Don S.
Green, Pete
Grose, George W.
Grutel, Alfred
Hams, Warren
Hall, Ward
Hallock, Bob
Harper, Ben E.
Harris, A. J.
Harrison, Mrs. Vera
Helton, Robert A.
Hendy, Mildred Fowler
Hermann, A. J. (Al)
Hightower, Don
Hightower, H. D.
Hill, Earl
Hobbs, Curly
Holcomb, C. W.
Holder, J. C.
Hos, Mr. & Mrs. Leland A.
Husted, Sherman
Isenhower, George
James, Lilly
Jennings, H. F.
Kearns, Jack & Jane
Jurdan, Mr. & Mrs. Don
Kelly, Kitty
Keeler, John & Elsie
Kirk, Frances Helen
Korie, Jack
Korman, Carrol
Krager, Walter
LaMont, Robert E.
Lee, Sandra
Leeds, Jack
Legan, Mr. & Mrs. Eldon
Lindermann, Gustav
Little, Mr. & Mrs. Curley
Little Wolfe, Chief
Longamore, F. W.
Longamore, Lloyd
Low, Mary
Lupien, Jean
Lutz, Chas. (Whitey)
Lynch, Rosalie
McCabe, Mrs. Ruth
McDonald, B. C.
McMahan, Morris Owen
McMillan, Mrs. Annil
Milan, R. J.
Maloney, John F. & M. A.
Marion, Robert B.
Mayberry, Wayne
Medlin, Mrs. Ruth
Menzel, Adolph
Merritt, Freda C.
Miller, Thomas Rolland
Middleton, O'Del
Miller, C. M.
Miller, Frank (Windy)
Mitchell, George
Mitchell, Sue
Moore, Mr. & Mrs. Harvey
Moore, Luther (Luke)
Moreno, Geraldine
Mortensen, Arthur
Nielson, Henry N.
Nielsen, Judy & Whitie
Nix, Mr. & Mrs. C. L.
Nolte, Mrs. Marie
Nordyke, Patrick
Novak, Joan D.
O'Connell, Jack J.
Oddi, J.
Ogilive, Ben
O'Hara, Mike
Ord, Mr. & Mrs. Bob
Patxot, Fernando R.
Peaney, R. C.
Pendleton, C. T.
Peterson, Ernest A.
Peterson, James Grant
Pherson, Eddie
Pierce, W. R.
Rames, Harvey
Rankin, Russell
Rice, G. L.
Ridings, W. T.
Robinson, Frank & Daisy
Roccaforte, Raymond
Rooney, Frank & Lois
Schotte, Mrs. Mae Fowler
Scheihing, Ruth
Schild, John
Shelford, William & Ollie
Shipley, Leonard L.
Silcox, Joe
Silvestri, Antonio
Simmons, Mrs. Joe
Sitki, Wm. & Jean
Specht, Lowell
Stanfield, H. C.
Stanley, George
Steinberg, Johnnie
Steinfeldt, Walter J. & Mabel L.
Stevens, Elmore
Sutton, Joe
Tate, Mrs. Lester
Taylor, Mrs. Pat
Taylor, W. E.
Thornton, Dick
Tieman, William
Troy, Elva
Turner, Mr. & Mrs. Albert
Van Denburg, Mr. & Mrs. L. T.
Vaughn, Carl E.
Veator, William A.
Vonderheid, Bill L.
Wallace, Dell T.
Wallace, Yvonne
Walton, Lou
Ward, Dennis R.
Warren, Rev. Walter F.
Wetherbee, Harold H.
Whitehead, Benny Elmer
Wilder, Hugh L.
Williams, Mark
Wilson, Harvey
Young, Al
Zimmer, Fern M.
Zimmer, H. E.


BEST SELLERS !!EVERY DAY!!

No. 509 AN EYE CATCHER!! $2.75 Doz. $30.00 Gross Gold finish. White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 800 $2.50 Doz. $27.00 Gross It's a Beauty!

No. 710 Full of Fire Brilliancy! $3.00 Doz. $33.00 Gro. Gold Finish White Brilliant Center, Red Sides or Three Sparkling Rhinestones

No. 877 A Real Money Maker $2.50 Dz. $27.00 Gr.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.



DAVY CROCKETT

NEWEST PLASTER STATUE

Height: 12 inches. Packed: 12 to carton. Weight per carton: 24 lbs.

PRICE 35¢ each

Minimum Order 1 Carton. No less sold.

Send for FREE Catalog —State Business

WISCONSIN DELUXE CO. 1902 No. Third Street Milwaukee 12, Wisconsin



MAKE MONEY SELLING TIES

BUY DIRECT FROM MANUFACTURER

Outstanding line Regular, Square End, Reversible, Feather, Pleated, Fraternal, Knitted, Bow Ties, Tie & Kerchief Sets, Mufflers. Money-Back Guarantee. We pay postage.

Special Introductory Offer

Send Only $1.00 for 2 Sample Ties. Write Today for FREE CATALOG. PHILIP'S NECKWEAR, Dept. 355, 20 W. 22nd St., New York 10, N. Y.


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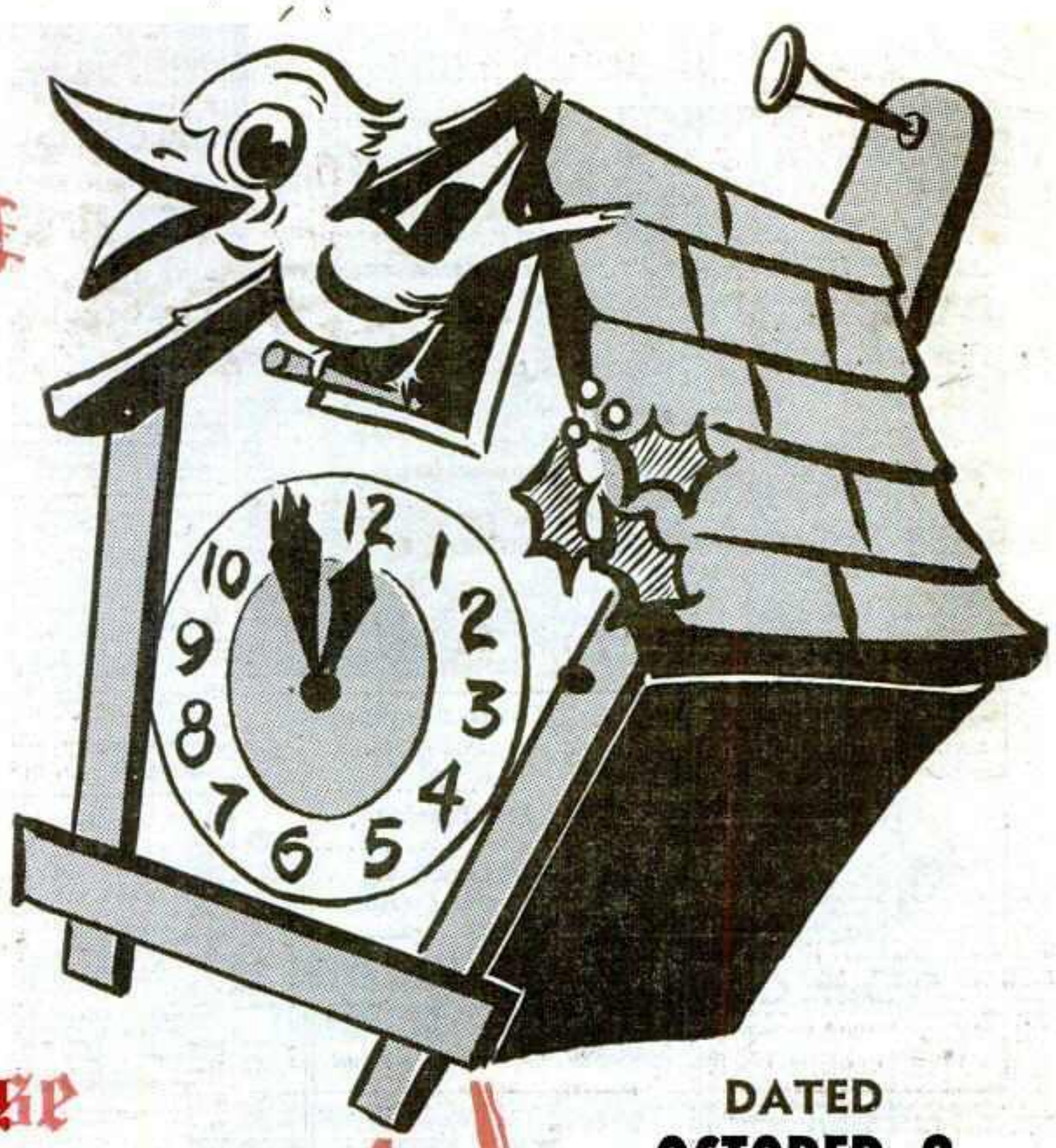
www.americanradiohistory.com

# Timed Just Right for Peak Christmas Merchandise Sales!



**The Billboard's Annual**

## Christmas Merchandise Special

with

## ALL THESE EXTRAS AT... NO EXTRA COST TO YOU

**Regular Rates Will Apply**

**DATED OCTOBER 8**

**DISTRIBUTED OCTOBER 3**

**Your advertising in this big Christmas Merchandise Special will reach 84,000 readers a full 11 weeks before Christmas when the big initial buying starts, and in plenty of time to take full advantage of ALL THE IMPORTANT REPEAT BUSINESS.**

**EXTRA!**

25,000 additional distribution of your display advertisement thru a special reprint of the Merchandise Section of this issue, sent to a list of Variety Stores, Gift and Novelty Shops, Jewelry Stores, Independent Drugstores in towns not usually reached by salesmen.

**EXTRA!**

FREE 100-word write-up with 1½"x2" illustration to advertisers using 1/5 page (220 lines) or more.

OR

FREE 50-word write-up to advertisers using at least 42 lines (3 inches) of space.

Write-up and photo must accompany copy

## Results Are Bound To Be Terrific!

**COMPARE!** Mailing 84,000 cards or circulars containing your sales message would cost $1,260 for postage alone, PLUS additional printing costs, etc. You can buy a FULL PAGE in this Christmas Merchandise Special for only $660.

## An Advertising Value You Can't Afford to Pass Up!

## ADVERTISING DEADLINE, SEPTEMBER 28

# RESERVE SPACE TODAY!

**Cincinnati 22, Ohio**
**2160 Patterson St.**
**DUnbar 1-6450**

**Chicago 1, Ill.**
**188 W. Randolph St.**
**CEntral 6-8761**

**New York 36, N. Y.**
**1564 Broadway**
**PLaza 7-2800**

**St. Louis 1, Mo.**
**390 Arcade Bldg.**
**CHestnut 1-0443**

**Hollywood 28, Calif.**
**6000 Sunset Blvd.**
**HOllywood 9-5931**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The Greatest Name Brand Catalog of Them All

**Temple's 1956 Edition**

Now Off the Press—Write for Your FREE Copy

**TEMPLE COMPANY, INC.**

804 Sansom Street
Philadelphia 7, Pa.
MArket 7-8242

*When in Philadelphia visit our showrooms*

**FREE—Frisco Spindle Wheel—FREE**

*Write for complete details on how to obtain one of these combination Spindle Wheels and Bumper Game Free of charge*

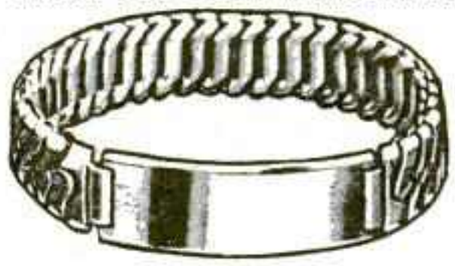
WE CARRY A COMPLETE LINE OF PHOTO IDENTS—EXPANSION IDENTS—IDENTS—RINGS—LOCKETS—CLOSE-OUT MERCHANDISE, ETC. SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENTS FROM $7.50 PER GROSS AND UP. RINGS FROM $5.50 PER GROSS AND UP.

"FOR SAME DAY SERVICE THAT CAN'T BE BEAT, CALL"

**FRISCO PETE** FRanklin 2-2567, 226 S. Wells St., Chicago 6, Ill.

**OVER 600 PINS AND IDENTS FOR ENGRAVING**



Expansion Idents, Doz. ..... $ 4.00
Photo Expansions, Doz. ..... 5.00
Pearl Anklets, Gr. ..... 32.00

*1955 CATALOG WITH NEW NUMBERS READY*

**DEXECO, INC.**

*Manufacturers of engraving jewelry*
191 SOUTH STREET, PROVIDENCE 3, R. I.

**FOR ENGRAVERS & DEMONSTRATORS**

*State your business*

**HEART DISC CLOVER NECKLACES**

**$16.50** Gross and up

**Miller Creations**

Originators of the All-Aluminum Idents
7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS

Phone WAterfall 8-8855

DAY AND NIGHT SERVICE

FREE! SEND FOR NEW 1955 CATALOG

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1 day Service **ACME PREMIUM SUPPLY CORP.** 1111 South 12th. St. Louis 4, Mo.


*To Order Classified or Dislay-Classified Ads*

**USE THIS HANDY FORM NOW**

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Parodies
- ☐ Agents and Distributors
- ☐ Animals, Birds, Pets
- ☐ Business Opportunities
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food and Drink Concession Supplies
- ☐ Formulas
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions, Books, Cartoons
- ☐ Magical Apparatus
- ☐ Miscellaneous
- ☐ Musical Instruments, Accessories
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies and Developing
- ☐ Printing
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Tattooing Supplies
- ☐ Wanted to Buy

**3** Indicate below the type of ad you wish:

☐ REGULAR-CLASSIFIED AD—15¢ a word. Minimum $3.00.
☐ DISPLAY-CLASSIFIED AD—$1 per agate line. One inch $14.00. (14 agate lines to the inch)

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in.....Issue.

I enclose remittance of $.....

Name .....

Address .....

City ..... State.....

# CLASSIFIED SECTION

## *A Market Place for Buyers and Sellers*

## ADVERTISING RATES

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum $3

CASH WITH ORDER

**DISPLAY-CLASSIFIED ADS**

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: $1 per agate line—$14 per inch

CASH WITH ORDER
(unless credit has been established)

**IMPORTANT INFORMATION**

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

## ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. oc8

NIGHT CLUB COMEDY—STAG LINES. A collection of smart patter. Nos. 1 & 2 each $1, or send $10 for complete collection. Show-Biz Comedy Service, (Dept. B 34), 1613 E. 29 St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. ja14,'56

## AGENTS & DISTRIBUTORS

**AMERICAN FLAGS**

Beautiful large 9x17 ft. U. S. Flags. New, wool, finest quality, with rope, snap hook. $75.00 value. Only $12.50 postpaid.

B & L SURPLUS
Box 150 Ogden, Utah oc-29

AAA AMAZING CLOSEOUTS — $3,000 monthly. 900% profits. Rush $1 (deposit) for samples, instructions. Satisfaction guaranteed. AAA. 100 Airport, San Antonio 9, Tex. se24

A BEST SELLER—WORLD'S FAMOUS French-type Perfumes. Reproductions 5 costly fragrances that sell at $10 to $40. Individually gold boxed. $1 sellers. Costs you $4 dozen. Mammoth Treasure Presentation Kit, containing 3 thrilling fragrances in one fabulous gold box. $3 sellers. Costs you $8 dozen. $1 brings samples of both prepaid. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. se24

A REAL BARGAIN—HAND TOOLED AND laced Billfolds. Calfskin men's and ladies' styles; dozen, $15; single sample, two dollars. Act fast. Jack Eastwood, 694½ Jefferson, Chillicothe, O.

**AMAZING CLOSEOUTS**

| | |
|---|---|
| Tailored earrings, asst. gr. | $15.00 |
| Stone earrings, asst. gr. | 18.00 |
| Stoned and tailored pins, asst. gr. | 16.50 |
| Rhinestone neck and earrings, boxed, asst. dz. | 7.20 |
| Bracelets, round and link, asst. gr. | 24.00 |
| Tailored tieslide sets, boxed asst., dz. | 4.00 |
| Stone Tieslide Sets, boxed asst. Dz. | 5.00 |
| Ropes, all bead, asst. dz. | 3.00 |
| Ropes, chain & bead, asst. dz. | 2.00 |
| Men's Rgs., asst. boxed, dz. | 2.95 |
| 3 piece pearl set, boxed, dz. | 16.50 |

Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS
124 Empire St. Prov., R. I. se17

AMAZING TALL-GLOW, KODACHROME Christmas Cards sell swiftly. Free samples. $52.50 profit on 50 boxes easy! Many Cards, Stationery, Novelties. Profits to 100%, gift bonuses. Samples on approval. Hurry—get sensational Mail Minder free. Creative, 4401 Cermak, Dept. 502-B, Chicago 23. se17

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, $1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, $3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Poliard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. oc1

BARGAINS—JOB LOTS, CLOSEOUTS, 2000 items. Save to 50%, clothing, hosiery, toys, toletries, gifts, jewelry, Television, etc. Get acquainted, 25¢ brings wholesale catalog plus free $1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-np

BE IN YOUR OWN BUSINESS — BUY wholesale. Big profits. Get Free nationally famous name brand merchandise catalog. Dept. LB, Normandy Distributing Corp., 133 Fifth Ave., New York City, N. Y. ch-oc8

BIGGER PROFITS SELLING GREETING Cards. Get list of sensational factory surplus bargains. $1.25 boxes for 50¢, $1 boxes for 35¢, while they last! Big line new 1955 Christmas Cards, Stationery, Gifts. Assortments on approval. Personalized samples free! Midwest, 1113 Washington, Dept. 560-D, St. Louis 1, Mo. ch

DEMONSTRATORS! PITCHMEN! PROMOTers! Crewmanagers! Salespeople! Television-Radio Pitchmen! Tremendous potentials! Rush $1 for samples and various sales plans! Hurry!!! "Talking Toys" P. O. Box 892-B, Hollywood 28, Calif. no26

EARRINGS — ASSORTED STONED AND tailored $6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. oc1

FAMOUS CELLINI BANGLE BRACELETS—All colors, $6 per gross pus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. se24

GENUINE PEARL EARRINGS — FRESHwater Pearl, Novelty Earrings, thirty styles. Dozen, $4, $4.50, $6, $6.75, $7.50, $10.50, $12. Jos. Fleischman, 211 Linda, Tampa 4, Fla. se24

JOKERS FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc29

LOOK AGENTS — SELL TV COLOR Screens. Puts television in color in two minutes. Sample only $1, jobber's prices. Moody's Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. se24

MAKE MORE MONEY—SHOWING ELMIRA Greeting Cards this Christmas! Why more? Because Elmira offers more variety; beautiful cards for every taste, every purse. You get heart-warming, old-fashioned favorites and smartly simple ones for today's tastes. No matter who you sell, Elmira has a style to please everybody from Grandmother to young Mrs. Executive! Send today for Free personalized samples, catalog and sparkling assortments on approval with personalized stationery, imprinted napkins and lovely gift wrappings! Elmira Greeting Card Co., Elmira 148, N. Y. ch

PERFUME—BE YOUR OWN DISTRIBUTOR. Sell stores, jobbers direct. World famous essences. Multi-Million dollar, highly advertised industry. Sample ounce, one dollar. Melody de Paris, 350 Lincoln Rd., Miami Beach, Fla. oc8

PREMIUMS, GIFTS, PRIZES — ALL nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Radios, "Hi-Fi" Phonographs, etc. Send $1 now, for big catalog. Refund on first order. Halen, Inc., 125 Fifth Ave., Dept. B, New York, N. Y. ch-tfn

NEW COMEDY, RELIGIOUS, GENERAL 7"x11" signs, 2000 different slogans, 7¢; retail, 50¢, 15 samples, $1. Lowy, 812 Broadway, Dept. 894, New York 3. ch-se24

NEW LOW PRICES—LIGHT REFLECTING signs. Red hot and sensible. 7x11" illustrated color blended; 2,000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. se24

**NATIONAL FAMOUS CLOSEOUTS**

This is not junk jewelry or heavy cast.

| | |
|---|---|
| (a) Tailored earrings asst. | $1.50 doz. |
| (b) Tailored earrings & pins to match | 1.50 doz. |
| (c) Charm bracelets asst. | 2.00 doz. |
| (d) Genuine clutured pearl pins & ears | 2.50 doz. |
| (e) Pierced earrings | 1.50 doz. |
| (f) Rhinestone earrings, Rhodium, hand set | 2.50 doz. |
| (g) Enamel on copper pins & ears | 2.50 doz. |
| (h) Hand set pins, earrings set in box. Reg. $3.95 list now | 7.20 doz. |
| (i) Stone pin & earrings boxed | 4.00 doz. |

20% deposit with order, balance c.o.d.

Karen Originals, 45 No. Main St., Bristol, Conn.

PUNCH BOARD CLOSEOUT—VARIOUS 400 to 6,000 hole, about 600. Ticket Boards, about 250. Cost over $1,000 wholesale. Best offer for total stock, or will trade for late model bingo games or shuffle boards. Silent Sales System, Hyattsville, Md. WArfield 7-3000. se17

REAL DIAMOND RINGS, SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details, Gleam-light, 111-P No. Columbus, Mount Vernon, N. Y. oc1

**FAMOUS MFR. CLOSEOUTS**

| | |
|---|---|
| Stoned or tailored Earrings | $2.00 dz. |
| Pierced earrings on display | 1.50 dz. |
| Charm & Link Bracelets, asst. | 2.50 dz. |
| Lord's Prayer Necklace, boxed | 3.00 dz. |
| Pin & Earrings, boxed | 4.50 dz. |
| Pearl Necklaces | 1.00 dz. |
| Children's Jewelry, boxed, asst. | 3.00 dz. |
| Ropes, assorted | 2.00 dz. |
| Shorty Tie slides, carded | 1.95 dz. |
| Cufflinks, carded | 1.95 dz. |

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.
1820 Westminster St. Providence, R. I.

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TERRIFIC NEW INVENTION — EVERY house-wife's dream, much needed item, Curtain Shade & Drape Holder (no screws, nails or glue). Good commission, plenty repeats. Sales assured. Get your sample and details, $1.50 refundable. Ideal for direct or mail order sales. Smith International, Mount Vernon, N. Y. tf

"TIRE-GLOW" — MIRACLE WHITEWALL Tire Cleaner. Spray on, rinse off! Also cleans, polishes chrome, removing rust, corrosion, like magic! Givens, Chemist, Orrville, O. se17

WAGON JOBBERS, ROUTE MEN, DISTRIButors Make $10,000 year and more with our (2) Great Wholesale Catalogs (64 and 300 pages Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco. se17-np

80¢ PROFIT ON $1 SALES—AMAZING Automatic Cleaners. Your name on package. Free sample. Glazite Mfr., Box 572, Dayton 1, O. se17

5,000 GROSS ASSORTED EARRINGS AND Necks. While they last, $7.80 per gross. Samuel Silverman & Co., 1820 Westminster St., Providence, R. I.

## ANIMALS, BIRDS, PETS

A MUCH LARGER DEN OF SNAKES, $25—Poisonous, harmless or mixed; state which. C. C McClung, Telephone 5411, Snake Farm, LaPlace, La. se24

ACCOUNT AGE AND HEALTH MUST sell. 3 extra nice Two Wheel Animal Trailer Cages, hold leopard, ocelots, baboons, monkeys or other small animals. Also pair of young Pigtail Macaques. Photos on request if interested. Clem H. Kevekordes, 1667 S. Garvin St., Evansville 13, Ind.

CLEARANCE—LARGE COLLECTION, COMpletely tame animals, Reccoons, Skunks, Chimps, South American Porcupines, Prairie Dogs, Snakes. Walter Brent Animal Kingdom, 105 Greenfield Rd., Mattapon, Mass. se24

GIANT RHESUS MONKEY, COLLAR AND chain. Broke to ride pony. First $25 buys him. E. Harpst, Box 123, Seneca Falls, N. Y.

**ANIMALS AND BIRDS FOR SALE**

1 4 year old Indian Elephant, 63 inches tall. Very gentle; 1 male Spring Sacred Calf; 3 male Spring Buffalo Calves; 1 male, one year old, Buffalo; 1 male, adult, Buffalo; 1 female, adult Buffalo; 1 female, one year old, Buffalo.

2 3 and 4 year old male American Elk; 2 1 and 2 year old male American Elk; 1 adult, female, American Elk; 1 pair European Red Deer; 2 Japanese Siki Buck Deer; 1 lot of white and black Fallow Deer; 1 pair Axis (Hibred) Deer; 1 pair Caracul Sheep; 2 male, adult Aoudads (mountain Sheep).

1 pair, 1 and 2 year old Himalayan Bears; 1 female adult African Lion; 1 male Cugar, 6 years old; 1 male Cugar, 7 months old; 2 pair adult Rhesus Monkeys; 1 female Chimpansee, 3 years old. Very tame and good performer; 1 young California Seal; 1 pair Canada Grey Timber Wolves; 1 trio Coyotes.

1 pair young Peccaries; 1 lot Flamingoes. Good color and acclimated; 1 pair adult Mute Swan; 1 pair East African Crown Crane; 1 pair adult Emus; 1 pair adult Rheas; 1 lot of Canada Geese; Blue and Gold Macaws; 2 Pelicans, one white and one gray; 1 pair white Ibis; 1 pair Humbolt Penguins; 1 2½ year old female Burro; 1 pair Cotton Top Marmosette Monkeys.

1 male Civet Palm Cat; 1 male Pygmy Skunk; 1 male Civet Spotted Cat; 2 female Striped Skunks; 2 great Horned Owls; 2 Monkey faced Owls; 1 Barred Barn Owl; 1 lot of Japanese Siki Deer; 1 Paca; 1 trio Agoutis. All above animals and birds in most excellent condition.

**JOHN PETTERA, OWNER**

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Prefer calls after 6 p.m. Phone 436

FOR SALE — REGISTERED QUARTER Horse Stallion, Sorrel, very gentle, must sell immediately. $800, or best offer. Write: Michael Pollick, 12300 Georgia Ave., Silver Springs, Md.

HEALTHY SNAKES — ARMADILLOS, Iguanas, Texas Horned Toads, Boas, Beaded Lizards, giant tropical Horned Toads, Terrapins, Alligators, Coatimundis, Pacas, Agoutis, deodorized Skunks, Monkeys, Ferrets, Baboons, Emus, Badger, Puma Cubs, Baby Black Bear Cub, pair Baby African Lions, Peafowl, White Doves, Hawks, Guinea Pigs, Orange Squirrels, African Porcupines. Phone 141, Otto Martin Locke, New Braunfels, Tex. se17

SPECIAL THIS MONTH—BOBCATS, $15 each; Pigmy Skunks, $8; Raccoons, $4; in quantity. Barred Owls, $9; Screech Owls, $9; Opossum with young, $3.50; assorted small Turtles, $4 doz; giant land Tortoise; leather backs, Snappers, $4 each. Parrakeets, $17 doz. Snake dens, Animals, Birds, Reptiles, all kinds. Free price list. Thompson Wild Animal Farm, Clewiston, Fla. oc1

TALKING MYNAH BIRDS, $30; CINNAmon-Whiteface Ringtails, $35; Spiders, $30; Owls-Squirrel Monkeys, $22; Woolly's $75. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. se24

1955 POLAR BEARS DELIVERED NEW York, October, $785; duty paid, 50% with order, 50% upon arrival steamer, very limited quantity. North Atlantic Fertilizer & Chemical Co., Inc., 39 Broadway, New York 6, N. Y.

## BUSINESS OPPORTUNITIES

LAST CHANCE THIS SEASON—MOUNTED Horses, Steers and Pack Mules for picture work. Some ready to go. Carl J. Reiswig, Taxidermist, Box 484, Kingfisher, Okla.

OWN COLLECTION AGENCY OFFICE—Pays big! Free details. Franklin Credit, Roanoke 7, Va.

PENGUIN WALK THRU SHOW—Amerieas only traveling exhibit, outstanding attraction, good the year around, gets business everywhere; plenty references. Mounted on Fruhauf trailer with '54 Chevie tractor, beautiful set-up. 3 healthy Penguins, plenty advertising etc., opportunity for some one. Write or wire, c/o Merchants Free Circus, Granite City, Ill. Friday, Jerseyville, Saturday, Sept. 17, Tom McLaughlin.

TOTEM POLES—HAND PAINTED, HAND carved, 3" to 9", closeout. $12 per gross, cash in advance, express collect. Organization Services, Inc., 10200 Grand River, Detroit 4, Mich. ch

## COSTUMES, UNIFORMS, WARDROBES

BARGAINS — USED COSTUMES, GIRL Show, Bally, Strip, Minstrel, Clown, White Tuxedo Coats, Full Dress, Derbies, Wigs, Top Hats, Rhinestones, Plumes. Cheap. Free list. Leroy Carpenter, 10 Eldorado Pl. Weehawken, N. J.

## FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAmel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. tfn

COMPLETE ARCADE — 70 COUNTER Games, including 18 Mutoscopes, 25x40 tent. Eckhardt, 622 N. Milton Ave., Baltimore 5, Md.

MARKSMANSHIP ELECTRIC TARGET FOR Shooting Gallery, with Bell & Howell Projector, and continuous film attachment. Used several weeks. H. H. Knoebel Sons, Elysburg, Pa. Tel.: 2-3073, 2-3641. se24

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, $1 bill (refundable), Miniature Trains. 33B Winthrop, Rehoboth, Mass. se24

1948 GMC TRUCK—GOOD CONDITION; 1950 25' Spartanette Trailer; 6'x6' Stand and 2 Floss Machines; 3 additional Floss Machines; Floss Paper; 12'x12' Popcorn Stand; complete, Khaki Top used few times; 10'x10' Stand, new royal blue Top, never used; 8'x8' blue Top like new; Hotpoint French Fryer; large neon Popcorn Sign; Icebox; Nickel Roll-Down. Will sell at great sacrifice, truck with contents or separate items. Box C-290, c/o Billboard, Cincinnati 22, O.

## FOR SALE—SECOND-HAND SHOW PROPERTY

ACROBATIC TRICK HOUSE—NEW. MEchanical Props. Comes in two crates. Photo on request. Chas. Young, 1723 Bleecker St., Brooklyn, N. Y.

BIG BUNDLE CLOWN ODDS, $7. WIGS, Striptease, Costumes, Ballys. Curtain 8x54, Flashy, $50. Chorus Costumes. Wallace, 2453 N. Halsted, Chicago.

BUILD ILLUSIONS—PLANS FOR COFFIN blade box, $5; doll house, $3; headless, $3; sawing woman, $3. Four bigger illusions, $5; 6 platform illusions, $5; lensless fishbowl, $5; four escapes, $5; No-Middle-Myrtle, $5; pit show (Spidora, Turtle Girl), $8. All for $47, $25. Free circular. Brill, Box 875, Peoria, Ill. se17

COMMUNIST WAR-CRIME SHOW—COMplete. Booked on good route. Hove other interests. See on Cetlin and Wilson Shows, Reading, Pa., Fair, or per route. O. G. Oakleaf.

CORK GALLERY — FLASHY, NEWLY hinged paddles, new guns, $325; Includes approximately $150 stock. Vic Ozalek, 215 E. Kewrsley St., Flint, Mich.

FOR SALE—HAT TRAILER 6'X8' INCLUDing sewing machine; Frozen Custard machine; Popcorn machine; 8'x14' Anchor Top Stand. John Laspin, 557 First Ave., West Haven, Conn.

FOR SALE—POP CORN AND PEANUT Trailer, 6x12, or can install Snow Cones, Ice cream etc. All complete, good condition, $500. Donaldson, 318 S. Monroe, Decatur, Ill.

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MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for $74.50

Complete with yellow Expansion Bands!

Choice Lot— Famous WATCHES, 6 for $49 With Expansion Bands

Sell on sight at fabulous profits . . . They look BRAND NEW! Guaranteed like new! Send $8.95 for Sample and be convinced! Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee!

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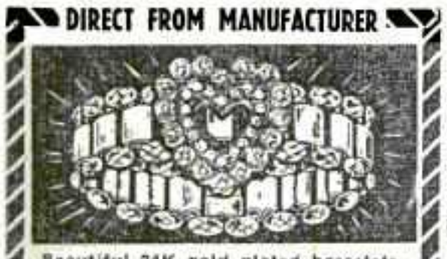

Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

SPECIAL INTRODUCTORY OFFER $6.00 PER DOZEN (BOXED)

OTHER SENSATIONAL ITEMS

Necklace and Earring Sets, $7.20 per doz. Pin and Earring Sets, $6.50 per doz. Expansion Watch Bands, $3.75 doz. (chrome) and $4.60 per doz. (gold plate).

Men's Identification with expansion band, $5.25 per doz. (Rhodium) and $6.50 per doz. (gold plate). Beautifully engraved Heart Lockets, $6.00 per doz. Necklace, Bracelet and Earrings Sets, $1.00, $1.25 and $1.50 ea. 4-pc. Pearl Sets with rhinestone clasps, $1.00 and $2.00 each. Single strand simulated Pearl Necklaces (filigree clasp), $1.40. Double strand, $2.80 per doz. Triple Strand, $4.20 per doz. Miracle Prayer Crosses, $4.50 per doz. Deluxe Crosses, $9.00 and $12.00 per doz. Scatter Pins, $3.00 per doz. Earrings, $3.00 per doz. MANY OTHER ITEMS. SEND FOR NEW ENLARGED 48-page ILLUSTRATED CATALOG! 25% deposit on all C.O.D. orders.

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48 W. 25 St. New York, N. Y.

1,000 PIECES OF SLUM ONLY $6.75

ASSORTED TOYS NOVELTIES GIFTS

GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

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| Child's Ident—Aluminum | Gr. | $ 3.00 |
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25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog.

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ELKTON JUMBO BLACK MAGIC SNAKES

Buy direct from manufacturer famous Black Snakes that everyone likes to watch. Light them and watch crowds stop to see 'em grow. Packed 6 in a box, 720 boxes or 5 gross to shipping container. 48 boxes to display carton, 15 display cartons in a 5 gross shipping box.

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ELKTON MANUFACTURING CO.

Elkton, Maryland

NEW! RED GREEN YELLOW BLUE

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only $4.50. Money refunded if not satisfied.

MYRLO COMPANY

Dept. B

2168 W. 25th Cleveland 13, Ohio

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE—#5 ELI WHEEL, MANGLES, Chairplane, single Loop-o-Plane, Kings Pony Carts, Kiddie Auto, Electric Train, or will trade for Kiddie Rides not conflicting. Justin Plyer, Gay Dolphin Park, Myrtle Beach, S. C. se24

KIDDIE RIDE WITH 8 CARS, $500; KIDDIE 6 Chairplane ride, $375; 6 Shetland ponies, ring and saddles, $1400. All 3 rides $2000 cash. Write; 806 58th, Lubbock, Tex., or call; SH. 4-0129.

MANUFACTURER, REPAIR, TRADE ANYthing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. no12

MONKEY SPEED WAY CARS, MONKEYS PA System, Tractor and Trailer. Must sell. Ethel Underwood, 13 Cleveland Street, Cortland, N. Y. se24

ORGAN, MILITARY BAND, ARTIZAN AIR pressure. Bass and snare drums, Rolls, motor. Also Wurlitzer Organ Caliola. G. T. Merriken, 112 Lynnmoore Drive, Silver Springs, Md. se17

SHRUNKEN HEAD—FINE CONDITION, $25. Weil's Curiosity Shop, 20 S. 2nd., Philadelphia 6, Pa.

SMITH AND SMITH, ADULT FERRIS Wheel, $2250; Kiddie train, $600; Kiddie Chair-o-Plane, $300; Autocar Van, $450; Chev. Tractor, Fruehauf Trailer, $750; Big Six, $100; Devil Bowling Alley, $40; Junction Boxes, Fence, Ticket Boxes. Write: Rides, 807 W. Front St., Berwick, Pa.

1 BISCH ROCCO STREET CAR AND Tracks. 1 Hodges Hand Car Ride. 8 Cars and Tracks. 1 Boat Ride. 5 Boats less tank. Hollywood Kiddieland. 3366 N. Pulaski Rd., Chicago 41, Ill. se17

## MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MINDreading. Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc1

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## MISCELLANEOUS

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SINGING LARIATS FOR CARNIVALS, Rodeo, Side Shows and Circus. Write: H. Young, 6015 N. 5th St., Phila. 20, Pa. oc8

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16MM. 5000 SOUND REELS. NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now. Rogers Films, Lombard, Ill. oc15

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BOB, WE ALL NEED YOU AND WANT you. Couldn't we plan to meet some place and talk things over. Susie, Donnie, Eunice, Zumbo. se24

LETTERS REMAILED, 25¢ EACH, STAMP your letter, forwarding address, monthly rates. Elsa's Mail Service, 5375 N. 58th St., Milwaukee 16, Wis.

WANT LOCATE — EDWARD HARRISON alias Jack Korie, female impersonator, with carnivals, nite clubs, bars, George Marks (Gypsy), age 44 was with Marion carnival in Nebraska, Charles Morgan, was lot manager Cody Amus. Co.; Don Robinson, was Pikes Amus. Co.; Alan Milan, carnival wkr.; Patrick Shannon, nite club singer. Any locations; Phone Mr. Allen, collect 57588 Warren, O. $50 reward.

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COMIC FOREGROUNDS AND BACKgrounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo se24

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch-tf

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Quick Seller! ★ 12" ★ PUPPY

All Rabbit Skin, White & Natural Colors. $12 Dozen.

In Gr. Lots $11.40 Dz.

16" LAZY BABIES Min. Order 6 Doz. $4.50 Dz.

$5.50 dz. IN GROSS LOTS ONLY Min. order: 3 doz. at $6 doz. for any number listed below!

SPECIALS

22" CLOWN ★ 12" PLUSH BEAR

12" HI GRADE PLUSH SCOTTY DOG

F.O.B., N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.

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ALWAYS FASTEST SERVICE—QUALITY Posters. Three colors, 14x22 Window Cards, $8 hundred; larger, 17x26 size, $12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. SO-55, Earl Park, Ind. oc29

ATTRACTIVE BUSINESS CARDS—$2.95 per 1000; 100 Posters (11x14), $7; 1000 Bond Letterheads, $6. Taylor, 5103 Forty-Third Ave, Hyattesville, Md. se24

GAGS! GAGS! GAGS! WRITE YOUR OWN Newspaper Headline. 2 lines big, bold type on Front Page. Limit 21 letters or less each line. Each Headline, 3 copies, $1. Blank headings available. Max Wartell, 1658 Broadway, N. Y. 19. np

200 BOND LETTERHEADS, 8½x11 AND 200 #10 envelopes, $3.50; 100 of each, $2; sent postpaid. Palmer Press, Du Quoin, Ill.

100 8½x11 LB. BOND LETTERHEADS, 100 6¾ Envelopes, $2.50 prepaid. Other printing. Stanley Koski Printing Co., 1506 Franklin, St. Louis 6, Mo. oc8

200 8½x11 LETTERHEADS, 200 6¾ Envelopes, both for $3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. se24

1,000 BLACK AND WHITE POSTCARDS on Kromekote stock, one line of copy underneath photo, $10.25. Samples on request. 1,000 Business Cards, $1.95. Leon W. Otteson, Box 852, Alliance, O.

## SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS—Sensational sellers. Free particulars. Mission, 2238 BB, West Pico, Los Angeles, 6, Calif. oc8

## TATTOOING SUPPLLIES

A-1 TATTOOING MACHINES — OUTFITS, $25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. oc1

REAL TATTOO MACHINES — NEW DEsigns; outfits $19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. se24

WANTED—TATTOO ARTIST, PERMANENT location. Standard Metal typer, $125. Playmart, 1111 Main, Fort Worth, Tex.

## WANTED TO BUY

WANTED—MUSICAL NOVELTY INSTRUments. Write; Bud Imig, Seward, Neb.

WANTED TO BUY OR LEASE—COOK house or Grab, on P.C. basis, for season 1956. J. W. Meggs, 1670 Glendale, Beaumont, Tex.

# HELP WANTED

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**REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum $3. CASH WITH COPY.**

**DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: $1 a line—$14 per inch.**

**Forms Close Thursdays for the Following Week's Issue**

A DRESS SHOP IN YOUR HOME. NO INvestment. Good commissions. Selling better dresses. Bellecraft Fashions, 111 WQ Eighth Ave., N. Y. ch

COMMERCIAL PIANO MAN FOR TOP associated booking corp. trio. Must have all essentials. Box C-285, c/o Billboard, Cincinnati 22, O. se17

KIDDIE RIDE CONCESSIONAIRE WANTED. One only. Only Park and Pier in City. Apply; Post Office Box 161, Longport, N. J. se24

### LADY 20-35 YEARS

**Assistant to Entertainment Mgr.**

Must have smart appearance and wear clothes well. Interested in Show Biz and help plan routines. No Experience necessary; will train. Year round; North summers, South winters. Wages plus expenses. Write fully, and Photo.

**BOX C-286**

**c/o Billboard, Cincinnati 22, Ohio** se17

TENOR AND CLARINET MAN—FOR MIDwest traveling orchestra. Contact Jess Gayer Orch., 1612 N. Broadwell, Grand Island, Neb.

MECHANIC FOR TRAVELING ARCADE—Must understand all types of amusement machines. Salary? What you can deliver. Drunks and Floaters not wanted. Write; Box C-292, c/o Billboard, Cincinnati 22, O. oc1

ORGANIST HAMMOND, FEMALE, UNDER 35, white or colored. Play rhythm music, must have good beat. Work in Key West, Fla., this winter. Send picture, exp. Record or tape recording. Jungle Club, 801 Duval St., Key West, Fla. se24

TRUMPET, DOUBLE VIOLIN PREFERRED. Drummer double vibs preferred immediately. Society, Latin, Dixie Combo Shows. Locations. Orchestra Leader, Grooms Trailer Park, 1003 Ontario, Nices, Mich.

WANTED—PIANO AND TENOR. MUST read, fake out shows. Florida location. No students. Orchestra Leader, 108 S. Franklin, Mobile, Ala.

WILD ANIMAL TRAINERS AND CAGE Men. Permanent jobs for sober, reliable men. Answer immediately. Airmail full details, photo, age. World Jungle Compound, Thousand Oaks, Calif. se17

# AT LIBERTY—ADVERTISEMENTS

**5c a Word Minimum $1**

**Remittance in full must accompany all ads for publication in this column. No charge accounts.**

**Forms Close Thursdays for the Following Week's Issue**

## BANDS & ORCHESTRAS

WESTERN — HILLBILLY — FOUR PIECE band, available after Sept. 20. Many years radio, stage, also television. Currently playing Port Huron's largest nite club. Bass, rhythm, steel and lead guitar. All sing, solo, harmony, trio. Best equipment and transportation. Carson, Box 836, Clawson, Mich.

## CIRCUS & CARNIVAL

CARPENTER, REPAIRMAN; EXPERIENCE Circuses, Carnival, Motel's. Wages $50 weekly. Age 50, O.k. health. Box C-291 c/o Billboard, Cincinnati 22, O.

## MISCELLANEOUS

BALLROOM DANCER — MIDDLE AGED, wants male dancing partner for Roseland and Harvest Moon Ball contests. Mary Cro, LO 3-4113 after 7 p.m., N. Y.

HYPNOTIST — FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh17'56

MAGICIAN WILL JOIN AGENT, BOOKER, promoter, contractor, sponsor, publicity director or girl partner. Horace Rose, 412 Reservoir Ave., Meriden, Conn. se17

## MUSICIANS

ACCORDIONIST — FOR BAR, STROLLER with large repertoire. Seven years personals with hillbillies. Leo, 2928 N. Buffum St., Milwaukee 12, Wis.

ACCORDIONIST—24, RELIABLE, SOBER, double on piano, sing, harmonize. All types of music; specialize in hillbilly. Read, fake. Union. TV, radio, show experience. Good, steady salary. Will travel. For references, picture, and information write Ron Niedhammer, R. D. #1, Ballston Spa, N. Y.

AVAILABLE—TENOR CLARINET, DOUBLE on own String Bass. Willing to travel. Edward Curr, 1250 E. Kalama, Royal Oak 4, Mich. Telephone: Lincoln 7-4231.

CONCERT CLARINET-SAX—DESIRES LOcation with orchestra, city or town band. Graduate, with some experience as piano tuner-technician. Office experience, typist. Full or part time in above or other work. Responsible, sober, good character. All offers appreciated and answered. Write Box C-289 c/o The Billboard, Cincinnati 22, O. oc8

DRUMMER, BARITONE, VOCALIST—PLAY your style, experienced, age 27, neat, dependable. Travel anywhere. Contact Jimmy Blake, c/o Erie 34 Club, Detroit Lakes, Minn. Phone 754. se17

PIANIST — DOUBLE RHYTHM OR LEAD electric guitar, vocals. Read or fake, solo or small combos. On location preferred. Jack B. Martin, Gen. Delivery, Pleasantville, N. J. oc8

PIANO PLAYING COMEDIAN — RISQUE songs, gags, jokes. For cocktail lounge or bar. New material each week. Expert in community singing. Old time songs guarantee to get the crowd singing;-laffs-laffs-all nite. Write-wire: Box 1013, The Billboard, 1564 Broadway, NYC.

TENOR, CLARINET, FLUTE, ALTO, EXperienced mbuse to modern, all styles. Need good, steady, job. Stewart, 1313 Sixth Ave., Sterling, Ill. se24

SINGER—LYRIC TENOR VOICE, 32. EXperienced on Ministrel, and Gay Ninety Shows, Etc., Sings Popular, and Classical Numbers. Seeks Job as Soloist in Theatres, Radio and Television. Mr. Leonard G. Zanca, 1620 Mermaid Avenue, Coney Island 24, N. Y. se17

TENOR-ALTO-CLARINET COMBO—NAME Hotel exp; transpose, fake, shows, jazz. Reliable, consider anything. Musician, 1422 Ave. H, Birmingham 8, Ala. Phone: 58-2833. se24

TRUMPET—PLAY EVERYTHING. PETE Arald, 1010 W. Ruth, Sikeston, Mo.

VOCALIST AND COCKTAIL DRUMMER—Desires work with local instrumental group, or vocalist only with big band. Will consider anything. Bob Holliday, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

## PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer 1041 S. Dennison, Indianapolis 21, Ind. oc15

CAPT. EARL McDONALD, THE HIGH DIVing sensationalist, demonstrates the stuff champions are made of. There is a hushed silence as second after second ticks off, waiting for the climax of this dangerous feat, which has wrecked and mamed the few who have attempted it. As if compelled by a great force, the crowed gazes, lingers intently, seemingly frozen to this lone figure, poised there high overhead. As they watch, his body sharply outlined in the sky by the red glow coming from the leaping flames from far below. Only a muffled cough or the sound of a sharply indrawn breath breaks the silence, while this Fox Movietone Feature and talent award winner is in the process of delivering a devastating load of thrill-entertainment. The impact on nerves and emotons is terrific. Competitively priced, with large circus style posters for advertising. Capt. Earl McDonald, 456 Lamphier Pl., Warren, O. Tel. 45337 oc1

FLASHY PLATFORM TRAPEZE ACT — Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EAstbrook 3312.

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; it's Wild Horse Harry's trick and gun shooting cowpony (Montana Babe). Sherwood, O. se24

PAMAHASIKA'S FAMOUS BIRD ACT — Beautiful large white Cockatoos, Macaws; feature fire scene, battle. Presented by himself. 3504 N. Eighth St., Philadelphia 40, Pa. se17

THE RAYS CIRCUS REVUE — TRAINED dogs, troupe of performing monkeys, juggling, magic, comedy, by Bozo the Clown. Currently playing Bill Greens Animal Farm, held over entire month September. Open dates month November. Eastern territory only. All replies to H. R. Ray, Fairlee, Vermont, c/o Animal Farm. se24

## VOCALISTS

AMBITIOUS, RELIABLE YOUNG MAN—Seeks employment with good Western-Hillbilly or Pop band, as featured vocalist, Bass Fiddle, Rhythm Guitar or Comedian. Have lots of personality. Beautiful costumes. 9 years exp., with top notch bands. Doing radio, recordings, television, and clubs. Will send pictures and information. What can you offer a good man? Jimmy Franklin, 440 Antoinette, Detroit 2, Mich. oc1

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*This beautifully colored sample personalized door mat puts you in business. You send just $1 for postage and handling!*

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Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

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You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for wedding, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.

Att'n: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 35
Los Angeles 65, California

☐ Please send me the money-making facts about your Rubber Mat exclusive territory offer.

☐ Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing $1 to cover postage and handling.

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Name .....

Address .....

City ..... Zone.... State.....

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Height and Dozen Price:

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10½ inch $16.80 per dozen

25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

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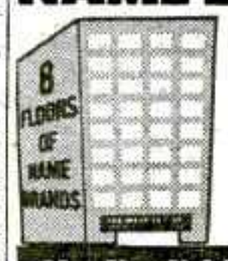


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# Seeburg Bows 2 Phonographs, 100 and 200-Selection Units

## Introduce Dual Record Pricing, Tormat Memory Unit in 200 Model

CHICAGO, Sept. 10.—Within two weeks, the entire distributor organization of the J. P. Seeburg Corporation will unveil two new phonographs, one of which will feature 200 selections.

Operators will see a restyled 100-selection phonograph, called the 100-J, and a 200-selection phonograph, the V-200, representing a "Dual Music System."

The V-200 introduces an entirely new approach to music merchandising in the automatic phonograph business. It features dual pricing, two complete programming systems and an electrical selection system without a moving part, as well as 200 selections.

The title strip program panel on the V-200 presents a sharp contrast compared with the panel on the 100-J. The latter, like other Seeburg 100-selection machines, has one program panel across the front of the machine, 10 title strips in each row, 10 rows.

**V-200 Model**

The 200-selection model, on the other hand, operates on a revolving drum and displays no more than 40 selections at any one time. There are five musical categories—hit tunes, rhythm and blues, folk and western, all time favorites and classics and varieties—with 40 selections featured in each.

The selector panel on the 100-selection model is identical to the panel featured on the 100-R, Seeburg's last phonograph model.

The V-200's selector panel features three rows of selection buttons, A to K, L to V and 1 to 10. The selection buttons operate in the same manner as on other Seeburg equipment, one letter and one numeral completes a circuit.

**Five Categories**

Directly above the selection buttons are the five revolving-drum program buttons, one for each of the five music categories offered on the phonograph. Each of the program buttons are identified clearly so that a customer need only glance at the categories, press the button for the category desired and wait for the drum to revolve. As the drum rotates, each program button is illuminated—stimulating customer interest in juke box programming—until the correct category is displayed.

The 200-selection phonograph is called a dual music system, meeting not only the requirements of a standard juke box, 100 selections, but also what might be termed a semi-background music system as well.

Seeburg recommends two complete programs, 100 selections of 45 r.p.m. programming and 100 selections of EP programming.

Thus, according to Seeburg, the V-200 enables operators to program 100 selections by the same method used on current models, while the other 100 selections can be used

(Continued on page 96)

# 58 MARTS BOW DURING AUGUST

CHICAGO, Sept. 10.—Supermarkets, mushrooming outlying areas, suburban areas, shopping centers and on highways outside of metropolitan areas, are becoming increasingly important as potential locations for vending machines, coin-operated kiddie rides and background music.

In a chart which appears elsewhere in this section, the names and addresses are listed of 58 grocery supermarkets which opened during August.

Of the 58 reported, 10 were in New York, six in California, five in Michigan. Safeway Food Stores, the nation's second largest chain, opened seven new stores, A & P, the nation's largest, four, and Kroger and National Food Stores, three each.

# 10 Drink Unit Mfrs. Set for NAMA Meet

CHICAGO, Sept. 10.—Seven cup vending and three bottle beverage machine manufacturers are signed up to exhibit at the National Automatic Merchandising Association convention November 6-9 at the Conrad Hilton Hotel here.

The cup vending machine exhibitors include APCO, Inc.; Coan Manufacturing Company, Cole Products Corporation, Dr. Pepper Company, Lennox Manufacturing Company; Lyon Industries, Inc., and Rowe Spacarb.

Bottle beverage machines manufacturers are Ideal Dispenser Company; Mills Industries, Inc., and Vendo Company.

Of special interest to drink machine manufacturers will be a "Brass Tack Idea Exchange Clinic" on beverage vending.

# Depreciation Savvy Sound $ Protection

CHICAGO, Sept. 10.—Depreciation: The key to a successful coin machine operation, often the difference between profit and loss.

Smart operators are no longer satisfied to use the same methods that their grandfathers used, they're digging into the problem and in so doing, finding new and more equitable depreciation rates.

The new tax depreciation rates stem back to the Internal Revenue Code of 1954, which offered taxpayers for the first time three methods of taking depreciation:

1. The straight line method.
2. The declining balance method, and
3. The sum of the digits method.

**3 Methods**

The straight line method is by far the simplest and most often used. That is not to say, however, that it is the best method for operators. An asset having an estimated life of five years and worth $1,000 would be depreciated at a rate of $200 a year under the straight line method; this is, of course, if the asset has little or no value at the end of the five years. If the equipment is expected to have a value of $250 at the end of five years, depreciation would be taken at the rate of $150 per year.

Under the declining balance method the same equipment would be depreciated 20 per cent the first year, 20 per cent of the balance the second year and so on. Because equipment could never be fully depreciated when using this system, it became unpopular with operators.

The third system, the sum of the digits method, is the newest depreciation rate offered to taxpayers.

**Sum of Digits**

The sum of the digits method is similar to the declining balance method, in that the heaviest depreciation can be written off during the early years of the equipment, as it should, but is different in that it allows the entire amount of the equipment to be written off in a given time.

Basically it works as follow:

If a coin machine costs $1,000 and is expected to have a useful life of five years, the sum of the digits is added together—5, 4, 3, 2 and 1, a total of 15. The first year 5/15 would be taken; the second year, 4/15, and so on until the equipment was fully depreciated.

In 1954 a taxpayer could (if he chose) use all three methods at one time. He could use straight line on the assets he acquired prior to January 1, 1954, since methods 2 and 3 were not allowed on old assets. He could use 200 per cent declining balance on some of the new assets acquired in 1954 and the

(Continued on page 103)

# Coffee Ops Move To 100% Dime Cup

CHICAGO, Sept. 10.—The nickel vended cup of coffee is virtually history. And the odd-cent cup between 5 and 10 cents is making its final stand in the Midwest.

Midwest coffee vending operators made this disclosure following the announcement of wholesale hikes in coffee prices of 1 to 4 cents a pound this week plus recent increases in the costs of cups.

These increases plus the ever-mounting costs of labor and maintenance makes the selling of the 5-cent cup of coffee a losing proposition, even in the trade of money, the operators claimed.

An entirely opposite view prevails on the East and West Coasts where operators expressed little concern over the price hike.

The dime cup of coffee has prevailed for some months, they reported, and has developed small sales outlets into profitable stops, in addition to providing somewhat of a cushion in the face of rising costs for ingredients and cups.

Across the nation, coffee machine vending operators reported they have had no word, as yet, regarding the hike in price. However, dime cup operators said the 1-to-4-cent-per-pound increase would cause no undue worry.

From a spot survey, the nickel and odd-cent coffee prices prevail practically in the Midwest alone, where spokesmen for several leading operating firms expressed concern over the price hike declaring:

**Losing Fight**

The 5 and odd-cent market under a dime is hazardous to manu-

(Continued on page 92)

# Form Group to Aid Ops Hit by Flood

By ALLEN M. WIDEN

HARTFORD, Conn., Sept. 10.—The Connecticut coin machine industry, determined to help salvage as much as possible from the flood-ravaged sections of Northwestern Connecticut, this week disclosed formation of a Coin Machine Industry Disaster Aid Committee.

The committee consists of Paul Rechtshafer, Reliable Coin; James Tolisano, MOC (Music Operators of Connecticut) president and Superior Music, and Abe Fish, General Amusement Games, all of Hartford; Lewis Naclerio, John Collucci and Milton Moore.

"The situation," admitted Rechtshafer, who also functions as public relations chairman of the MOC, "is not too good. The committee estimates damage to coin machine interests over the $300,000 mark."

This figure, he indicated, refers to 200 phonographs, 300 amusement games, either lost or extensively damaged, as well as storage facilities owned and operated by coinmen in such sections as Waterbury, Winsted, Torrington and Putnam.

Hardest hit operators include Milton Block, Block Amusements of Waterbury, who lost over $35,000 in music machines and amusement games; Joseph Ficca, Torrington-Winsted, who lost over $50,000 in automatic equipment.

"Some 40 to 50 coin machine operators were hurt in the flood, and the main objective of the Disaster Committee is to ascertain all the way down the line what damage has been done, and then to work with manufacturers and distributors in attempting to get as many operators back on their feet as possible."

"To speed up co-ordination of

(Continued on page 90)

# Flood Tax Bill To Boost Penn Cigarette Price

HARRISBURG, Pa., Sept. 10.—Pennsylvania cigarette machine operators will be forced to increase prices within the next few days following the State Legislature's action on a 1-cent emergency "flood tax."

Passage of the levy was virtually assured following the announcement that both Republican and Democratic leaders agreed on the increase.

The extra cent-a-pack tax is expected to raise between $10 and $12 million a year to help pay for general expenses incurred as the result of recent flood damages.

Harry Rosen, head of the Allegheny Cigarette Service Company, stated the tax will increase the price of regular packs to 27 cents; king-size to 28 or 29 cents, and filter-tips to 30 cents.

While the tax bill plans call for keeping the extra cent on cigarettes for one year, operators anticipate it will remain permanently inasmuch as the State is always seeking sources for additional revenue.

Along with the tax hike, operators will incur additional costs of added help—girls to place pennies in packs, and added funds tied up in pennies for change.

Adding complications to operating costs is the fact that filter tip cigarettes cannot be raised beyond 30 cents without additional expenses for conversion.

The 1-cent flood levy will increase the State's tax to 5 cents on a pack of cigarettes.

# Bayonne Mulls Stiff Fees for Coin Machines

BAYONNE, N. J., Sept. 10.—This industrial community across the Hudson from New York will attempt to levy a stiff schedule of coin machine license fees, The Billboard learned this week.

According to a City Hall source, a license fee of $1,000 for each pinball or bowling game and $100 for each juke box or vending machine will be sought.

The first reading of the proposed ordinance is expected to be read at the September 20 meeting of the City Council. Currently, there is no license fee for juke boxes and vending machines, while the annual tab for coin games is $10.

# PINBALLS GO TO SCHOOL

PITTSBURGH, Sept. 10.—Pinballs are on the curriculum at the University of Pittsburgh this fall.

Up to now servomechanism and control systems—the science that deals with automation—has been a dry lecture course, but pin game mechanisms have been moved in to liven the teaching methods.

Electrical engineering students will use the equipment to get practical instruction in automation.

# New Coin Pool Games Off To Fast Start in Industry

CHICAGO, Sept. 10.—Coin-operated pool games, now in production by eight different manufacturers, have been shipped to distributors across the country and the stage is set for a new trend in the coin-operated amusement game field.

Newly in production this week on coin pool games are two Chicago manufacturers, Genco Manufacturing & Sales Company and Marvel Manufacturing Company. Both are expected to begin shipments in the next few weeks.

Other manufacturers already in shipment on the games are Edolite Products, Detroit; Exhibit Supply, Chicago; Fischer Sales & Manufacturing Company, Tipton, Mo.; J. H. Keeney & Company, Chicago; Valley Manufacturing Company, Bay City, Mich., and Williams Manufacturing Company, Chicago.

**Good Takes**

Reports from distributors and operators indicate that where the pool games have gone on location, they have brought in good takes. It is too early to tell whether takes will drop off as the novelty of the game wears off, or whether takes will snowball with increased popularity of the game.

The new pool games have strong points in their favor: They are low in price, the majority listing below $300. They are new to most locations and are an answer to the demand for new type games at locations. They readily lend themselves to competitive team play. They are mechanically rather than electrically operated and thus require a minimum of servicing and repair.

The points against them are not as strong, but are definite factors to be contended with: The main complaint has been that the games, while not too large in themselves (the majority are three feet by 52

(Continued on page 101)

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THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

## MOST ACTIVE EQUIPMENT

*(For four-week period ending with issue dated August 27, 1955)*

### ARCADE EQUIPMENT

1. GENCO—Rifle Gallery
2. EXHIBIT—Sportland
3. EXHIBIT—Dale Gun
3. EXHIBIT—Shooting Gallery
5. SEEBURG—Coon Hunt
5. SEEBURG—Shoot-the-Bear
5. EXHIBIT—Six Shooter

### MUSIC MACHINES

1. SEEBURG—M-100-A (78 RPM)
2. SEEBURG—M-100-B
3. AMI—Model A
3. AMI—Model D-40
3. WURLITZER—1500

### SHUFFLE GAMES

1. CHICAGO COIN—Super Frame Bowler
2. UNITED—Cascade Shuffle Alley, 6 Player
2. UNITED—Chief Shuffle Alley
4. UNITED—Banner Shuffle Alley
5. UNITED—Ace Bowler
5. UNITED—Olympic Shuffle Alley
5. UNITED—Royal Shuffle Alley

### VENDING MACHINES

1. NORTHWESTERN—39 1c
1. NORTHWESTERN—33 B/G
1. SILVER KING—5c
4. NATIONAL—950
5. ADVANCE—D 1c B/G

Also tied for fifth place are macihnes listed below with four times advertised.

### PINBALL GAMES

*(Manufacturers with ten or more games listed below)*

**BALLY**
1. Beauty
2. Dude Ranch
3. Atlantic City

**GOTTLIEB**
1. Guys & Dolls
2. Lovely Lucy
3. Pinwheel

**UNITED**
1. Nevada
2. Cabana
3. Rio

**WILLIAMS**
1. Army & Navy
2. Four Corners
2. Singapore
2. Struggle Buggie

## PINBALL GAMES

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| **BALLY** | | | |
| Atlantic City (5/52) | $125.00 | $ 75.00 | 20 |
| Beach Club (2/53) | 225.00 | 155.00 | 19 |
| Beauty (11/52) | 175.00 | 125.00 | 22 |
| Big Time (1/55) | 526.00 | 526.00 | 1 |
| Bright Lights (5/51) | 95.00 | 75.00 | 4 |
| Bright Spot (11/51) | 95.00 | 95.00 | 3 |
| Coney Island (9/51) | 95.00 | 54.50 | 6 |
| Dude Ranch (9/51) | 265.00 | 170.00 | 21 |
| Frolic (10/52) | 160.00 | 95.00 | 7 |
| Gayety | 495.00 | 379.50 | 7 |
| Hi-Fi (6/54) | 300.00 | 195.00 | 18 |
| Ice Frolics (1/54) | 250.00 | 195.00 | 15 |
| Palm Beach (7/52) | 100.00 | 75.00 | 9 |
| Palm Springs (11/52) | 250.00 | 205.00 | 18 |
| Spot Lite (1/52) | 75.00 | 45.00 | 15 |
| Surf Club (3/54) | 300.00 | 220.00 | 19 |
| Varieties | 450.00 | 415.00 | 10 |
| Yacht Club | 110.00 | 75.00 | 16 |
| **CHICAGO COIN** | | | |
| Basketball Champ (3/47) | 195.00 | 195.00 | 5 |
| Tahiti (10/49) | 175.00 | 115.00 | 7 |
| **EVANS** | | | |
| Saddle & Turf, Club Model (10/53) | 275.00 | 275.00 | 2 |
| Saddle & Turf (10/53) | 295.00 | 295.00 | 2 |
| **GENCO** | | | |
| Basketball, 2 player | 275.00 | 275.00 | 2 |
| 400 (10/53) | 75.00 | 45.00 | 5 |
| Floating Power | 49.50 | 49.50 | 2 |
| Golden Nugget (2/53) | 95.00 | 34.50 | 6 |
| Harvest Time | 20.00 | 20.00 | 1 |
| South Pacific | 20.00 | 20.00 | 1 |
| Wild West | 470.00 | 395.00 | 7 |
| **GOTTLIEB** | | | |
| Chinatown (10/52) | 125.00 | 75.00 | 5 |
| College Daze | 49.50 | 49.50 | 2 |
| Coronation | 99.50 | 90.00 | 6 |
| Daisy Mae (7/54) | 180.00 | 180.00 | 3 |
| Diamond Lil (12/54) | 210.00 | 195.00 | 5 |
| Dragonette | 180.00 | 180.00 | 4 |
| Duette Deluxe | 265.00 | 263.00 | 2 |
| Flying High (2/53) | 150.00 | 150.00 | 2 |
| Four Belles | 190.00 | 190.00 | 3 |
| Gold Star (3/54) | 195.00 | 190.00 | 4 |
| Grand Slam (4/53) | 140.00 | 140.00 | 2 |
| Green Pastures (1/54) | 195.00 | 135.00 | 5 |
| Guys & Dolls (5/53) | 150.00 | 75.00 | 11 |
| Hawaiian Beauty (4/54) | 160.00 | 140.00 | 5 |
| Joker | 49.50 | 49.50 | 1 |
| Jockey Club (5/54) | 165.00 | 145.00 | 7 |
| Just 21 | 25.00 | 25.00 | 4 |
| King Arthur | 49.50 | 49.50 | 2 |
| Knockout (1/51) | 49.50 | 24.50 | 3 |
| Lady Luck (9/54) | 190.00 | 185.00 | 4 |
| Lovely Lucy (2/54) | 175.00 | 135.00 | 9 |
| Marble Queen | 115.00 | 115.00 | 4 |
| Pinwheel (1153) | 175.00 | 125.00 | 8 |
| Quartet (3/54) | 120.00 | 120.00 | 2 |
| Queen of Hearts (12/52) | 135.00 | 70.00 | 7 |
| Quintet | 75.00 | 75.00 | 2 |
| Rose Bowl | 65.00 | 40.00 | 6 |
| Shindig (10/53) | 150.00 | 130.00 | 6 |
| Skill Pool (8/52) | 80.00 | 50.00 | 3 |
| Slugging Champ (4/53) | 250.00 | 235.00 | 5 |
| Stage Coach | 195.00 | 185.00 | 3 |
| Super Jumbo (10/54) | 335.00 | 335.00 | 1 |
| Twin Bill (1/55) | 210.00 | 210.00 | 4 |
| **UNITED** | | | |
| ABC (3/53) | 50.00 | 50.00 | 2 |
| Cabana (3/53) | 165.00 | 90.00 | 9 |
| Havana (2/54) | 195.00 | 125.00 | 5 |
| Hawaii (6/54) | 175.00 | 175.00 | 3 |
| Leader (10/51) | 65.00 | 45.00 | 2 |
| Manhattan | 395.00 | 395.00 | 1 |
| Nevada (8/54) | 295.00 | 195.00 | 15 |
| Rio (11/53) | 185.00 | 125.00 | 8 |
| Stars (6/52) | 85.00 | 65.00 | 4 |
| Tropicana (1/55) | 360.00 | 300.00 | 7 |
| Tropics (7/53) | 175.00 | 125.00 | 7 |
| Zingo (10/51) | 65.00 | 65.00 | 1 |
| **WILLIAMS** | | | |
| All Star Baseball | 155.00 | 155.00 | 2 |
| Arcade | 30.00 | 30.00 | 1 |
| Army & Navy | 120.00 | 50.00 | 9 |
| Big Ben (9/54) | 140.00 | 140.00 | 1 |
| Cinderella | 49.50 | 49.50 | 2 |
| C. O. D. | 65.00 | 65.00 | 1 |
| Colors (54) | 175.00 | 175.00 | 2 |
| Daffy Derby | 20.00 | 20.00 | 1 |
| Deluxe Baseball | 195.00 | 195.00 | 2 |
| Dealer | 140.00 | 75.00 | 5 |
| Eight Ball | 44.50 | 44.50 | 1 |
| Four Corners | 89.50 | 75.00 | 7 |
| Georgia | 25.00 | 25.00 | 1 |
| Grand Champion | 125.00 | 125.00 | 2 |
| Gun Club | 80.00 | 80.00 | 1 |
| Hayburner (6/51) | 99.50 | 99.50 | 2 |
| Jalopy (8/51) | 95.00 | 95.00 | 3 |
| Lazy Q (2/54) | 135.00 | 75.00 | 5 |
| Long Beach | 50.00 | 39.50 | 2 |
| Major League Baseball (54) | 325.00 | 325.00 | 1 |
| Mermaid (6/51) | 65.00 | 65.00 | 4 |
| Nine Sisters | 140.00 | 80.00 | 4 |
| Palisade | 85.00 | 85.00 | 2 |
| Quarterback (10/49) | 75.00 | 75.00 | 2 |
| Samba | 49.50 | 49.50 | 2 |
| Saratoga | 49.50 | 49.50 | 6 |
| Screamo | 145.00 | 115.00 | 6 |
| Singapore | 325.00 | 325.00 | 7 |
| Sky Way (9/54) | 225.00 | 165.00 | 3 |
| Slugfest | 40.00 | 40.00 | 1 |
| Star Pool | 210.00 | 175.00 | 3 |
| Struggle Buggie (12/53) | 125.00 | 50.00 | 7 |
| Summertime | 49.50 | 49.50 | 2 |
| Super World Series (4/51) | 99.50 | 59.50 | 5 |
| Thunderbird (54) | 175.00 | 150.00 | 2 |
| Times Square | 89.50 | 45.00 | 2 |
| Twenty Grand (12/52) | 95.00 | 40.00 | 3 |
| **MANUFACTURERS NOT LISTED** | | | |
| Basketball | 25.00 | 25.00 | 1 |
| Circus | 85.00 | 85.00 | 1 |
| Mystic Marvel | 145.00 | 145.00 | 4 |
| Olympics | 49.50 | 49.50 | 1 |
| Three-of-a-Kind | 18.00 | 18.00 | 4 |
| World Series Baseball | 59.50 | 59.50 | 1 |

## ARCADE EQUIPMENT

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| ABT Challenger (5/46) | $ 20.00 | $ 20.00 | 4 |
| Advance Shockers | 15.00 | 15.00 | 4 |
| All American Baseball | 85.00 | 85.00 | 1 |
| Anti-Aircraft | 99.50 | 99.50 | 2 |
| Auto Photo | 1850.00 | 1850.00 | 4 |
| Baseball (Scientific) | 79.50 | 79.50 | 2 |
| Bat-A-Ball Jr. | 35.00 | 35.00 | 2 |
| Bat-A-Score (Evans) (8/48) | 175.00 | 165.00 | 6 |
| Bat-A-Score (Senior) (8/48) | 65.00 | 65.00 | 4 |
| Best Hand | 15.00 | 15.00 | 4 |
| Big Broncho (1/51) | 375.00 | 295.00 | 2 |
| Big Inning (Bally) (47) | 125.00 | 95.00 | 6 |
| Big Top (Genco) (6/54) | 395.00 | 375.00 | 6 |
| Bingo Roll | 65.00 | 65.00 | 4 |
| Bonus Gun (United) | 395.00 | 395.00 | 1 |
| Bonus Deluxe (United) | 395.00 | 345.00 | 6 |
| Carnival Gun (United) (10/54) | 350.00 | 275.00 | 7 |
| Champion Hockey | 85.00 | 85.00 | 4 |
| Chicken Sam (Seeburg) | 95.00 | 95.00 | 4 |
| Coon Hunt (Seeburg) (2/54) | 225.00 | 150.00 | 10 |
| Dale Gun (Exhibit) | 89.50 | 35.00 | 11 |
| Derby (Exhibit) | 10.00 | 10.00 | 3 |
| Derby, 4 player (Chicago Coin) (3/52) | 195.00 | 135.00 | 4 |
| Drivemobile (Mutoscope) | 165.00 | 165.00 | 2 |
| Electric Skill Gun (ABT) | 20.00 | 20.00 | 4 |
| Flash Hockey (Coinex) (9/46) | 75.00 | 75.00 | 2 |
| Flying Saucer (Mutoscope) (6/50) | 149.50 | 95.00 | 6 |
| Goalee (Chicago Coin) (1/46) | 99.50 | 40.00 | 8 |
| Gun Patrol (Exhibit) (5/51) | 145.00 | 70.00 | 4 |
| Gypsy Fortune Teller | 10.00 | 10.00 | 4 |
| Heavy Hitter | 40.00 | 40.00 | 4 |
| Hi-Ball (Exhibit) (2/38) | 75.00 | 75.00 | 4 |
| Hockey (Chicago Coin) | 75.00 | 75.00 | 4 |
| Home Run, 6 player (Chicago Coin) (3/54) | 250.00 | 165.00 | 6 |
| Jack Rabbit | 95.00 | 75.00 | 3 |
| Jet Fighter (Williams) | 125.00 | 125.00 | 1 |
| Jet Gun (Exhibit) (12/51) | 125.00 | 100.00 | 4 |
| Jumping Jack (Genco) (11/52) | 85.00 | 85.00 | 2 |
| Jungle Gun (United) | 295.00 | 215.00 | 2 |
| K. O. Fighter | 195.00 | 195.00 | 1 |
| Lite League (2/46) | 75.00 | 75.00 | 4 |
| Little Whip | 375.00 | 375.00 | 2 |
| Mercury Counter Gripper | 20.00 | 20.00 | 4 |
| Metal Typer (Standard) | 250.00 | 250.00 | 3 |
| Midget Movies | 145.00 | 135.00 | 6 |
| Mills Scales | 50.00 | 50.00 | 4 |
| Palomino Kiddy Horse | 165.00 | 165.00 | 1 |
| Panoram | 395.00 | 395.00 | 1 |
| Pennant Baseball (Williams) | 165.00 | 100.00 | 3 |
| Periscope | 95.00 | 95.00 | 4 |
| Photomatic Deluxe (2/36) | 365.00 | 365.00 | 4 |
| Photomatic (Mutoscope) (1/50) | 445.00 late | 445.00 late | 2 |
| Pikes Peak | 29.50 | 15.00 | 7 |
| Pistol Target Skill | 15.00 | 15.00 | 4 |
| Pitch'm & Bat'm (Scientific) | 185.00 | 175.00 | 5 |
| Pistol Pete (Chicago Coin) | 99.50 | 35.00 | 3 |
| Polar Hunt (Williams) | 145.00 | 145.00 | 1 |
| Pop Up | 15.00 | 15.00 | 1 |
| Quizzer | 95.00 | 95.00 | 4 |
| Race the Clock (Williams) | 365.00 | 265.00 | 3 |
| Rifle Gallery (Genco) (6/54) | 275.00 | 155.00 | 18 |
| Rock-Ola Scales | 50.00 | 50.00 | 4 |
| Rocket Ship | 325.00 | 325.00 | 1 |
| Royal Mustang Horse | 375.00 | 375.00 | 2 |
| Safari (Williams) | 425.00 | 350.00 | 8 |
| Scientific Boat | 325.00 | 325.00 | 2 |
| Set Shot Basketball (6/52) | 345.00 | 325.00 | 3 |
| Shoot the Bear (Seeburg) | 150.00 | 95.00 | 10 |
| Shooting Gallery, 500 (Exhibit) | 365.00 | 355.00 | 4 |
| Shooting Gallery (Exhibit) (6/14) | 225.00 | 125.00 | 11 |
| Silent Salesman Card Vendor (3/52) | 35.00 | 35.00 | 2 |
| Silver Bullets (Exhibit) | 95.00 | 40.00 | 6 |
| Silver Gloves (Mutoscope) | 195.00 | 195.00 | 5 |
| Six Shooter (Exhibit) | 110.00 | 65.00 | 10 |
| Skee Ball (Wurlitzer) 8/36) | 150.00 | 150.00 | 4 |
| Skill Gun (ABT) | 20.00 | 20.00 | 4 |
| Ski Roll (Evans) | 95.00 | 95.00 | 4 |
| S. K. Grip Vue | 20.00 | 20.00 | 4 |
| Sky Gunner (Genco) (9/53) | 145.00 | 75.00 | 8 |
| Sky Fighter (Mutoscope) | 125.00 | 125.00 | 3 |
| Smiley | 10.00 | 10.00 | 4 |
| Space Ship | 325.00 | 325.00 | 4 |
| Space Ranger (Deco) | 325.00 | 325.00 | 2 |
| Spark Plug (10/51) | 95.00 | 75.00 | 5 |
| Sportland (Exhibit) (11/54) | 275.00 | 225.00 | 16 |
| Sportsman (Keeney) (11/54) | 249.50 | 249.50 | 4 |
| Star Series (Williams) (4/49) | 89.50 | 79.50 | 3 |
| Star Shooting Gallery (Exhibit) | 250.00 | 225.00 | 2 |
| Steeple Chase | 75.00 | 75.00 | 4 |
| Super Home Run (Chicago Coin) | 275.00 | 275.00 | 2 |
| Super Jet (Chicago Coin) (4/53) | 325.00 | 295.00 | 5 |
| Swamies | 12.00 | 9.00 | 4 |
| Target Skill Gun (ABT) | 20.00 | 20.00 | 4 |
| Telequiz (1/49) | 115.00 | 110.00 | 2 |
| Ten Strike (Evans) (46) | 85.00 | 65.00 | 4 |
| Texas League Baseball | 65.00 | 65.00 | 3 |
| 3-D Art Parade (Mutoscope) | 245.00 | 245.00 | 1 |
| 3-D Theater (12/53) | 199.50 | 199.50 | 2 |
| Three-Way Gripper (Gottlieb) | 20.00 | 20.00 | 4 |
| Undersea Raider (2/46) | 125.00 | 125.00 | 1 |
| Voice-o-Graph (Mutoscope) (4/46) | 495.00 | 495.00 | 2 |
| Watling Scales | 95.00 | 95.00 | 4 |
| Western Baseball | 75.00 | 75.00 | 2 |
| Wizzard Fortune Teller | 15.00 | 15.00 | 4 |
| Wizzard Whiz | 20.00 | 20.00 | 3 |
| You Shoot | 295.00 | 295.00 | 1 |
| Zipper Skill | 190.00 | 190.00 | 1 |

## MUSIC MACHINES

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| **AMI** | | | |
| Model A (46) | $125.00 | $ 75.00 | 15 |
| Model B (48) | 175.00 | 129.00 | 12 |
| Model C (50) | 200.00 | 149.50 | 14 |
| Model D-40 (51) | 325.00 | 199.50 | 15 |
| Model D-80 (51) | 425.00 | 339.00 | 11 |
| Model E-40 | 435.00 | 435.00 | 1 |
| Model E-80 | 565.00 | 465.00 | 2 |
| Model E-120 (53) | 575.00 | 475.00 | 9 |
| **ROCK-OLA** | | | |
| Comet 1438 (54) | 625.00 | 549.00 | 11 |
| 1422 | 50.00 | 50.00 | 1 |
| 1426 | 65.00 | 65.00 | 1 |
| 1428 (48) | 119.00 | 99.00 | 5 |
| 1432 | 195.00 | 195.00 | 1 |
| 1434 (52) | 275.00 | 275.00 | 2 |
| 1436 A-Fireball | 375.00 | 375.00 | 1 |
| 1436 (52) | 375.00 | 300.00 | 9 |
| 1436 (53) | 375.00 | 300.00 | 9 |
| Hi-Fi (55) | 725.00 | 725.00 | 4 |
| **SEEBURG** | | | |
| 46 (46) | 75.00 | 75.00 | 4 |
| 146 (46) | 50.00 | 29.50 | 2 |
| H-146 Hideaway | 50.00 | 50.00 | 4 |
| 47 (47) | 75.00 | 75.00 | 4 |
| 147 | 50.00 | 49.50 | 2 |
| H-147 Hideaway | 65.00 | 65.00 | 4 |
| 148 | 75.00 | 75.00 | 1 |
| 148 ML | 129.00 | 99.00 | 4 |
| H-148 Hideaway | 75.00 | 75.00 | 4 |
| HM-100-A Hideaway | 275.00 | 275.00 | 4 |
| M-100-A (78 RPM) (50) | 375.00 | 240.00 | 24 |
| M-100-B (50) | 565.00 | 485.00 | 21 |
| M-100-BL (51) | 575.00 | 525.00 | 2 |
| M-100-C (52) | 665.00 | 560.00 | 4 |
| M-100-W | 795.00 | 795.00 | 2 |
| HF-100-G | 825.00 | 720.00 | 5 |
| Seeburg Sicum 200 Sel | 350.00 | 350.00 | 1 |
| **WURLITZER** | | | |
| 1015 (46) | 75.00 | 39.50 | 4 |
| 1100 (48) | 125.00 | 99.00 | 8 |
| 1217 Hideaway | 149.00 | 149.00 | 1 |
| 1250 (50) | 179.00 | 174.50 | 3 |
| 1400 (50) | 350.00 | 325.00 | 5 |
| 1450 (50) | 350.00 | 325.00 | 5 |
| 1500 (52) | 399.00 | 295.00 | 15 |
| 1500-A (52) | 395.00 | 395.00 | 1 |
| 1550-A (52) | 395.00 | 345.00 | 5 |
| 1550 (52) | 325.00 | 325.00 | 4 |
| 1600 | 325.00 | 325.00 | 2 |
| 1650 (53) | 450.00 | 395.00 | 6 |

## SHUFFLE GAMES

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| Ace Bowler (United) (5/54) | $325.00 | $275.00 | 14 |
| Advance Bowler (Chicago Coin) (5/53) | 215.00 | 150.00 | 11 |
| American Bank Shuffle | 395.00 | 395.00 | 3 |
| Arrow (Chicago Coin) | 495.00 | 495.00 | 1 |
| Banner Shuffle Alley (United) (8/54) | 345.00 | 310.00 | 15 |
| Bikini (Keeney) | 295.00 | 275.00 | 4 |
| Bonus Bowler (Keeney) | 195.00 | 195.00 | 4 |
| Carnival Bowler (Keeney) (5/53) | 115.00 | 110.00 | 4 |
| Carnival Deluxe (United) (10/54) | 325.00 | 295.00 | 9 |
| Cascade Shuffle Alley (6 player) (United) (2/53) | 140.00 | 90.00 | 16 |
| Century (Keeney) | 310.00 | 310.00 | 3 |
| Chief Shuffle Alley (United) (11/53) | 275.00 | 235.00 | 16 |
| Classic Shuffle Alley, 6 player (United) (6/53) | 145.00 | 125.00 | 8 |
| Clipper (United) | 445.00 | 445.00 | 4 |
| Clipper Deluxe | 445.00 | 425.00 | 4 |
| Clover Shuffle Alley, 6 player (United) (1/53) | 125.00 | 85.00 | 7 |
| Club 10 Player (Keeney) | 95.00 | 95.00 | 4 |
| Comet (United) | 375.00 | 325.00 | 4 |
| Comet Deluxe | 365.00 | 345.00 | 6 |
| Criss-Cross Bowler (Chicago Coin) (12/53) | 295.00 | 250.00 | 3 |
| Criss-Cross Targette Deluxe | 215.00 | 200.00 | 3 |
| Criss-Cross Target Regular | 235.00 | 235.00 | 4 |
| Crown Bowler (Chicago Coin) (4/53) | 225.00 | 95.00 | 5 |
| Diamond (Keeney) | 250.00 | 245.00 | 4 |
| Domino Bowler (Keeney) | 165.00 | 95.00 | 12 |
| Double Score Bowler (Chicago Coin) (3/53) | 100.00 | 100.00 | 6 |
| Feature Frame (Chicago Coin) | 315.00 | 250.00 | 4 |
| Five Player Shuffle Alley (United) (1/51) | 40.00 | 40.00 | 4 |
| Fireball (Chicago Coin) | 395.00 | 395.00 | 1 |
| Flash Bowler (Chicago Coin) | 365.00 | 350.00 | 8 |
| Genco, 8 player (9/51) | 65.00 | 65.00 | 4 |
| Gold Medal (Bally) | 465.00 | 450.00 | 2 |
| Holiday Match Bowler (Chicago Coin) (9/54) | 445.00 | 425.00 | 4 |
| Imperial Shuffle Alley (United) (9/53) | 275.00 | 195.00 | 11 |
| Jet Bowler (Bally) | 400.00 | 375.00 | 5 |
| Keeney With Bottle Pins | 40.00 | 40.00 | 4 |
| King-Bowler (Chicago Coin) | 275.00 | 275.00 | 3 |
| League Bowler (Keeney) (8/50) | 40.00 | 40.00 | 4 |
| League Bowler (United) (1/54) | 295.00 | 245.00 | 8 |
| Leader Shuffle Alley (United) | 260.00 | 225.00 | 10 |
| Lightning Deluxe | 395.00 | 385.00 | 5 |
| Magic (Bally) | 475.00 | 400.00 | 5 |
| Mars (United) (1/55) | 395.00 | 395.00 | 1 |
| Mars Deluxe (United) | 410.00 | 345.00 | 8 |
| Match Bowler (Chicago Coin) (7/52) | 60.00 | 60.00 | 4 |
| Match Pool (Genco) (2/54) | 149.50 | 50.00 | 9 |
| Mercury (United) | 400.00 | 365.00 | 5 |
| Mercury Deluxe Shuffle Alley, 11th Frame (United) | 365.00 | 350.00 | 9 |
| Name Bowler (Chicago Coin) (1/54) | 90.00 | 85.00 | 2 |
| Official Shuffle Alley, 4 player (United) (5/52) | 75.00 | 75.00 | 4 |
| Olympic Shuffle Alley (6/53) | 140.00 | 110.00 | 14 |
| Pacemaker (Keeney) | 185.00 | 165.00 | 8 |
| Palisade (Keeney) | 435.00 | 435.00 | 1 |
| Rainbow Shuffle Alley (United) (8/54) | 300.00 | 295.00 | 2 |
| Royal Shuffle Alley (United) (9/53) | 200.00 | 160.00 | 14 |
| Shuffle Alley Deluxe, 6 player (United) (10/51) | 75.00 | 49.50 | 9 |
| Shuffle Alley, 6 player (Keeney) | 75.00 | 75.00 | 4 |
| Shuffle Alley Deluxe, 11th Frame (United) | 400.00 | 335.00 | 6 |
| Shuffle Pool (Genco) (11/53) | 99.50 | 35.00 | 9 |
| Six Player, 10th Frame (United) | 95.00 | 75.00 | 10 |
| Speedie (United) (8/54) | 345.00 | 300.00 | 4 |
| Special Bowler, 10th Frame (Chicago Coin) (12/52) | 90.00 | 85.00 | 4 |
| Star, 6 player (United) (7/52) | 60.00 | 55.00 | 6 |
| Star 10th Frame, 6 player (United) | 95.00 | 65.00 | 12 |
| Starlite Bowler (Chicago Coin) (5/54) | 325.00 | 225.00 | 11 |
| Super Frame Bowler (Chicago Coin) (3/54) | 325.00 | 225.00 | 17 |
| Super Match Bowler (Chicago Coin) (10/52) | 85.00 | 75.00 | 5 |
| Super Six Shuffle Alley (United) (3/52) | 55.00 | 55.00 | 1 |
| Targette (United) Deluxe (8/54) | 350.00 | 325.00 | 7 |
| Targette (United) | 350.00 | 300.00 | 4 |
| Team Bowler (United) (1/54) | 260.00 | 245.00 | 8 |
| Tenth Frame Bowler (Chicago Coin) | 75.00 | 75.00 | 1 |
| Triple Score Bowler (Chicago Coin) (6/53) | 125.00 | 125.00 | 4 |
| Triple Strike Bowler (Chicago Coin) | 435.00 | 435.00 | 4 |
| Thunderbolt (Chicago Coin) | 435.00 | 400.00 | 3 |

## VENDING MACHINES

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| Acorn 5c or 1c | $ 10.00 | $ 10.00 | 2 |
| Advance D 1c B/G | 6.45 | 6.45 | 4 |
| Advance Ball Gum | 4.95 | 4.95 | 3 |
| Advance No. 11 Mdse | 5.95 | 5.95 | 4 |
| Ajax 3 col. Hot Nut | 25.00 | 25.00 | 3 |
| Columbus 1c Bulk | 6.50 | 6.50 | 4 |
| DuGrenier (7 col.) | 45.00 | 45.00 | 4 |
| DuGrenier (9 col.) | 65.00 | 65.00 | 4 |
| DuGrenier (11 col.) | 85.00 | 85.00 | 4 |
| DuGrenier Tab Gum (4 col.) | 14.50 | 14.50 | 3 |
| DuGrenier Tab Gum (6 col.) | 17.50 | 17.50 | 3 |
| DuGrenier Model W (9 col.) | 95.00 | 82.50 | 4 |
| Eastern Electric C-8 | 145.00 | 145.00 | 1 |
| Electro (8 col.) | 125.00 | 125.00 | 4 |
| Exhibit Post Card | 15.00 | 15.00 | 4 |
| Keeney Electric (9 col.) | 135.00 | 135.00 | 4 |
| Master 1c & 5c Bulk | 6.95 | 6.95 | 4 |
| Master 1c Bulk | 6.50 | 6.50 | 4 |
| Master 5c Bulk | 6.50 | 6.50 | 4 |
| Mills Candy (5 col.) | 55.00 | 55.00 | 4 |
| Mills Tab Gum (6 col.) | 17.50 | 17.50 | 3 |
| National Candy (6 col.) | 65.00 | 65.00 | 2 |
| National 918 | 115.00 | 115.00 | 3 |
| National 930 | 95.00 | 95.00 | 4 |
| National 950 | 115.00 | 110.00 | 5 |
| Northwestern 39, 1c | 7.95 | 7.50 | 7 |
| Northwestern 33, Ball Gum | 7.50 | 6.50 | 7 |
| Northwestern Deluxe, 1c & 5c | 12.00 | 12.00 | 4 |
| Northwestern 49, 1c | 12.50 | 12.50 | 3 |
| Northwestern Dual | 19.50 | 19.50 | 1 |
| Northwestern 10 col. Tab Gum | 19.50 | 19.50 | 2 |
| 103-col. Shipman Stamp Vendor | 23.50 | 23.50 | 4 |
| PX (10 col.) | 115.00 | 115.00 | 4 |
| PX Electric | 85.00 | 85.00 | 4 |
| Rowe (10 col.) | 65.00 | 45.00 | 4 |
| Rowe Candy (5 col.) | 55.00 | 55.00 | 4 |
| Rowe Candy Merchant (7 col.) | 165.00 | 165.00 | 4 |
| Rowe Crusader (8 col.) | 150.00 | 150.00 | 4 |
| Rowe Crusader (10 col.) | 160.00 | 160.00 | 4 |
| Rowe Diplomat Electric (8 col.) | 160.00 | 145.00 | 3 |

(Continued on page 90)

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## Price Index

• *Continued from page 89*

| | HIGH | LOW | Times Adv't'd |
|---|---|---|---|
| Rowe Imperial (8 col.)..... | 90.00 | 90.00 | 4 |
| Rowe Imperial (6 col.)..... | 85.00 | 85.00 | 4 |
| Rowe President (8 col.)..... | 135.00 | 135.00 | 4 |
| Shipman Stamp.... | 23.50 | 23.50 | 1 |
| Silver King..... | 8.50 | 8.50 | 1 |
| Silver King, 1c..... | 8.50 | 8.50 | 3 |
| Silver King, 1c Ball Gum.... | 7.45 | 7.45 | 4 |
| Silver King 1c Mdse..... | 7.45 | 7.45 | 4 |
| Silver King, 5c..... | 8.50 | 7.45 | 7 |
| Silver King Hot Nut..... | 9.50 | 9.50 | 3 |
| Stoner Candy (6 col.)..... | 135.00 | 135.00 | 4 |
| Topper-HMS 1c & 5c | 11.50 | 11.50 | 1 |
| Uneeda (8 col.).... | 35.00 | 35.00 | 4 |
| Uneeda (9 col.).... | 45.00 | 45.00 | 4 |
| Uneeda (15 col.)... | 65.00 | 65.00 | 4 |
| Uneeda Model A... | 92.50 | 92.50 | 4 |
| Uneeda Candy (6 col.)..... | 65.00 | 65.00 | 4 |
| Uneeda Model E (6 col.)..... | 75.00 | 75.00 | 4 |
| Uneeda Model E (8 col.)..... | 80.00 | 80.00 | 4 |
| Uneeda Model 500 (9 col.)..... | 100.00 | 100.00 | 4 |
| U-Select-It ..... | 42.50 | 52.50 | 4 |
| Victor Model V, 1c Cabinet..... | 9.50 | 9.50 | 3 |
| Victor Model V, B/G Wheel..... | 8.50 | 8.50 | 3 |
| Victor 1c Baby Grand | 8.50 | 8.50 | 2 |

## Form Group

• *Continued from page 88*

this revitalization move," continued Rechtshafer, "we're moving headquarters of our State organization, MOC, temporarily, from 302 State Street, New London, to 128 Kent Street, Hartford, where both flood-hit operators and those in the trade who would like to help out can work in a more central location.

"The industry will not let these poor fellows down," contended Tolisano. "We're pledging our every effort to get them back into operating shape."

Rechtshafer said that "business in other parts of the State isn't exactly booming at this time. Certainly, the effects of the flood have cut down in spending on the part of the public, and perhaps when we've got the entire industry functioning at top speed again, why we'll see coin machines and games booming as in the old days."

Both Rechtshafer and Tolisano emphasized that business is not in the doldrums, "but hitting closer to normal than at any previous time of the present year."

## Texas Locations Face Tax Charges

SAN ANTONIO, Sept. 10.—Owners of 10 local establishments using unlicensed coin-operated machines faced charges here this week in Corporation Court.

Charges specifying failure to obtain and display city tax receipts were filed by A. W. Duke, an inspector for the city tax collector's office.

Phonographs, pinball games, bowling games and other amusement devices were listed among unlicensed equipment.

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# COINMEN YOU KNOW

## Chicago

By KEN KNAUF

**COIN BUSINESS IN FLURRY.** The Windy City amusement game industry was a maze of activity last week with new games rolling off production lines at most of the manufacturing plants, and distributors booking big orders following the summer's relative quiet.

**Joe Schwartz,** National Coin Machine Exchange, reports the Gottlieb five-ball Tournament a solid seller. **Sheldon Spira** and **Ronny Schwartz** were on the road for National last week, with **Mort Levinson** keeping track of things on the home front. . . . **Joe Kline** and **Sam Kolber** were busy with First Coin Machine Exchange pool game and shuffle game shipments, while **Wally Finke** is soaking up the Miami sunshine. Visitors at First recently included **Bob Kellar,** Rockford, Ill.; **Ray Martin,** Omro, Wis.; **Dale Sauve** and **Tony Sanders,** Detroit; **Dick Savoie,** Gilman, Ill.; **Bob Shurts,** Champaign, Ill.; **Mel Burt,** Coal City, Ill., and **Lou Holbrook,** Huntington, Ind.

Empire Coin Machine Exchange's **Jack Burns** traveled Illinois during the week, visiting with as many ops as he could. **Gil Kitt, Joe Robbins** and **Jerry Bremner,** all on the job at Empire, report big sales on United's Pixie in-line game. . . . **Al Thoelke,** United Manufacturing Company road representative, greeted his father, **Ludwig Thoelke,** of Dinklage, Germany, who arrived by plane last week for a six-week visit. A pioneer operator in Germany, Ludwig Thoelke has just celebrated his 80th birthday. Visitors at United included **Dave Simon,** Dave Simon, Inc., New York, and **Angelo Delaport,** Rex Coin Machine Exchange, Syracuse. . . . **John Casola,** United traveling man, is en route to Corpus Christi, Tex., where he and **Leo Galinski** will conduct a service school on the new United Pixie game.

**Herb Perkins,** Purveyor Distributing Company, just returned from a tour of the South, including Miami. . . . **Jack Nelson,** Bally Manufacturing Company general sales manager, is looking forward to big bowling game sales, with four king-size pin units moving off the production lines. . . . **Avron Gensburg,** Genco Manufacturing & Sales Company, left for Baltimore over the weekend. **Ralph Sheffield** pointed out a new coin football game at the Genco plant.

**Art Weinand,** Williams Manufacturing Company, will be busy filling orders on two new games—a coin pool unit and a new five-ball, Smoke Signal, this week. . . . **Sam Lewis,** Exhibit Supply, is new president of the firm. . . . **Ted Rubenstein,** Marvel Manufacturing Corporation, expects shuffle game conversion business to increase in coming months. A new pool game is moving off the Marvel production lines at present.

## Boston

By CAMERON DEWAR

**AFTER THE STORM.** Operators and distributors in the area are all hard at work still trying to salvage what is left from the disaster that left many in a sorry plight. . . . **Irwin Margold,** sales chief of Trimount Automatic Sales Corporation, reports that his field men and plant help are working around the clock reconditioning equipment. More is expected when roads are fully opened and trucks can get thru.

**Ed Ravreby,** of World Fair & Associated Amusements, lost 12 to 15 pieces of kiddie ride equipment under five feet of water in Western Massachusetts and Connecticut. He was thankful no damage was done to the Arcades at the Farmers Market in Bloomfield, Conn., and Gloucester, Mass. **Ruth May Ravreby** and **Richard Mandell,** World Fair's sales manager, are engaged and plan to be married in the fall. . . . **Dick Mitchell,** of Dick's Records One Stop, and his wife had a fine time at the Salisbury Beach Frolics listening to the **McGuire Sisters.** They also went across the street and caught **Johnny Maddox** at the Bowery, too. . . . **Si Redd,** of Redd Distributors, reports interest high in Exhibit's latest game. Si says operators can't believe the game's potentialities until they see and play it. . . . **Bob Jones,** Redd's sales chief, was visiting operators in the Pittsfield section. . . . **Guy P. Giovani,** of Commonwealth Distributors, reports the biggest upsurge in demand for used equipment in years. Guy is hard at work trying to service as many operators as possible. . . . Many operators are busy trying to get equipment cleaned up before going back in business, haven't time for looking around the Hub. . . . A few who did get in this week were **Paul Woods,** of Framingham; **Mary Caruso,** of Fitchburg; **Al Robbins,** of Newton; **Pat D'Amico,** of Salem, and **Irving and Louis Taube,** of Manchester, N. H.

## Pittsburgh

By LEON M. LEFFINGWELL

**VICTORY VENDING AT COUNTY FAIR.** Victory Vending Company had its milk vending machines at the Allegheny County Free Fair at South Park, which drew nearly a million persons from September 1 thru Labor Day. . . . **Fred Vowinkel,** of Fred's Vending Service, reports the popularity of the Davey Crockett charm, brisk for a while, has started to taper off.

**Les Hardman's** Penny King Company office on the South Side is used principally for the assembly and sale of charms. The substantial brick building also has plenty of storage space. . . . Kwik-Kafe of Western Pennsylvania, Inc., now advertises itself as "The Original" firm of this name in the area, while Quick Coffee Corporation of Western Pennsylvania, handling Kwik-Kafe products, advertises itself as "Pittsburgh's only authorized distributor" of these products.

**Harry Dennis,** manager of Automatic Canteen Company, has just returned from a two weeks' vacation at Ocean City, N. J. Harry says fishing for blue fish and flounders was good. . . . Cadet **Richard C. Rosenzweig,** son of **E. Alfred Rosenzweig,** manager, Automatic Food & Refreshment Company, in Wilkinsburg, Pa., recently married **Cecelia Lincoff.** They are honeymooning in the Catskills.

## Los Angeles

By JOEL FRIEDMAN

**MINTHORNE PLANS BIG WEEK.** Minthorne Music will unveil the new Seeburg phonograph with a gala week-long open house party beginning Monday, September 19. Music operators thruout Southern California have been invited, in addition to a host of recording stars. . . **Ben Chemers,** business manager for the Los Angeles branch, California Music Merchants Association, returned from a brief vacation stay at Las Vegas with his wife and children.

There appears to be wide discussion among many music operators on the possibility of switching to 10-cent play in this area, especially so in view of the new machines due out shortly, all of which are expected to feature dime play... Orville and Melba Kindig were in visiting with Mary and Kay Salle at Bill Levenhagen's Record Bar.

*(Continued on page 91)*

# Smoke Signal New Williams 5-Ball Game

CHICAGO, Sept. 10.—Williams Manufacturing Company shipped to its distributors this week a new five-ball pinball game, Smoke Signal.

Main target of the game is a special "skill hole" in the center of the playfield. The player landing five balls in this hole earns a replay.

Landing a ball in the skill hole when the words "Smoke Signal" are lighted on the backglass scores five replays.

"Smoke Signal" is spelled out letter by letter by landing balls in the center hole or making playfield roll-overs. Lighting all the letters also earns a free play, and lights up the center hole for replays.

Set in a new de luxe cabinet, the game is equipped with ball flippers, operated by buttons, that shoot the ball back up the playfield for added scoring chances. Other features are ball-bumpers, and roll-over buttons and switches. The backglass is decorated with a Western scene. Smoke Signal is a single player game to be operated on nickel or dime play.

# See Boost in Shuffle Game Conversions

CHICAGO, Sept. 10.—An increase in the manufacturing, installation and sale of shuffle bowling game conversion units is expected this month along with the general increase in coin machine activity with the fall months.

Ted Rubenstein, Marvel Manufacturing Company head, said his firm had been filling orders on conversions thru the summer, but expects production of the units to reach a peak this fall.

Isador Edelman, Edelco Products, Detroit, while currently concentrating on manufacture of a new coin pool game, looks for resumption of quantity conversion unit production in the coming months. Edelman said that areas in the West will be especially receptive to conversions this fall.

# Dock Strike Hits Exports

NEW YORK, Sept. 10.—The booming coin machine export business was dealt a crippling blow Wednesday (7) when 14,000 members of the International Longshoremen's Union defied court restraints and struck. At press time, the strike continued.

Dock workers from Boston, the second most important Atlantic port for coin machines, walked off the job Friday (9), as did longshoremen from Norfolk, Va.

Virtually all coin export shipments to Europe and North Africa, and some to South America, have been halted. Suren D. Fesdjian, head of the Mondial Commercial Corporation, said that a large order to Casablanca is still waiting on the docks.

### Boxes Pile Up

New York juke box distributors, who have been shipping used music machines to Europe, are watching the crated boxes pile up in their warehouses.

While most South American shipments leave Miami and New Orleans, two ports not tied up by the strike, there is a substantial portion of Latin-American games and juke boxes which are shipped directly from here by East Coast distributors.

If the strike lasts as long as a week or two, its impact on the economy here will be terrific. Thousands of families earn their livelihood directly from the piers, and many more thousands depend on pier payrolls indirectly.

www.americanradiohistory.com

# New Supermarkets

## Opening in August

| City | Name of Store | Location |
|---|---|---|
| Aliquippa, Pa. | Sparkle | Crestmont Vlge. on Broadhead Rd. |
| Bastrop, La. | Jitney Jungle | 302 N. Washington St. |
| Bay Shore, N. Y. | Stop 'n' Shop | 195 E. Main St. |
| Boulder, Colo. | Clair's | 24th & Arapahoe |
| Bronx, N. Y. | Daitch | 235th & Osford Ave. |
| Buffalo | Loblaw | 1770 Hertel Ave. |
| Burlington, Ia. | Eagle's | 1300 N. Roosevelt |
| Charlottesville, Va. | Safeway | 853 W. Main St. |
| Chillicothe, O. | A & P | 130 E. 2d St. |
| Clifton, N. J. | Safeway | 1578 Main Ave. |
| Coventry, R. I. | Central | 760 Tiogue Ave. |
| Dallas | 7-Eleven | Forest Lane & Preston Rd. |
| Denver | Safeway | 2309 S. Federal Blvd. |
| De Soto, Mo. | Jones IGA Foodliner | Rt. H & Hiway 21 |
| Detroit | National Food | 2200 E. Eight Mile Rd. |
| Detroit | National | 2340 W. Grand Blvd. |
| Dumas, Tex. | Piggly Wiggly | E. First St. |
| Dyersville, Ia. | Rooney's Super Valu | |
| East Northport, N. Y. | Bohack | Pulaski Blvd. & Larkfield Rd. |
| Ecorse, Mich. | Kroger | 3931 W. Jefferson Ave. |
| Elmhurst, Queens, N. Y. | Bohack | 8420 Broadway |
| Ellensburg, Wash. | Gilmour's Super-Duper | E. 4th & Ruby Sts. |
| Evansville, Ind. | Economy | Barker Claremont Aves. |
| [illegible]nsville, Ind. | Kroger | 2100 Boonville Hiway |
| [illegible]ls Church, Va. | Food Town | Pimmit Hills |
| Hamilton, O. | Albers | 950 Main St. |
| Ithaca, N. Y. | Grand Union | 214 Elmira Rd. |
| Liberty, N. Y. | Victory | N. Main St. |
| Los Angeles | Safeway | 5610 York Blvd. |
| Louisville | Southside | 6629 Southside Dr. |
| Marion, O. | Town and Country IGA | Route 4 |
| McPherson, Kan. | Dillons | Euclid & Ash |
| Mill Valley, Calif. | Safeway | 555 Miller Ave. |
| Minneapolis | Klein | 4137 Bloomington Ave. |
| Muscatine, Ia. | Roundy's Shopping Center | 1413 Park Ave. |
| New Iberia, La. | National Food | 40 Arpent |
| Northampton, Pa. | A & P | Center St. |
| Okemos, Mich. | Keller's Value Way | 4663 Okemos Rd. |
| Olmstead Falls, O. | Kroger | 7070 Columbia Rd. |
| Ontario, Calif. | Alpha Beta | 430 N. Mountain Ave. |
| Phoenix, Ariz. | Safeway | 40th St. & E. Thomas Rd. |
| Queens, N. Y. | Dan's Supreme | 138-57 Queens Blvd. |
| Queens, N. Y. | Spinner's | 102-22 102d St. |
| Redwood City, Calif. | Lucky | 201 Arch St. |
| Royal Oak, Mich. | Big Bear | 515 Fourth St. |
| Rotterdam, N. Y. | Grand Union | 1300 Altamont Ave. |
| San Antonio | Eastwood Village Model | 611 S.W. White Rd. |
| Springfield, N. J. | Grand Union | Morris & Flemer Aves. |
| Sunland, Calif. | Shopping Bag | 8325 Foothill Blvd. |
| Sunnyslope, Ariz. | Safeway | 7th St. & Dunlap |
| Torrance, Calif. | Foods Company | 17500 Crenshaw Blvd. |
| Uhrichsville, O. | F. B. Maurer | |
| Walnut Ridge, Ala. | Piggly Wiggly | First & Elm Sts. |
| Waynesboro, Pa. | A & P | East Main St. & Enterprise Ave. |
| Wichita, Kan. | Farha Bros. | Kellogg & Popular |
| Wichita, Kan. | Kroger | 966 Parklane |
| Williamsville, N. Y. | A & P | 5641 Main St. |
| Worcester, Mass. | Ralph's Wonder | 95 Lincoln St. |

# COINMEN YOU KNOW

• *Continued from page 90*

## Milwaukee

By BENN OLLMAN

**RECORD SHIPMENTS HIT BY FLOODS.** Disk shipments delayed because of the recent floods in the eastern part of the country have hampered delivery of a few fast-breaking numbers. Hardest hit was Capitol Records with their Cheers version of "Black Denim Trousers," high on the list of operator favorites here. According to Capitol's **Bob Thompson,** the operator clamor for the number should be satisfied by the end of this week as shipments improve. Another of Bob Thompson's headaches is his problem of finding replacements for three employees all at one time. Needed are an office girl, a salesman trainee and a warehouseman.

**Sherwood (Woody) Johnson,** ace salesman for the United, Inc., Wurlitzer distributors, just back from a trip thru the northern part of Wisconsin and Michigan, reports that business was excellent and that several new customers were added to the growing list. Spending several days this week in the Milwaukee territory is **Reid Whipple,** Wurlitzer factory service engineer.

Over the Labor Day weekend a goodly number of local coinmen took off for the lake and resort areas of Wisconsin. **Fred Miller** and **Russell Symington,** route servicemen for the George Schroeder Company, came back with their limit of pike from a visit to Hayward, Wis., waters. . . . **Harry Jacobs Jr.,** the top golfer among the coinmen here, came close to copping the title at the recent Bluemound Country Club tourney. He made the sem-finals, thó, winding up with the last six contestants. Jacobs played a little more golf last week when he went up to Green Bay and joined coinman **Al Durand,** of Durand Sales, at the Oneida Country Club.

**Harry Kosiski,** Niagara Mich., has reportedly just disposed of his tavern business and is now spending all of his time on his coin routes. . . . **Ken Kulow's** father, **Carl,** who has been working with him for a

*(Continued on page 95)*

# Quarterback Genco's New Football Game

CHICAGO, Sept. 10.—Genco Quarterback, a new coin-operated football game with which the player "kicks" balls thru the air by pressing a button, was shipped to distributors this week by Genco Manufacturing & Sales Company.

Ping-pong size balls are delivered automatically to a tee in front of a golden-colored football kicker. The tee, with mounted ball, bobs and weaves in front of the player who presses a button on the outside of the cabinet to "kick" the ball at a target backdrop.

The main target is a "Rose Bowl" hole at high center of the target area. Kicking a ball in this hole scores 100 touchdowns. Other target sections score from three to 10 touchdowns, while landing a ball in special "super touchdown" pockets scores 20 to 100 touchdowns, depending on the down.

The game, played for a dime, is divided into two halfs, each consisting of four downs. Downs are recorded when the player kicks a ball into pockets marked "down" or into holes marked accordingly on the playfield.

Other playfield holes award player 10, 20 or 30-yard gains, advancing a lighted ball across a football field on the backglass. When the ball is advanced all the way across the field, five touchdowns are added to the player's score.

A replay is earned by the player making 400 or more touchdowns. A match number appears at the end of the game which the player has a chance to match with his score.

List price on the new game is $635. Ralph Sheffield, Genco director of sales, said that to his knowledge, this is the first time a coin-operated football game has been produced in which the ball is kicked thru the air. Previous football games were mainly of the two-player soccer type.

# EP's Aid 10c Play, Claims Oregon Op

COOS BAY, Ore., Sept. 10.—Dime play in this Marshfield suburban area is beginning to get under way.

N. H. Bush, head of Sunset Automatic Music Company, started the move several weeks ago, with conversions on a few of his better locations.

To convince the public that more profits for the operators means better musical selections for customers, Bush is filling his machines with 50 per cent EP's and 50 per cent current hits.

So far, Bush said, there has been little or no opposition to the move.

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# Ops, WAAF Pick 'Denim Trousers' as Sept. Hunch Tune

CHICAGO, Sept. 10.—Chicago operators and radio station WAAF this week selected the tune "Black Denim Trousers," by the Cheers, Capitol Records, as their "Hunch Tune" of the month.

Jim Mills, disk jockey heading "Juke Box Matinee" began plugging the record Monday (5), and juke box operators are expected to get their promotion rolling not later than next Monday.

The radio program represents a promotional tie-in between Recorded Music Service Association and WAAF. The station plugs the "Hunch Tunes" and the local music operators, and in return the operators use special title strips on their phonograph equipment calling attention to WAAF.

The tie-in was launched last May. Carl Green, head of Tower Music, is chairman of the RMSA committee.

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| BALLY PALM SPRINGS | 234 |
| BALLY HI FI | 234 |
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| UNITED CASCADE | 84 |
| UNITED CLOVER | 94 |
| GENCO SHUFFLE POOL | 89 |
| KEENEY CARNIVAL | 99 |
| CHICAGO COIN DOUBLE SCORE | 89 |
| CHICAGO COIN CROWN BOWLER | 99 |

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Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.
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**"CONVENTION in PRINT" ISSUE**

will reach more than 36,000 coinmen, and at a time when they are willing to spend millions of dollars to purchase new and used equipment, reshifting present equipment to new locations and in general readying their organizations for what promises to be a "better than average" Fall Selling Season.

•

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George Kelley

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# Midwest Ops to Follow East With 100% Dime Coffee

• Continued from page 88

facturers and retailers alike, and even more so to operators who carry a greater financial risk in event of spoilage."

With overhead, maintenance and labor costs higher than ever before in the operator's field, the firms asserted, "it's a losing proposition to try and hold coffee prices at 6, 7 and 8 cents.

The general consensus in the Midwest was the price of vending coffee will be universal at 10 cents from machines. It was pointed out that prices for coffee in restaurants and drugstores ranged from 10 to 15 cents per cup.

Jack Totten, vice-president of Industrial Venders, Inc., Hammond, Ind., stated:

"Ninety-nine per cent of our locations are 10-cent stops, and we have had no complaints from customers. It would be pretty hard on us if we sold 6, 7 or 8-cent cups.

"The 5-cent cup is definitely a thing of the past. We must meet the increasing costs of labor, maintenance and equipment, and it would be pretty hard if we charged 5 cents."

**Improves Stops**

Lynn Farber, president of Coffee Bar Service, Chicago, said:

"The 5-cent cup of coffee is only profitable where the volume is great, otherwise, it is a losing battle in the fight to even exist."

The 10-cent price for coffee, Farber stated, has been accepted here, and from his own experience has changed small outlet locations into far better stops.

Many operators revealed they would be more concerned over a sudden dip in wholesale prices. The public, they claimed, would clamour for a cut in the 10-cent cup, which would mean coin adjustments and promotion to increase sales.

According to Vend magazine statistics, 70 per cent of the maclamor for a cut in the 10-cent for coffee in 1954; 44 per cent 5 cents, and 22 per cent at 6, 7 and 8 cents. The coffee price range percentages, Vend pointed out, add up to more than 100 per cent because many of the reporting operators sold at different prices, depending upon the installation.

# Cig Tax Forces Tex. Ops to Up Regular Price

SAN ANTONIO, Sept. 10.—Texans are paying more for regular size cigarettes today.

The price hike is the result of the 1-cent tax levied by the last session of the Legislature, which has forced vending machine operators to up consumer prices from 3 to 5 cents.

Operators declared that because of previous increases in price and operating costs, which they had absorbed, the added boost in taxation made it impossible for them to hold to existing prices. There will be no increase in king-size packages.

**Price Situation**

Tommy Eakens, vice-president of the City Wide Vending Machine Company, said: "It will depend mostly on the location of the machine. Some will be operated on a straight 30-cents-a-pack basis.

"In others, regular size will cost 28 cents, while king-size packs will remain at 30 cents. In these instances where we sell at 28 cents, the cost of added labor to 'stuff' the packs with 2 cents change will be a factor in our going above

(Continued on page 95)

# S. C. College Studies Milk Vending Sales

CLEMSON, S. C., Sept. 10.—An extensive study to increase the sale of milk thru vending machines has been undertaken by the Clemson College Department of Agricultural Economics.

Started early this year, the initial phase of the study was made on four test locations of the Clemson College campus in an effort to determine customer preference for size of milk cartons and products, plus the effects of vending prices.

Additional location tests are being conducted at recreation areas, service stations, drive-in theaters, farmers' markets, textile plants, schools and office buildings.

# Victor Bows With New Unit

CHICAGO, Sept. 10.—Victor Vending Corporation has introduced a new model of its Baby Grand, the Five Star 1 Cent Display Vender, H. M. Schaef, president, announced.

The new protruding display front holds four filled capsules and three balls of 210 count ball gum. Capacity of the machine is five and one-half pounds of 210 count gum, and filled, the display tray holds 49 capsules.

The display panel and projecto view plastic front is easy to remove by taking off the top of the machine. The tray, according to Schaef, is not adaptable to other machines.

The unit sells for $54 in cases of four. It fits any floor stand, counter or wall bracket.

# IGA Vending Boost Sparks Mart Chains

By BILL MASLOWE

CHICAGO, Sept. 10. — Automatic vending of staple groceries, especially after regular hours, is a profitable answer for a grocer's round-the-clock, seven-day-a-week service to his customer—the public.

Thus W. Henry Longenbaker, director of store engineering of the Independent Grocers' Alliance of America, made this clear when he announced this week:

"We are incorporating batteries of automatic venders into the plans of new IGA stores to meet the increasing demands for food purchases during after-store hours and on holidays."

Several other chains have expressed interest in the multiple grocer vender development since IGA officials announced (The Billboard, September 3) their recommendations of installation of wide-selection food venders to their 6,000 members in the United States and Canada.

**Watchful, But Cautious**

National Tea Company is watching the development carefully, according to Val Bauman, general merchandising manager.

"Vending machines will not compete with regular grocers' business," Bauman observed, "but can, if successful, add to after-store-hour sales and over-all profits."

National Tea, he said, has not gone into any type of large type vending. Its only experience was with a beverage dispenser, and that unsuccessful.

Spokesmen for other chains, not wishing to be identified, admitted they were interested in after-store-hours automatic merchandising machines, but expressed doubt as to successful operation.

While cautious in remarks and observation, they admitted vending machines could provide a profitable service where lower volume would not support added sales personnel.

In recommending installation of venders in stores and incorporating

(Continued on page 95)

# Vender Boom Demands Geared to Bank Loans

CHICAGO, Sept. 10.—The automatic merchandising industry is on the threshold of a tremendous expansion period. Within 10 years sales will be about 3 per cent of total retail sales, compared with the slightly less than 1 per cent today, conservatively estimated at $1½ billion.

This was specifically pointed out in an article, "Automatic Merchandising—A Growth Industry," by William C. McConnell Jr., president of Automatic Merchandising Corporation, Medford, Mass., published in the National Association of Bank Loan Officers and Credit Men's Bulletin.

Automatic merchandising's 24-hour-a-day service is definitely the answer to providing the public with around the clock service of staple goods seven days a week at relatively low cost when compared to manual methods, McConnell asserted.

**Risks Good**

McConnell said there are some 2½ million vending machines on locations today. However, he pointed out that financing is a problem, and the support of local commercial banks is necessary to maintain the rate of growth of the past 10 years—more than 300 per cent.

He declared that if the special risk factors are properly accounted

(Continued on page 93)

# N. J. Milk Operators Set PR Drive; State Farm Group Support Sought

## Venders to Prepare Model Ordinance as Alternative to Anti-Vending Legislation

NEWARK, N. J., Sept. 10.—The New Jersey Automatic Merchandising Association—currently engaged in a torrid fight against anti-milk vending legislation—Thursday night (8) mapped plans to enlist the people on its side.

Some 20 dairymen and vending operators, gathered at the Douglass Hotel here, heard Norman Schiff, NJAMA counsel, outline plans for a public relations drive calculated to anticipate anti-vending ordinances and nip them in the bud rather than to wait for them to become realities and fight them thru the courts.

Schiff suggested that the operators enlist the aid of the Farm Bureau and Grange and the Rutgers University School of Agriculture in endorsing milk venders as an efficient method of increasing milk consumption and cutting down on the surplus.

**Reach Officials**

He pointed out that mayors and civic officials are normally fair-minded and reasonable people, but a lot of them are persuaded to push thru anti-vending ordinances because of local pressures.

These pressures, Schiff added, could be counter-balanced if the vending and milk ordinances are introduced.

New Jersey communities have been hitting milk vending on two major counts—the outright ban and the confiscatory license fee, in some cases as high as $100. On the first count, the vending forces have generally been able to have the prohibition reserved in appellate courts. The second is currently being thrashed out in the courts.

**Twilight Zones**

However, it is the twilight zones of legislation which have been causing a lot of trouble of late. Without banning the milk machines outright, or setting abnormally high license fees, communities have been

(Continued on page 94)

# Vended Fresh Fruit Clicks at Mich. Fair

## Op Reports $500 Daily Gross; Plans Broad Year-Round Expansion Program

DETROIT, Sept. 10.—For the third straight year more than 800,000 Wolverines attending the 10-day State Fair here were exposed to Michigan Fruitmatic Company's refrigerated, fresh fruit vending machines.

For a dime they had the choice of three selections—apples, pears and plums—according to Paul Roehm, president and operating manager of the Dearborn Company.

Daily gross from two machines, strategically placed at two high traffic locations, was about $225 each, and more than $60 per day from performers at the bandshell, Roehm said. Capacity of each unit is 200 pieces of fruit.

"Young adults purchased most fruit with teen-agers next," Roehm observed, pointing out, "the eye-appeal window display of the fruit attracted the attention of all groups."

**300 Per Cent Growth**

Fruitmatic's year around business is in high schools, colleges and YMCA's in Detroit and surrounding suburbs, Roehm explained, adding he intends to expand into parochial schools this year.

Since the organization of the company three years ago, it has had a growth of 300 per cent in equipment, and as yet has not explored many other outlets.

Fair locations, in addition to the bandshell, were at the main entrance of the Coliseum where featured entertainment was presented, and at the White Hall building, where cooking and baking contests were held, and home appliances exhibited.

Apples were by far the best sellers, with pears second. Machines had to be serviced five times daily, Roehm disclosed, with the sales peak between 5 p.m. and 8 p.m. The fruit, he said, was purchased from the fair concessionaire.

**Expansion Planned**

Currently the firm has venders in the University of Detroit, Wayne University, Henry Ford Junior College, six high schools, and two Y's.

Annual gross receipts from the colleges is between $2,000 and $4,000; from schools about $2,000, and the YMCA's around $2,500, Roehm stated. The machines in

(Continued on page 95)

# Await Approval Beatrice-Clark Candy Merger

CHICAGO, Sept. 10. — Beatrice Foods Company, one of the nation's largest producers of dairy foods, is entering the candy field thru a merger with D. L. Clark Company, Pittsburgh.

Acquisition of the candy firm, makers of the Clark bar and packaged candy lines sold in vending machines, awaits only the approval of Clark's stockholders expected later this month.

Announcement of the merger was made by William G. Karnes, president of Beatrice, and D. L. Clark Jr., chairman and president of the candy firm. Both companies' boards of directors have approved the deal.

**Stock Exchange**

If approved, Clark stockholders will receive 85,400 shares of Beatrice common stock in exchange for all assets of the candy firm. The ratio is 3.5 shares of Clark for one of Beatrice.

Clark and Karnes announced that no changes are contemplated in the current management, trade names, or marketing methods.

A pioneer of the nickel candy bars, the Clark Company was founded in 1886 by the late David L. Clark, and was the first to initiate shipment of corn sirup and chocolate in tank cars.

Five of the founder's sons are active in the firm's management and will remain with the company. They are, in addition to Clark Jr., Harold S., Charles T., Alan F. and J. Leonard.

# Lyon Preems 200-Cup Unit

NEW YORK, Sept. 10.—Lyon Industries, Inc., this week went into production on its Lyon 200, with first deliveries scheduled for October 3, according to Tom Rowan, Lyon executive.

The 200-cup capacity unit is single selection. List price is $495. Dimensions are 17 inches wide, 20 inches deep and 53 inches high.

Rowan said that the machine operates on the same principle as the Lyon 1400, with most parts interchangeable with the larger vender. He added that the entire unit can be stripped down to the refrigeration unit with a screwdriver.

Color selection in cabinets is in red, blue, green and gray. The vender has been location tested in New York and New Jersey. It is designed primarily for smaller locations which may have been marginal stops for larger machines.

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World's Largest Selection of Miniature Charms

GIVE TO DAMON RUNYON CANCER FUND

# Vend Demands Geared to Loans

• Continued from page 92

for in the consideration of each loan, there is every reason for commercial banks to have confidence in automatic merchandising, and should enjoy a profitable new outlet for loan funds.

"Automatic merchandising is primarily a capital equipment business requiring a relatively large initial capital outlay," he said.

Today management of the major industrial concerns recognize the economic advantages of automatic dispensers to supplement their food service, he wrote, adding, "and most plants have made robot salesmen available to workers."

"Automatic dispensing of products is a logical effort to meet the needs of an increasing population in the face of rising costs of the other methods of retailing," said McConnell.

In the planning stages, he stated, are completely automatic roadside stands as well as store fronts lined with vending machines to encourage self-service merchandising, and provide a profitable service for the public where ordinarily the lower volume would not support sales personnel.

"The balance sheets of most operating firms reveal an under capitalized position with a large percentage of total assets represented by machine purchases," he wrote.

Explaining, he said, the fixed assets is excellent because of the strong market for the sale of modern and used machines both in this country, Canada and Europe.

"Increasing demand for venders in conjunction with limited manufacturing facilities for their production will insure a good resale market for at least three or four more years," McConnell asserted.

Emphasizing his point, McConnell stressed that automatic merchandising is designed to provide a retail service in tens of thousands of locations where personal selling is either not practicable or profitable.

To date, he said, most of the products sold thru coin operated machines are of the type that can be immediately consumed, i.e. tobacco, food and beverage products.

Supporting McConnell's contentions is W. Henry Longenbaker, director of store engineering for the Independent Grocers' Alliance of America. Said Longenbacker:

"Automation selling is the answer to today's demands of the public for around-the-clock-services, seven-days-a-week. Besides being economic, it is a time-save training-wise of personnel, plus prompt service to the customer.

"IGA is incorporating wall installed batteries of venders in its new store plans that, in my opinion, will add profits, increase added service at low cost to customers."

From an entirely selfish viewpoint, the grocers must take this protective step, for their own interest as food venders, sponsored by outside enterprises, are deriving a substantial profit from automatic selling of dairy products, a move that has increased the sale of milk in after-store hours.

Referring to recent studies of companies—McConnell wrote:

"Average pretax profits for those reporting total annual sales of $250,000 to $1,000,000 range between 2 and 4 per cent. While the profit potential is not high, the diversification and mobility of the capital equipment are important factors in the relatively stable earnings of operating companies.

"In addition, it should be realized that since sales are on a strictly cash basis, and inventory turn-over is about 25 times per year, the requirements for working capital are relatively small as compared with most other retail businesses."

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| Master 1¢ Bulk Porc. | 6.50 |
| Master 5¢ Bulk Porc. | 6.50 |
| Master 1¢ & 5¢ Bulk Porc. | 6.95 |
| Columbus 1¢ Bulk | 6.50 |
| Silver King 1¢ B.G. or Mdse. | 7.45 |
| Silver King 5¢ | 7.45 |
| Exhibit Post Card (Metal) | 15.00 |
| Advance #D 1¢ B.G. | 6.45 |
| Advance #11 Mdse. | 5.95 |

MERCHANDISE & SUPPLIES

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| Pistachio Nuts, Jumbo Queen | $ .62 |
| Pistachio Nuts, Vendor's Mix | .57 |
| Pistachio Nuts, Sheik | .50 |
| Cashew Whole | .57 |
| Cashew Butts | .53 |
| Peanuts, Jumbo | .45 |
| Spanish | .36 |
| Mixed Nuts | .55 |
| Almonds, 480 ct., 5 lbs. | .85 |
| Tabby-Lets, 520 ct. | .30 |
| Rainbow Peanuts | .32 |
| Boston Baked Beans | .32 |
| Jelly Beans | .28 |
| Licorice Gems | .28 |
| Leaflets (similar to M & M), 550 ct. | .40 |
| Assorted Fruit Charms, 100 ct. | .42 |
| Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound | $ .28 |
| 100 ct. | .30 |
| Adams Gum, all flavors, 100 ct. | .50 |
| Wrigley's Gum, all flavors, 100 ct. | .50 |
| Beech-Nut, 100 ct. | .50 |
| Hershey's Chocolate, 200 ct. | 1.40 |

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Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
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## Lower Shipping Rates Pending ICC Action

FORT WAYNE, Ind., Sept. 10.—Coin-operated machine manufacturers can look forward to lower freight rates from North American Van Lines, Inc., provided the Interstate Commerce Commission approves its purchase of the Creston Transfer Company of Grand Rapids, Mich.

In making the announcement, James D. Edgett, North American president, said the rates would be effective on shipments between Chicago, Indiana, Missouri, Ohio, Michigan, Pennsylvania and New York.

North American already has been authorized to operate Creston pending final action by the ICC.

---

BOISE, Idaho, Sept. 10.—Idaho's tavern, restaurant and resort owners were reminded they must possess a $250 federal gambling tax stamp in order to offer cash or merchandise prizes in coin-operated pinball contests.

Announcement of the necessity of the federal tax stamp was made by Calvin E. Wright, district director, Bureau of Internal Revenue, following a widespread report of prizes being awarded in pinball contests.

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NEW! Red-Hot "Ball o' Fire" Bubble Gum!
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1¢ BALL GUM MACHINE, $12.50 each. $12.00 100 or more.
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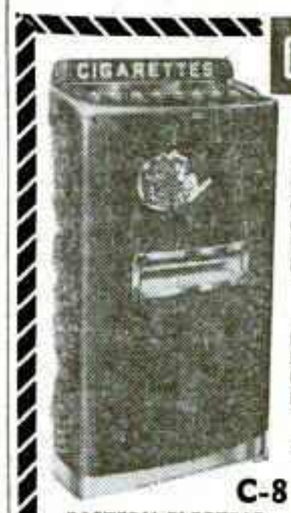

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| Imperial, 8 Cols., 240 Cap. | 90.00 |
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| Crusaders, 10 Cols., 400 Cap., Vends 25¢ & 30¢ | 160.00 |
| Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢ | 160.00 |
| DuGRENIER MODEL W, 9 COLS., 270 CAP. | 95.00 |

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| Model A, 8 Cols., 240 Cap. | $ 92.50 |
| Model E, 6 Cols., 180 Cap. | 75.00 |
| Uneeda Model E, 8 Cols., 240 Cap. | 80.00 |
| Model 500, 9 Cols., 350 Cap. | 100.00 |

CANDY MACHINES
U-Select-It, 74 Cap., Wall Model $ 52.50
Stoner Candy Pre-war, 160 Cap. 135.00
Rowe Candy Merchant with Changemaker, 7 Cols., 158 Cap. 165.00
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# N. Y. Dock Strike Holds Up Charms

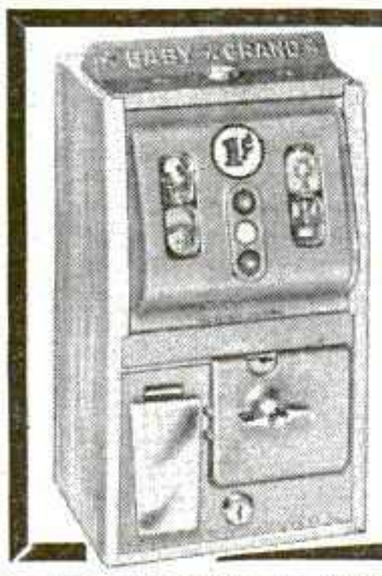
NEW YORK, Sept. 10.—Christy Del Mas, head of Charms Unlimited, Inc., said the current New York dock strike is holding up the initial shipment of Aladdin ring charms from Puerto Rico.

He added that as soon as the strike is over, the charms will be available thru Charms Unlimited's franchised distributors.

# Lowy Appointed Edolite Distrib

DETROIT, Sept. 10.—Dave Lowy, Dave Lowy & Company, New York, has been named distributor for Edolite Products, Inc., in New Jersey, Connecticut and New York.

Isidore Edelman, Edelco head, said Lowy would handle the new Edelco coin pool game in the appointed area.

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5701-13 W. Grand Avenue Chicago 39, Ill.


# N. J. Milk Ops Set PR Drive

• Continued from page 92

attempting to bar mechanical milk merchandisers by setting a limit on the number of licenses issued, by some weird applications of the building code, and by use of the zoning laws.

Another dodge is the personal property tax. In most instances, municipalities assess businesses and residences at a fraction of their market value and tax at the existing rate.

However, North Arlington and Irvington are attempting to assess outdoor milk vending machines at true value, while taxing the local grocery store at a fraction of value.

As part of the public relations drive, the NJAMA is currently preparing a model milk vending ordinance, which it hopes to have incorporated as part of the various regulatory ordinances governing the sale at all outlets.

The theory is that instead of merely protesting an anti-vending ordinance, if the local milk vender could come up with an alternative which would be fair to both the municipality and the operator, his chances of getting an even break would be enhanced.

Such an ordinance would set fees which would cover inspection and supervision costs, provide that the machines must pass board of health requirements and meet the same health and sanitary standards which govern the sale of milk in retail outlets.

**Equal Treatment**

Key to the ordinance would be that milk venders would be treated the same as grocery stores selling milk—no better and no worse.

As the milk driver unions are among the most local opponents of outdoor vending, a portion of the public relations effort will be directed at union officials.

The industry will attempt to convince the unionists that rather than creating a hardship on the drivers, milk vending will increase total consumption and may result in more jobs for union drivers. Many vending firms have direct drop shipment from dairies, and union drivers are used to take milk to locations.

The important points to be hammered home to the public will be that milk vending makes the product available at all hours, that it is chilled to the right temperature, and that it helps the nation's economy by cutting down on the surplus.

John Sharenow, NJAMA president, was chairman at the meeting. Ed Murach, the organization's executive director, spoke briefly.

Representing manufacturers at the meeting were George Kelly, the Vendo Company, and Pat Mahoney and Ruth Lassoff, the Rowe Corporation.

# Nathan Cohen Joins Bunte-Chase Candy

CHICAGO, Sept. 10.—Appointment of Nathan Cohen as assistant to the president of Bunte Brothers Chase Candy Company was announced this week.

Cohen formerly owned Candyland, Inc., Sioux City, Ia., which made marshmallows. He sold the firm to Kraft Foods Company in June, 1954.

Royal M. Ravenscroft, who was with Chase prior to the merger, has been named vice-president and secretary. Charles E. Stoffel has rejoined the firm as quality control manager.

William V. Smith has been appointed to the general accounting department and will also serve as assistant secretary. Lee Gorman, formerly with Chase, has joined the company's cost standards and methods department.


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| DuGrenier, 4 Col. | 14.50 |
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| Mills, 6 Col. | 17.50 |

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| Advance Ball Gum | $ 4.95 |
| Cash Trays | 2.95 |
| N.W. Model 39 | 7.50 |
| N.W. 33—Bulk or B/G | 7.50 |
| Master—1¢, New | 8.50 |
| Silver King Hot Nut | 9.50 |
| Zig Zag—New | 19.50 |
| Ajax 3 Col. Hot Nut | 25.00 |
| 2 Col. 5¢ Jewel Vendor | 7.50 |

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10 UNITS, 3 IN 1, HOT DRINK VENDING, Coffee, Chocolate, Tea. All located and operating. Will sell, reasonable. Box M-147, c/o Billboard, Cincinnati 22, O.

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FIRST CLASS AMP AND JUKE BOX MEchanic. Must know sound systems. Thoroughly experienced, steady work, best of pay. No floaters. Box M-143, c/o The Billboard, Cincinnati 22, O. se24

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THIS IS NEW—NO COMPETITION—TOP COMMISSION.

We have many successful satisfied customers which may be verified by anyone, including prospects. Company sets up full operation for purchasers. You only sell. For full information on our program, you must give your complete sales history.

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COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc8

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CIGARETTE MACHINES—DU GRENIER, 7 col. S, $45; 7 col. V, $50; 9 col. W, $55; Rowe Imperial, 6 col., $45; 8 col., $50; Uneedapak E, 6 col., $45; 8 and 9 col., $55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch-tfn

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TWIN CITY AMUSEMENT CO.
102 State Line, Texarkana, U. S. A.

KIDDIE RIDE ROUTE—NORTHERN NEW Jersey; 26 rides, all new and reconditioned, Box 1014, The Billboard, 1564 Broadway, N. Y.

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"Spare" sanitary napkin venders, DAV razor blade venders, 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-8, 4307 W. Lawrence Av., Chicago 30

SHIPMAN TRIPLEX STAMP MACHINES—Like new, $29.50. Duplex, $15. Folders, factory prices. Candy, peanut, gum and sanitary machines, U.S.P. 100 Grand Street, Waterbury 2, Conn. oc1

VENDING MACHINES, PARTS, ALL SUPplies, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. se24

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-np

WILL PAY CASH FOR BALL GUM AND capsule vending routes in New England. Write: Box M-146, c/o Billboard, Cincinnati 22, O. oc1


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NEW! Red-Hot "Ball o' Fire" Bubble Gum!
WILLIAM J. NEWMAN
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1. Clip your ad to this form.
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☐ Help Wanted
☐ Parts, Supplies & Services
☐ Positions Wanted
☐ Routes For Sale
☐ Used Coin-Operated Equipment
☐ Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

☐ Regular ☐ Display

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878

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## tol Sets Show Pk.-Sheraton

YORK, Sept. 10.—Capitol ors will exhibit its new line and the Panorama Septem- 24 at the board room of the eraton Hotel.

s to be exhibited are the Crockett Horse, the See-Saw e Virginia Reel. On hand eet operators will be Leo s, Sam Goldsmith and Al ow.


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GIVE TO DAMON RUNYON CANCER FUND

# COINMEN YOU KNOW

• Continued from page 91

total of 14 years, just returned from his summer vacation. Business has held up very nicely this summer, despite the heat, according to Ken. New girl in charge of the Avenue Arcade, says Ken, is **Betty Delaney.**

**Arnold (Sparrow) Dalleville,** serviceman for Ottowa Sales, Iron River, Mich., was recently blessed with the birth of a second son. Arnold is the fellow who always signs his letters: "Head of the Complaint Department." . . . According to Mercury Record's **Johnny O'Brien,** the label has another big operator hit with the new Rusty Draper etching of "Shifting, Whispering Sands." Draper was in town last weekend making a personal appearance. . . . **Jerry Lawler,** L. & L. Amusement Company, in the Hurley, Wis., area, reports this was one of the top summer seasons in his firm's history. L. & L. routeman **Howard Schlecht** and **Ben Lombardo** both add that the peak action received from the influx of tourists was spread evenly between music and games this year.

**Russell Daugherty,** who took over the Wisconsin Rapids based coin machine routes formerly operated by **Fritz Panter** about a year ago, has moved to a new location in the southern part of that city. He is using half of the building for his coin machine headquarters and is opening up a "merchandise mart" for sale of premium goods to operators in the rest of the store. . . . **Robert Kout,** just back after two years of Army service in Germany, has rejoined the roster of servicemen at the George Schroeder Company. . . . **Frankie Laine's** "Hawk-Eye" is making a big hit with the music operators, says Columbia Records **Bill Farr.** He adds that the last week in August saw his office rack up the year's biggest volume for a seven-day period. Columbia salesman **Al Andress** is home recuperating from a stay in a Green Bay, Wis., hospital. **Les Lerche,** Columbia's counterman, is filling in for him during his rest. . . . **M. L. (Shorty) Engstrom,** Racine music and game operator, spent a day in town here shopping for new equipment.

# IGA Boost Sparks Mart Chains

• Continued from page 92

them in new store plans, Longenbaker declared:

"Automatic vending in addition to offering 24-hour service, will build sales, increase profits and protect our store's interests against outside enterprises vending groceries.

"Vending machines are time savers. We can't possibly train sales personnel quickly enough to serve the public as properly as the robot salesman can. Labor costs are becoming a serious problem, not only wage-wise, but in the hiring and training of employees, plus longer store hours."

Longenbaker predicted the day is not too distant when vending machines will be built into an entire wall of the grocery store facing the parking lot for easy accessibility.

Directly behind the battery of venders, he said, would be a stockroom with a special attendant whose only duties would be to load the machines to assure adequate service during after-store hours.

Declaring the merchandising field is on the doorstep to an entirely new era of merchandising, Longenbaker said:

"Vending will revolutionize the food field. Today's trend definitely points to automation, and 'IGA's Outer Space Food Liner' (venders) is the answer to the public demand for service."

The IGA official, interested in Vari-Vend's new 12 and 36-selection food venders, presented a special demonstration of the latter at a meeting of 80 engineers representing the 75 IGA wholesalers.

Products handled by the machine included cartons of milk, eggs, protein bread, cottage cheese, frankfurters, fruits, coffee, baby foods and toothpaste. Items were priced from 1 cent to $2.19 with additional price ranges available.

Officials of Vari-Vend, Inc., located in Chicago, reported the venders are alternately produced at the rate of 25 a week at Manley, Inc., Kansas City, Mo., popcorn equipment manufacturer and popcorn processors.

List price on the 12-selection models is $1,495 f.o.b. factory, and $1,695 on the 36-selector unit, with quantity prices in lots of 1,000 or more for the latter $1,495 f.o.b. factory.

## Vended Fruit

• Continued from page 92

schools, he pointed out, are idle from the second week in June until September.

"We were unsuccessful in our attempt to vend fresh fruit in the Michigan Central depot and several business buildings because we were unable to secure proper locations," Roehm said.

"However, we are planning a broad expansion program that will include all travel terminals, industrial plants, municipal buildings and theaters."

### Low Spoilage

The dime price was picked arbitrarily, Roehm stated, explaining the company pays about an average wholesale price of 5 cents each for fruit. The summer selection also includes peaches in season, and features only apples, pears and oranges in the winter.

Little spoilage is reported, inasmuch as a temperature of 42 degrees is maintained, keeping the fruit crispy. The machines operate on 110 voltage, and are easily maintained. They load from the front by removing the display window, using a belt system with basket holders.

The company purchases its machines from the Fruit-O-Matic Company of Glendale, Calif. The price per unit, according to Roehm, is $947.

In addition to Roehm, there are two others in the corporation: John Meredith, manager of the Detroit Banna Company, is secretary-treasurer, and Hilburne Fulks, general sales manager, Standard Fruit and Steamship Company, New Orleans.

## Cig Tax Forces

• Continued from page 92

the 1 cent tax-caused increase."

Hugo Elmendorf, owner of the Cigarette Service Company, reiterated the stand made by Eakens on the rise of the cost of smokes to the consumer.

"We can't afford to do anything else. For three months we have absorbed other price and cost increases. Now we'll have to jump to the 3 to 5-cent increase to make ends meet," said Elmendorf.

Jack Lewallen of Austin, representative of the Texas Association of Tobacco Distributors, said the increase in the State tax on cigarettes from 4 to 5 cents a pack brings the total State and federal tax to 13 cents a pack, or about half the price of the average pack.

"Cigarettes are fast being taxed out of the average man's reach. Cigarettes are the only product taxed more than 100 per cent of market value. If other luxury items and necessities on the typical family's budget were taxed at the same rate as cigarettes, the whole system of private enterprise would collapse," said Lewallen.

Lewallen stated that in Texas the cigarette smoker who consumes a pack a day pays a tax bill of $44.40 a year, compared to a low of $29.50, and a high of $58.40, in other States.

# News Briefs

FAIRFIELD, Conn., Sept. 10.—Thieves who broke into the Pepsi-Cola Bottling Company's office here this week used one of the firm's trucks to cart away the safe containing $3,400 and $1,600 in checks, William J. Leader, manager, reported. Police later found the truck abandoned.

• • •

CHARLOTTE, N. C., Sept. 10.—Quality Coffee Vendors, of Charlotte, has been issued a State charter to deal in all types of vending machines and related items and foods. Authorized capital stock is $100,000. Incorporators include J. F. Edwards, E. R. Edwards and Dotson G. Palmer, all of Charlotte.


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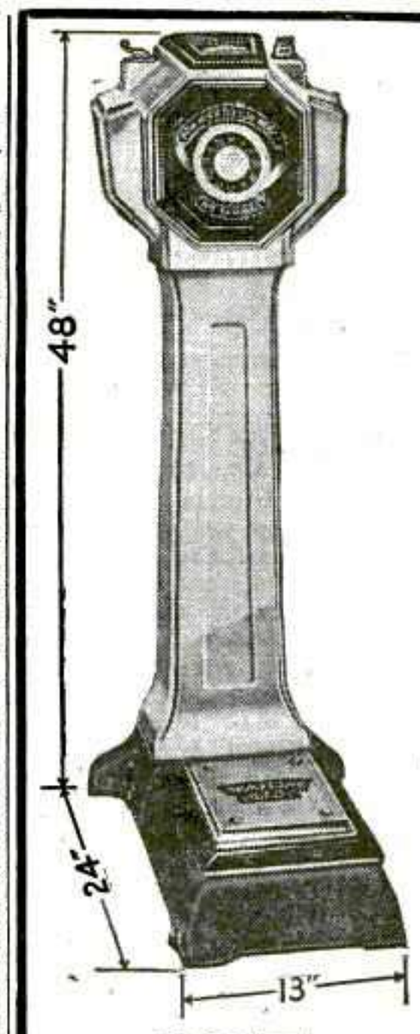


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SPECIFICATIONS
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4⅝", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4¼" long, 1⅛" wide, 7/64" thick.

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# Seeburg Bows 2 Phonographs, 100 and 200-Selection Units

• Continued from page 88

to satisfy the music tastes of a market heretofore neglected.

**Coin Mechanisms**

Unlike any other phonograph ever introduced, the V-200 charges different prices for different tunes. Customers who want to hear popular tunes pay the same price as they would on any other machine set for dime play, three-for-a-quarter. However, EP selections, because of their longer playing time, are priced at 15 cents a selection, which is the equivalent of two single tunes, and two-for-a-quarter.

The same coin mechanism is used for both types of records. It is designed to accept nickels, dimes and quarters and it works on a credit accumulator principle, storing credits up to $1. A nickel in the phonograph establishes one credit, a dime establishes two and a quarter triggers six credits. Single 45 r.p.m. selections erase two credits, EP's erase three.

Alongside the coin chute are three colored windows which signal the customer as to the kind of record he can play. A single nickel lights the bottom window, which reads "5 Cents Credit, Another Coin required." Two nickels, or a dime illuminates the middle window, informs customers that they can make a 10-cent selection only, and 15 cents or more illuminates the top window which reads: "Make Any Selection."

The 100-selection machine does not feature the dual credit system, is set for straight nickel or dime play.

**Memory Unit Featured**

The V-200 also features what Seeburg calls its "Tormat Memory Unit." The memory unit is composed of tiny Toroids, electrical brains used as "memories" in large calculating machines, and represents an innovation in the mechanical operation of a juke box selector mechanism.

The Toroids replace solenoids, the small pins which formerly tripped the carriage selector and thus played the music selected. The Toroids eliminate all moving parts in this operation.

The Tormat Memory Unit is a permanently sealed assembly and it is guaranteed for five years.

Title strip replacement on the 100-J is performed in the same manner as on the 100-R. The V 200, however, requires a new approach. The revolving drum actualiy breaks down into two sections, each section designed to shift to left and right for easy accessibility.

**Model Dimensions**

Model V-200 is 58½ inches high, 36 inches wide and 27½ inches deep. Its net weight is 416 pounds, color is olive burl plastic veneer with rose maroon Duolux overlay panel.

The 100-J stands 59 inches high, 35½inches wide and 26¾ inches deep. Net weight is 337 pounds, color is striped mahogany and woven cane pattern plastic veneer.

Altho the price of the two phoi ographs was not announced, it is expected that the 100-J will be priced about the same as its predecessor, while the V-200, it was indicated, would be priced competitively.

High-fidelity is featured on both new models. The 100-J is equipped with two 12-inch low frequency speakers and one 8-inch wide range speaker, housed in a separate acoustical chamber to check intermodulation distortion.

The 200-selection phonograph is equipped with four speakers, two specially designed 8-inch speakers, also housed in separate enclosures, and two 12-inch low frequency speakers. All four speakers are angled for a more efficient distribution of sound.

Special EP records for programming have also been developed by the Seeburg Corporation (see separate story).

# Seeburg's 40 EP's For Program Aid

• Continued from page 25

records are for the sole purpose of enabling operators to program the machine for the selection it was designed for. A dual cost system is an important part of EP programming on the machine with singles offered at a dime or three-for-a-quarter and EP's at 15 cents or two-for-a-quarter.

No artists are named on any of the EP records. Tunes are arranged on each side of a record to insure that either a vocal or an instrumental are coupled or a least two tunes of a different tempo and style.

A dual selection counter will enable operators to know how many plays he's getting on any machine on singles and how many on EP's. The selection panel, mounted on a revolving drum, is five-sided with 20 records to a side in each classification, operates electrically at the push of a button and is designed to give a customer a chance to check both single and EP selections.

The package, which contains 20 all-time favorites and 20 classic and varieties, includes these:

All-time favorites: "Anniversary Song," "For Me and My Gal" on one side, "S'Wonderful," "Mary Lou" on the flip; "Shine On, Harvest Moon," "After You've Gone," and "I Cried for You," "Johnson Rag"; "Stompin' at the Savoy," "You Are Too Beautiful," backed with "Walking My Baby Back Home" and "If I Loved You."

Classics and varieties: "Lover" and "Imagination" with "Peg O' My Heart" and "Minute Waltz"; "Always" and "Meet Me Tonight in Dreamland" with "Alice Blue Gown" and "Wanting You."

Seeburg has had thousands of location pieces printed explaining the music available on the new machine, together with a small chart which explains the number of selections, the number of tunes and the prices and coins for each.

NEW DUAL PRICING

# Programming: Key To Seeburg's 200

• Continued from page 1

tion of entering the recording business with its package, but that it was developed solely for testing purposes only to prove the need for wider diversification in EP selections on any one disk.

With the introduction of 200-selection phonographs, the EP record business may well take on new proportions.

To the record manufacturer new, larger selection machines may well open the door to a tremendous new sales market.

To the recording artists 200-selection machines developed by the industry may mean an opportunity to recut some of their old hits.

**EP Problem**

But while it is certain to be boon to EP's, the very fact that the disks are slated for juke box use presents a new problem. That problem is program diversification.

Music operators have found that the ability to offer customers a large choice of records and the ability to offer customers a choice of records that they want to hear are quite different.

Therefore, altho an operator may want to program Dixieland, jazz or classics on his phonograph, he may not be willing to purchase records which feature all Dixieland, all jazz or all light classics or show tunes.

**Hint New Approach**

To a.&r. men this need for diversification may mean that an entirely new approach to EP programming, specifically slanted for juke boxes, is necessary. Seeburg's package is that firm's attempt to overcome this problem.

The tunes on each record in the 40-record package are staggered, with a slow instrumental balled coupled with a vocal or at least with a tune of a different tempo.

For operators one of the mos interesting innovations is the dua pricing system which offers 45' for a dime, three for a quarter, an EP's at 15 cents or two for a quar ter.

**Dual Pricing**

The system which makes thi possible is called the Dual Credi System. It operates on a series o credits, customers receiving one credit for each nickel inserted, two for a dime, six for a quarter. Single 45's use up two credits, EP's three.

Thus, a customer who inserts a nickel (one), two dimes (four) and a quarter (six) accumulates 11 credits. He may then play any combination of singles and EP's totaling 11.

The credit accumulator accommodates up to $1 worth of credits. Three panels near the coin chute inform customers how many credits they have. (For a complete description of the machine, see story which begins in Music-Radio department.)

# New Cartridge Service Added At Pfanstiehl

WAUKEGAN, Ill., Sept. 10.—The Pfanstiehl Chemical Corporation has added a new replacement needle service for juke box operators.

The firm has developed an inexpensive method of re-tipping worn needles on Cobra Cartridges used in Wurlitzer phonographs. According to the firm, tests have proven that 80 to 90 per cent of all unusable Cobra Cartridges are caused by worn needles.

The service works as follows: Operators send their worn out cartridges to Pfanstiehl, which checks each for serviceability in actual play tests. Cartridges proving to be in good working condition have old needles removed and new Pfanstiehl "Precious Metal Alloy" tip needles installed. The cartridges are then cleaned, re-tested and sent back to the operators.

Cost of the service is 90 cents per cartridge when in lots of 10 or more, and $1 per cartridge when in lots of less than 10. No charge is made for cartridges found to be unusable.

The service is available thru all Pfanstiehl distributor outlets, as well as many juke box distributor outlets.

Both 78 and 45 r.p.m. cartridges may be serviced.

# Phoenix Ops See 10c Play In Nose Dive

PHOENIX, Ariz., Sept. 10.—Dime play in this area, after running smoothly for over six weeks, has taken a nose dive.

Thirteen major operators, following a local meeting recently, agreed to try 10-cent play on their phonographs for a period of three months. Results were excellent during the first six weeks. "We were congratulating ourselves," one operator said, "with every expectation that the dime conversion program would continue successfully."

Then, according to operators, the program fell apart. New equipment, shipped in from nearby towns and set for six tunes for a quarter, began to flood the city. The new equipment not only cut the ground from under the operators trying to go to dime play, but often cost established operators some of their locations.

# AMI DISTRIB MEET SKEDDED SEPTEMBER 14

GRAND RAPIDS, Mich., Sept. 10.—A nationwide distributor meeting has been scheduled here next week by AMI, Inc., it was learned today.

The meeting will be held Wednesday and Thursday (14-15) at the Rowe Hotel.

Officials at AMI declined to comment on the reason for the meeting.

# Sked Fone-A-Chef Distribution Via Juke Box Outlets

DETROIT, Sept. 10.—Plans for distributing "Fone-A-Chef," a remote control selector unit for use on juke boxes located in drive-ins, on a national level were announced this week by the Automation Products Company.

Herbert Wengarden, vice-president of the firm as well as inventor of the product, said that the unit would be introduced to the trade next March during the MOA convention.

He said that current plans call for distribution thru established phonograph distributor outlets thruout the country.

The "Fone-A-Chef" unit is designed to allow operators to hook up juke box music with individual order-speakers in drive-in restaurants.

A new development in the unit permits 350 installations with only one control board.

MILE HIGH—CITY GROWS

# Juke Sales, Credit Up, Reports Denver Distrib

DENVER, Sept. 10.—All indications point to a continued increase in Denver's already bulging population, and as a result, both juke box sales and juke box credit are hitting new highs.

One distributor here, however, altho admitting that the juke box outlook in Denver was never better, decries continued increases in credit.

Mike Savio, head of Draco Sales Company, Wurlitzer distribtuor, reports that while credit is up at almost every turn, it hasn't shown a runaway tendency, and that's the way he wants to keep it.

Savio said that his firm enjoyed a sales increase of approximately 20 per cent during the first eight months of the year, but that credit sales also climbed 20 per cent during the same period. "And the increase in credit sales could have been far greater had we been willing to extend time payment facilities to everyone who requested it," he said.

**Danger Signal**

He did admit, however, that distributors in the area were beginning to notice a slight lag in operator time payments, a definite danger signal in credit extension. Savio said that the slowdown indicated that operators were buying to close, depending on the distributors to carry them over periods of slow collections or financial strain.

"If the situation continues," Savio said, "it will no doubt be necessary to make a closer check on sales possibilities, the operators credit history, etc."

In the games field the increase in sales has been about the same as in juke boxes. However, the majority of amusement games are sold on the basis of 25 per cent down with bank financing. In financing phonographs the usual system is to

(Continued on page 98)

# Chicago Op Assn. Pulls 600 at 6th Annual Fete

CHICAGO, Sept. 10.—Nearly 600 music operators, record and juke box distributors, coin machine suppliers and members of allied industries jammed Bunker Hill Country Club in suburban Niles Thursday for the 6th annual golf outing and banquet of the Recorded Music Service Association.

The event got underway around 10 a.m., with approximately 120 guests signing up for the golf links. The evening crowd was so large that guests had to be served in shifts. RMSA officials said that nearly 150 persons more than anticipated turned out.

Headlining the entertainment was Lola Dee, Wing recording artist. Nick Nobel, also of Wing; Betty Johnson, RCA; Pearl Eddy, Label X, and Dan Belloc and his orchestra, M-G-M, rounded out the show.

Jim Mills, popular Chicago disk jockey and captain of "Juke Box Matinee," WAAF's local music operator radio show, emseed the event.

Following what seemed like a never ending supply of door prizes, of which Melvin Jones, local operator, walked off with the No. 1 package, a 21-inch console TV set, Belloc and his orchestra supplied music for dancing.

Notably absent from the event was shop talk, as operators and guests sat back, relaxed, and forgot about service calls, sales pitches and business in general.

One thing, however, was definitely decided before the event drew to a close, and that was that future Chicago banquets would have to be held in larger quarters. Earl Kies, vice-president and treasurer of the association, said that to insure this, RMSA officials planned to begin hunting for a new spot this month.

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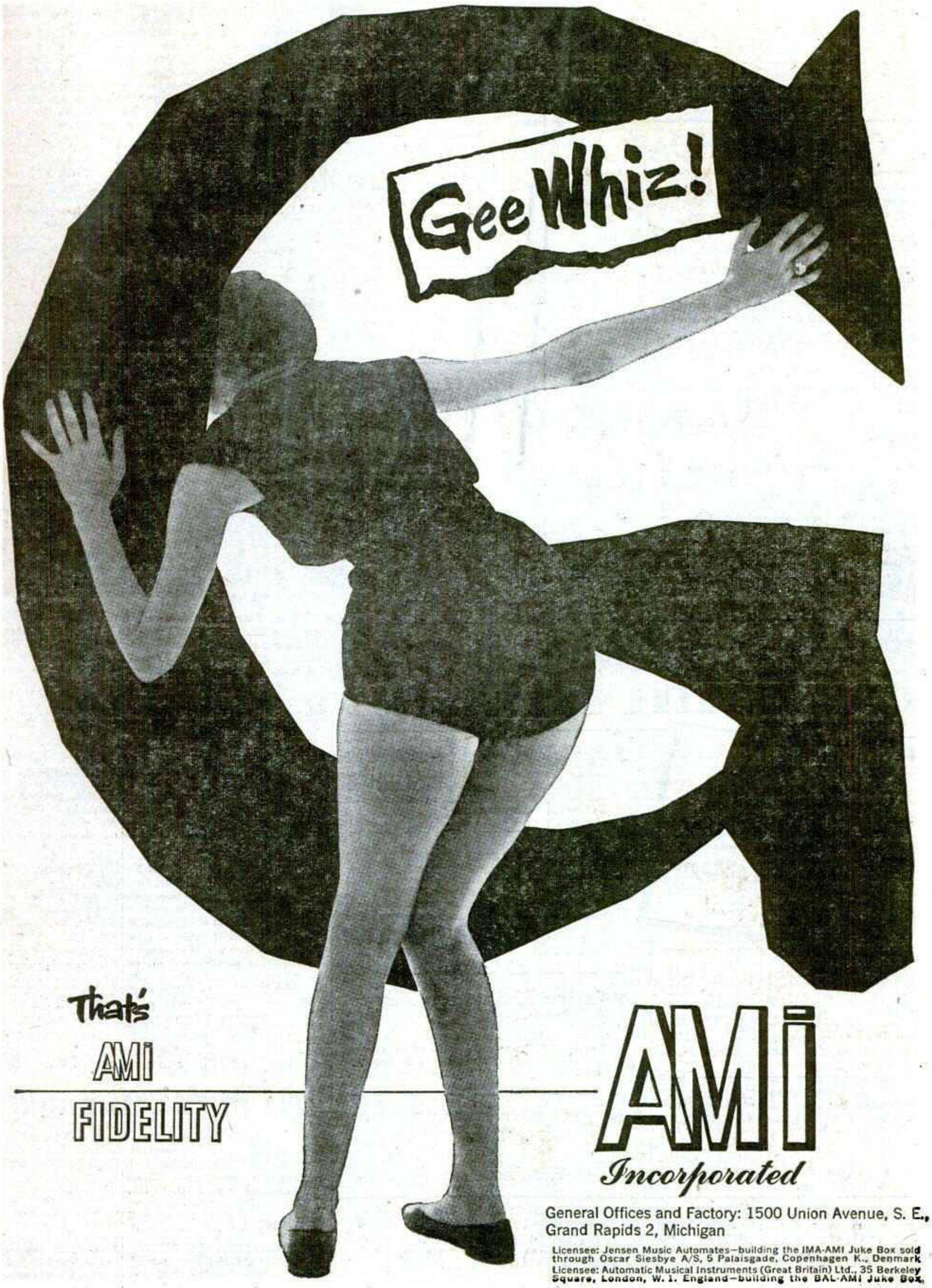


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# JUKE ANTI-TRUST QUIZ CONTINUES; CALL 2 MFRS.

CHICAGO, Sept. 10.—Investigation into charges of anti-trust activities in the juke box industry continued this week as representatives of two juke box manufacturing companies were summoned before the federal grand jury here Thursday and Friday.

Harold E. Bailey, local anti-trust attorney, said that hearings were scheduled thruout September and October, and could quite possibly extend well into next year.

The investigation is a result of charges of monopolistic practices, restraint of trade and price fixing in the juke box industry. Earl Jinkinson, local anti-trust chief, heads the investigation, is assisted by Thomas Kerr and Bailey.

To date, witnesses from nearly 25 cities have been subpoenaed before the grand jury.

# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 13—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

September 14—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

September 19—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

September 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 20—California Music Merchants' Association, Los Angeles division, monthly meeting, Los Angeles.

September 21—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

September 24—Texas Association of Tobacco Distributors, annual convention, Hotel Adolphus, Dallas.

October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 10—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

October 13—Massachusetts Music Operators' Association, monthly meeting, Boston.

# Atlas Skeds Chi Showing

CHICAGO, Sept. 10. — Atlas Music Company, Seeburg distributors, announced this week that it would hold an operator open house here during the entire week of September 19, beginning Monday and running thru Friday, for the unveiling of the new Seeburg 100 and 200-selection phonographs.

Nate Fienstein, general sales manager, said that an open invitation to all operators and other members of the coin machine business was being extended.

A buffet luncheon and refreshments will be served thruout the week, he said.

# Prepare to Meet Op Fall Demands

CHICAGO, Sept. 10.—In anticipation of an exceptionally busy fall, Bert Davidson, regional sales manager of Wurlitzer, and Ben Coven, head of Coven Music Corporation, Wurlitzer outlet, spent the week calling on operators in the Chicago area.

Both said that they looked for a banner fall juke box season, both from a manufacturer's and an operator's standpoint.

# Denver Sales Up

• *Continued from page 96*

charge 25 per cent down or less with 24 months to pay.

Looking ahead to the last four months of the year, Savio sounded an optimistic note. With the population steadily increasing and the summer season nearly over, which will close outdoor summer attractions such as the race tracks and baseball games and force more people into taverns and other locations where juke boxes are located, the juke box business in the Denver area should soar, Savio said.

# COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **UNVEIL 200-SELECTION PHONO.** At a private meeting the J. P. Seeburg Corporation unveiled its new 200-selection coin-operated phonograph to its distributor organization. Model marks first major change in number of selections offered in almost seven years. (Page 80, The Billboard, September 10.)
- **5 MFRS. SHIP COIN POOL GAMES.** Midwest manufacturers of low-priced, coin-operated pool games began nationwide shipments with blanketing of distributors to begin after Labor Day. Games list under $300, stress simplicity in play, will cost little to maintain. Page 80, The Billboard, September 10.)
- **SILCO FILED SUIT TO RECOVER LOCATIONS.** New Jersey cigarette operator names Abco Vending Service and 50 locations in seeking to recover losses thru legal action. 30 more cases due. (Page 80, The Billboard, September 10.)
- **NEW ORLEANS COIN OP WINS PUBLIC AID.** Civic, veteran, business and labor organization swing full support behind move of Harry J. Batt, president of Playland Amusement, Inc., in amendment to city gambling law that coin-operated amusement games of skill are not in violation of law. (Page 80, The Billboard, September 10.)
- **VENDING UNITS ANSWER $ QUESTION.** A vended certified check for 50 cents service charge answers $5 question—"Can you let me have five bucks 'til pay day?"—Vend-A-Check, Inc., of New Orleans, claims. (Page 84, The Billboard, September 10.)
- **BRITISH MOVIE EXECS EYE $$ FROM VENDERS.** Vending machines are being installed in British theaters as owners begin to realize that carefully placed units bring in added income without additional help. (Page 84, The Billboard, September 10.)

IF YOU MISSED READING THE SEPTEMBER 10 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*

# COINMEN YOU KNOW

## San Antonio

By BILL BURRUS

**PARTY FOR RECORD DEALERS. Louis Jamail,** owner of the San Antonio Distributing Company, Capitol Record distributors, hosted a cocktail party, dinner and dance for area record dealers at the Plaza Hotel. . . . **Lee Moffett,** co-owner of Pace Corporation, distributors, returned this week from Shreveport, La., with his son, **Robert.** . . . **Richard Folger,** nearby Kerrville operator, was married recently.

Cronies are kidding **Dan Parrotti** these days about his fizzled out plans to "put on the dog" for visiting Eastern relatives. Parrotti, branch manager of Commercial Music Company, Wurlitzer distributors, borrowed a friend's air-conditioned Cadillac on a recent Sunday to take his guests to the bull fights in Nuevo Laredo, Mexico. Halfway there, the motor burned out, forcing them to turn back after repairs. No bulls. No fights.

Local cigarette machine operators are busy converting chutes to take 30 cents for both king-size and regular as a result of the added 1-cent State tax, effective September 1. Altho operators gave location owners the option of raising the prices to either 28 or 30 cents, most chose the higher figure. Previously regulars sold for 25 cents, king size, 30.

**Anthony Casota,** regional manager of American Tobacco Company, has been promoted to merchandising supervisor. . . . Three local men are assisting in plans for a merchandising program to precede the convention of the National Automatic Merchandising Association in Chicago, November 6-9. They are **Charley Harper,** in charge of vending operations at San Antonio's Coca-Cola Bottling Company plant; **Gibbs Macdaniel** and **Lee Moffett.** . . . Friends chide **Mack Ayres,** who collects some 20,000 nickels a week from vending machines, but never seems to have one handy for parking meters or telephones.

**Ben Clary,** owner of Rendezvous Lounge, is selling the establishment in order to set up a cigarette service. . . . **Albert Johnson,** local music machine operator, has bought a new air-conditioned Oldsmobile. . . . Three area music machine operators in town on a recent buying trip also sported new air-conditioned vehicles. They are **Deanie Howard,** Piersall; **Red Love,** La Feria, and **Cecil Oats,** Victoria. . . . E. and R. Record Shop has remodeled its interior, plans outside paint job soon.

## Miami

By RAOUL SHAPIRO

**Joe Koganofsky,** of Jay Bee Music, visiting Budisco with his son, **Bernie.** Usually Bernie makes the rounds alone, so it was really nice meeting his dad again. Bernie says that after a couple of quiet months his music route is beginning to show an increase. Another visitor at Budisco was **Roy Gullo,** Broward County routeman for Sam Marino Music Company. Roy says business has been down for the summer, but many of his locations are reopening for the season, and he is looking for a big increase in his collections.

**Sam Taran,** president of Taran Distributing, announces Pan-American Distributors, a Taran unit headed by **Marvin Lieber,** will distribute a new major recording label AMPAR. . . . **Roger Rickenbrode** is covering the Tampa for Taran. Business increase called for another rep in these parts. . . . **Ted Pousman,** Jacksonville, and **Morton Marks,** Miami, are on the job for the firm. . . . Lieber has taken on another phono line, Pantron. Taran's son, **Barry,** starts at Florida State this fall. . . . Number 2 son, **Bobby,** has two years of high school yet. . . . **Eli Ross** reports sales of DuGreiner cigarette machine doing well.

## Pittsburgh

By LEON M. LEFFINGWELL

**BONUS VACATION. Sidney Weinstein,** partner, Sidmor Vending Company, treated his daughter, **Nancy,** to a trip to Slippery Rock, and his son, **Jack,** to a week's vacation at the Emma Kaufmann camp at Harmony, Pa. Sidney then took both for another week's vacation to Conneaut Lake.

When a customer of Atlas Novelty Company, Seeburg distributors, cannot find an item he wants, **Eddie Shore,** of Atlas Novelty, personally goes out of his way to help the customer get the item. . . . **Sidney Reinwasser,** of Save-Rite store on Stockton Avenue, well known to the coin machine trade, has just returned from vacation, and is supplying tubes for music boxes. . . . **Thomas Moffett,** former office manager for Mills Automatic Merchandising Corporation, is recovering at home. He underwent an operation at Magee Hospital July 26.

**Don Rutter,** sales manager of the vending section of the Carl Colteryahn Dairy Company, reports routemen maintain the firm's vending machines and are doing a good job. . . . **Morris Moskovits,** Sidmor Vending Company, selected the Bower Hill Road section of Pittsburgh for his new home when the Parkway was built detouring the Liberty Tubes bottleneck. . . . Kwik-Kafe, Western Pennsylvania, Inc., has moved from 2703 Center Avenue, Ingram, Pa., to 53 Crennell Street, Pittsburgh.

**Norman Abelson,** son of **M. J. Abelson,** has completed his summer advanced work at the University School. He plans to study engineering at the University of Pittsburgh or Carnegie Tech. . . . Mills Automatic Merchandising Corporation has moved its offices from the Kirby Building. Manager **Raymond Watts** now handles scales from 5424 Broad Street, Pittsburgh; **Joseph J. Froetschel** handles gum and peanut vending in Westmoreland, Allegheny, and Washington counties from 901 Berkshire Avenue, Brookline.

## Washington

**AWARDED PENTAGON CONTRACT.** Automatic Sales, Inc., headed by **Robert W. Knost,** was awarded the contract to handle vending machines in the Pentagon. Several hundred machines were involved, mostly candy, cigarette, gum, cigar and cookie machines. G. B. Macke Corporation had operated the machines for the past 11 years but was underbid by Knost's firm.

**Jack Edgar,** manager of the local Canteen Company, says business is good. Coffee sales will soon pick up due to cooler weather, he says. . . . Hirsh Machines has also enjoyed a steady business, says **Roger Squitero.** There has been a slow but steady increase in the past several weeks, he adds, and he believes that the usually slow summer season is just about finished. . . . Sales at Kwik Kafe continue along a level pace, reports Manager **James Bowen.** Bowen is pleased that milk machines have helped offset slow coffee sales during the summer and he looks forward to a good winter season.

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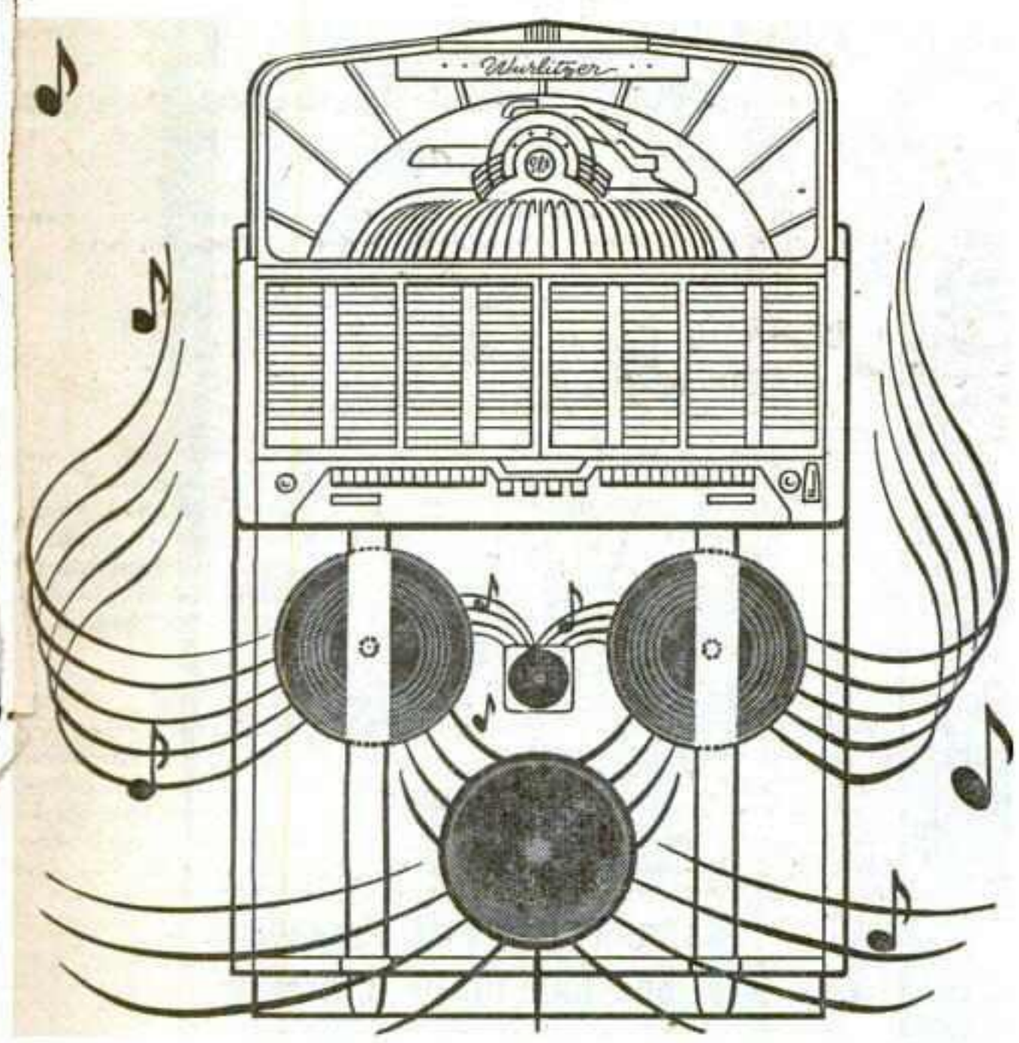
# The Truest High Fidelity Sound Ever Achieved on any Automatic Phonograph




**WURLITZER'S IMPROVED DYNATONE SOUND SYSTEM OFFERS MORE SPEAKER CONE AREA THAN ANY OTHER JUKE BOX**

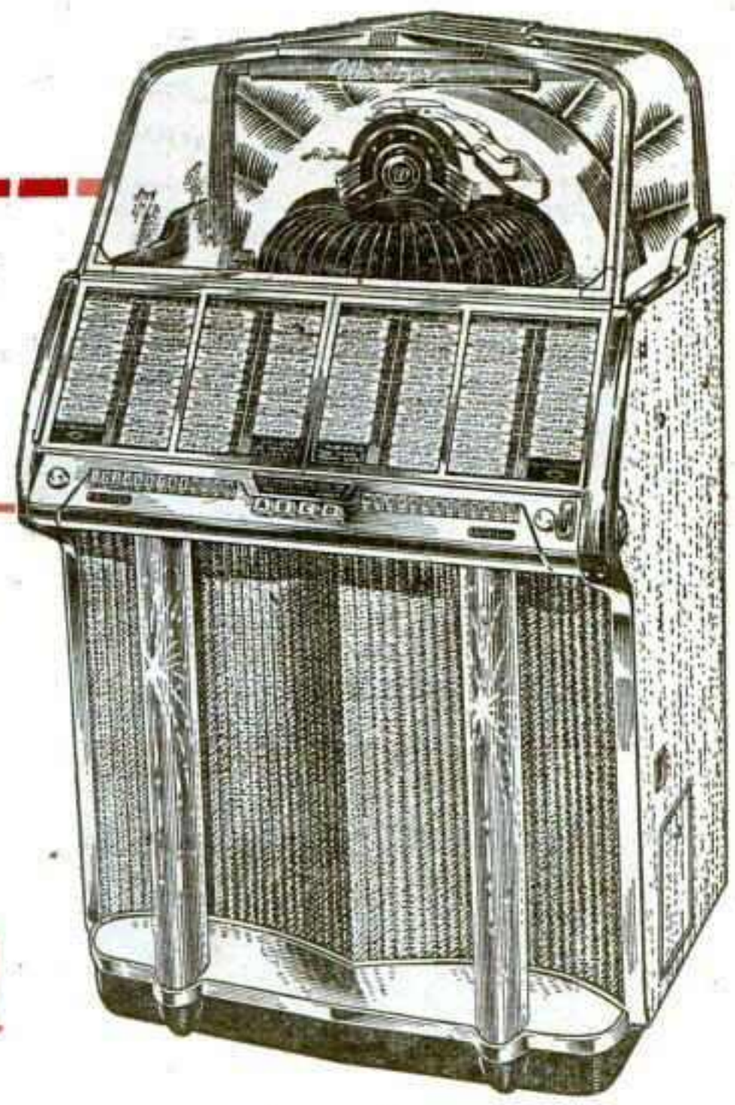
Even though the Wurlitzer 1800 has three 12-inch bass woofers and a treble tweeter to hit those high notes, it proves that true Hi-Fi is not just the number of speakers but the perfect BALANCE between pick-up, amplifier, baffle and speaker capacity.

The Wurlitzer 1800 HAS this balance.

It distributes sound over a full 180° arc rather than by a series of beams.

It takes the mask off the music as never before—takes in more money than any phonograph in history.

## Wurlitzer 1800



**THE YEAR'S TOP PHONOGRAPH IN BEAUTY – IN TONE – IN EARNINGS**

# WURLITZER

The Official Musical Instruments in **Disneyland**

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

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# ROCK-OLA

## Hi-Fidelity Music

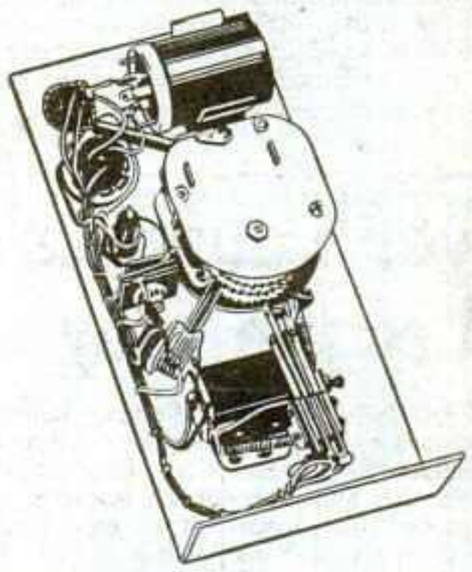
*Model 1448*
120 SELECTIONS

**SEE YOUR ROCK-OLA DISTRIBUTOR**

**ROCK-OLA Manufacturing Corp.** 800 N. Kedzie Ave. • Chicago 51, Illinois

## Greater Profits

**because the ROCK-OLA play-proven Accumulator...**



**permits players to deposit as many coins as they wish at one time up to 26 credits with complete assurance that all the selections WILL BE PLAYED in the order selected**

**Speeds Up Play**

**Reduces Refunds**

**Eliminates a Common Cause of Player Irritation**

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## Ore. City Hits Pins Thru License Power

PORTLAND, Ore., Sept. 10.—The City Council Thursday revived an old policy of using its liquor-license power to force pinball games from taverns.

The commission voted 3 to 2 to deny a tavern license to Mr. and Mrs. Lawson J. Brown, who had failed to live up to earlier promises to get rid of the games if they bought the tavern. While final license authority rests with the Oregon Liquor Control Commission, the recommendation of the City Council usually is followed.

The City Council has been stymied on other legal fronts in its efforts to drive all games from the city, a move that began in 1951 and since has been tied up in litigation. A Municipal Court judge has ruled that the 1951 ban on games did not apply to key-operated pinball games. That was the type machine involved in the Brown tavern case. An amending ordinance that would extend the ban to all games—including key-operated—has been rendered impotent until an election next May, when the voters will decide whether to approve such a ban. The issue was thrown into an election by circulation of a referendum petition by supporters of pinball interests.

In using the tavern-license weapon against games, the City Council has revived a policy that in the past resulted in recall of the city commissioner who espoused it, J. E. Bennett. Since then the Council's policy has been strictly thru the courts, resulting in the Supreme Court of the United States declining to challenge the State Supreme Court decision that the 1951 ordinance was legal.

Spearhead this time of the tavern-license approach is Commissioner Stanley Earl. He set the probable future tone of the Council when he commented that all tavern licenses are coming up for renewal, a tacit indication that the license weapon would be used against other tavern operators. He made that observation after counsel pointed out that the Browns would be at a disadvantage if deprived of games when other taverns have them.

Meanwhile, the city prepared to appeal from the decision by Municipal Judge John J. Murchison that the 1951 ordinance did not cover key-operated games. These games in which the coin chutes have been removed are activated by use of a key by the location-owner after a customer purchases a number of plays.

## Purveyor Launches Pool League Play

CHICAGO, Sept. 10.—Purveyor Distributing Company here has launched a program to increase player interest in the new coin-operated pool games thru organized league play at tavern locations.

Herb Perkins, Purveyor head, has arranged for his operator customers in the States of Illinois and Wisconsin to organize teams and leagues of coin pool players at their tavern locations.

The operators are to be furnished with a cardboard sign to be placed at their locations to draw attention to the league play idea, application blanks for team membership, a schedule listing up to eight teams to compete at each location, and a booklet outlining to operators and location owners how to organize a league. A master plan for all their operators to follow is being set up by Purveyor.

Perkins believes that such a league set up on a city, county and State tournament level would do much to increase and retain interest in coin pool game play. "If such a system of league play had been set up when shuffleboards were first introduced, the games would still be going thruout the nation today," said Perkins. As it is, shuffleboard play is now generally confined to the State of Michigan, where league play is organized.

Valley Manufacturing Company, manufacturers of Bumper Pool, the first of the new-type pool games shipped, has set up league rules for inter-tavern and regular tournament play with their pool game. League play is modeled after tournament play rules followed by shuffleboard game players in the State of Michigan.


NOW DELIVERING UNITED BONUS AND PIXIE—GOT. TOURNAMENT

**BINGOS**

| | |
|---|---|
| Atlantic City | $ 90.00 |
| Beach Club | 185.00 |
| Cabana | 165.00 |
| Dude Ranch | 265.00 |
| Hi-Fi | 250.00 |
| Ice Frolics | 250.00 |
| Nevada | 295.00 |
| Surf Clubs | 260.00 |
| Singapore | 325.00 |
| Tropicana | 350.00 |
| Tropics | 175.00 |
| Yacht Club | 110.00 |
| Havana | 175.00 |
| Mexico | 225.00 |
| Palm Beach | 85.00 |
| Palm Springs | 245.00 |
| Stars | 65.00 |

VERY SPECIAL
Un. Derby Rolls
Un. Venus
Write for price.

**CIGARETTE VENDORS**

| | |
|---|---|
| Mercury 9 Col., new | $210.00 |
| Lehi 12 Col., new | 225.00 |
| Super Six, new | 115.00 |
| Super Nine, new | 155.00 |
| National 930, used | 95.00 |
| Electro 8 Col., used | 125.00 |
| National 950, used | 110.00 |
| PX 10 Col., used | 115.00 |
| Keeney Elec., 9 Col. | 135.00 |
| PX Electric | 85.00 |

All new Equipment 25¢ or 50¢. All used, completely shopped and refinished with 25¢ and King Size.

| | |
|---|---|
| 5-Col. Mills Candy | $55.00 |
| 6-Col. Uneeda Candy | 65.00 |
| Ship. Stamp | 23.50 |

**UNITED ALLEYS**

| | |
|---|---|
| 5 Player | $ 40.00 |
| DeLuxe | 60.00 |
| Cascade | 90.00 |
| Olympic | 110.00 |
| 10th Frame | 75.00 |
| Chief | 265.00 |
| Ky. League Bowler | 40.00 |
| Ky. w/Bottle Pins | 40.00 |
| Genco 8 Player | 65.00 |
| Ky. Dominoes | 100.00 |
| League Bowler | 265.00 |
| Banners | 395.00 |
| Clovers | 75.00 |
| Classics | 140.00 |
| Feature Bowler | 325.00 |
| Officials | 60.00 |

5 American Bank Balls, like new ...$395.00 Ea.

Seeburg Sicum, 200 Sel. .....$350.00

**COUNTER GAMES, USED**

| | |
|---|---|
| Advance Shockers | $15.00 |
| Pistol Target Skill | 15.00 |
| Merc. Grip Scales | 20.00 |
| Got. 3-Way Grippers | 20.00 |
| Wizard Fortune Teller | 15.00 |
| Whiz | 20.00 |
| Daval Best Hand | 15.00 |
| Gypsy Fortune Teller | 10.00 |
| Ex. Derby | 10.00 |
| S.K. Grip Vue | 20.00 |
| Smiley | 10.00 |
| Three-of-a-Kind | 18.00 |
| ABT Skill Guns | 20.00 |
| ABT Target Skill | 20.00 |
| ABT Elec. Skill Gun | 20.00 |
| ABT Challenger | 20.00 |

**NEW**

| | |
|---|---|
| Advance Shockers | $24.50 |
| Kickers & Catchers | 49.50 |
| Ship. 5¢ Wizard Card Vendor | 19.50 |
| Genco Play Ball, non-coin operated | 10.00 |

**ARCADE EQUIPMENT**

| | |
|---|---|
| Bally Big Inning | $125.00 |
| Champion Hockey | 85.00 |
| C.C. Hockey | 75.00 |
| Ex. Sportlang Gun | 275.00 |
| Spark Plug | 75.00 |
| Steeple Chase | 75.00 |
| Bat-A-Score Sr. | 65.00 |
| C.C. Basketball | 195.00 |
| DeLuxe Photo | 365.00 |
| Ex. Gun Patrol | 145.00 |
| Ex. Six Shooter | 110.00 |
| Evans Bat-A-Score | 165.00 |
| Evans Ski-Roll | 95.00 |
| Flying Saucers | 95.00 |
| Lite League | 75.00 |
| Midget Movies, latest | 135.00 |
| Quizzer with Film | 95.00 |
| Sci. Pitch'm & Bat'm | 185.00 |
| Un. Carnival Gun | 350.00 |
| Wurlitzer Skee Ball | 150.00 |
| Silver Gloves | 195.00 |
| Foot Vitalizer, new | 195.00 |
| Auto Photo | 1850.00 |
| Seeburg Coon Gun | 225.00 |
| Space Ship | 325.00 |
| Periscope | 95.00 |
| Balloon-o-Mats, new | 395.00 |
| Shoe Brush-Ups, new | 95.00 |
| Sidewalk Engineer | Write |
| Goalee | 95.00 |
| Exhibit Dale Gun | 55.00 |
| Heavy Hitters | 40.00 |
| Bingo Roll | 65.00 |
| Rock-Ola Scales | 50.00 |
| Mills Scales | 50.00 |
| Watling Scales | 95.00 |
| Rocket Ship | 325.00 |
| Super Jets | 325.00 |
| Panoram-Peek | 395.00 |

**VENDERS (Used)**

| | |
|---|---|
| 50 5¢ Sanitary Napkin | $15.00 |
| 50 5¢ Victor Rockets | 10.00 |
| 60 5¢ N. W. Jets, Caps | 10.00 |
| 20 1¢ Baby Grands | 7.50 |
| 15 N. W. 33 1¢ Ball Gum | 6.50 |
| 10 Columbus 1¢ Nut | 6.50 |
| 5 Masters | 6.50 |

M. S. GISSER
Sales Manager

Cleveland Coin
MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.


## New Coin Pool Games Off To Fast Start in Industry

### Eight Mfrs. in Production, as Ops, Distribs Across Nation Get Units

• Continued from page 88

inches); do require a large playing space, as players must be free to circle the table and handle their pool cues without obstruction. Another point is that the game takes a relatively long time to play. Average game time is estimated at from five to 10 minutes, but players are free to take their own time at playing.

Earl Feddick, president, Valley Manufacturing Company, reported that Valley pool game production has been stepped up to 50 units a day. Valley is currently shipping the games to 15 States from South Dakota to Texas. Feddick said the firm intends to publish a league play plan for coin pool play at locations in Michigan. Feddick revealed that Valley is bent on "staying in the coin pool field a long time," and said that the company is presently developing a new coin pool game model.

Isadore Edelman, Edolite Products, Detroit, said his firm had shipped about 350 of the games thruout the country, and plans to manufacture the games "continuously for the next three years." Production is geared to 65 units a week. Edolite is shipping the games from Chicago, New York and Detroit.

At J. H. Keeney & Company, Paul Huebsch, general sales manager, said most of the firm's larger distributors across the country have received the new Keeney coin pool game. Huebsch expressed confidence that the coin pool units are "here to stay." He said that Keeney expected to add electrical features to the game in the near future.

**Cites Production**

Art Weinand, sales manager at Williams Manufacturing Company, said the firm is in full production on new pool games, as well as a new five-ball game, shipping both to distributors this week. Weinand said the Williams unit has been adapted for more silent ball operation, and is equipped with an "anti-cheat" ball mechanism that prevents players from getting free

(Continued on page 102)

## Bally Preems 2 New Shuffle Bowling Games

### Quartet of Big Pin Units Move Off Plant Lines

CHICAGO, Sept. 10. — Bally Manufacturing Company this week added to its new line of shuffle bowling games with king-size pins and large pucks, two new games which feature speed-control scoring.

A quartet of shuffle bowlers with king-size pins are now moving off the Bally production lines. The original two bowlers, ABC Bowler and Congress Bowler, introduced in mid-July (The Billboard, July 23), were set for play according to official bowling rules.

The new games, Jumbo Bowler and King-Pin Bowler, are set for high score play. Players' shots are scored according to the speed with which the puck is delivered, and strikes down the center of the strike zone score higher than strikes along the fringe of the strike zone.

"Super strikes" are scored by

(Continued on page 105)

## Sam B. Lewis Elected Pres. Exhibit Supply

CHICAGO, Sept. 10.—Sam B. Lewis has been elected president of Exhibit Supply, the board of directors announced this week.

Lewis joined the firm in April of this year as executive vice-president and general manager. Under Lewis' direction, Exhibit has undertaken major organizational changes.

A new policy of exclusive fran-

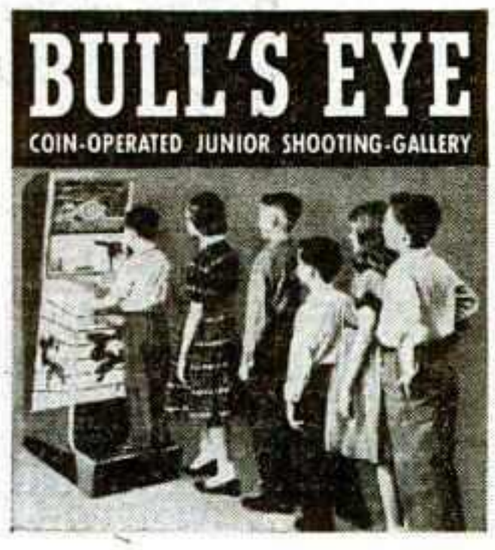
(Continued on page 106)

SAM B. LEWIS


Earn More Money with Bally® Kiddie-Fun Equipment

Miniature replica of early vintage automobile in eye-catching colors . . . with real horn and headlights . . . HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road . . . an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1½ ft. by 3 ft. of floor-space to take in coins at a rate of $15 to $35 per hour.



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic . . . with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in $2.00 to $8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.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**Joe Ash says . . .**

When you compare quality with price, Active is never undersold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S Jersey and E. Pennsylvania.

**Joe Ash says . . .**

Los compradores en el extranero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y vel-loneras (music machines) nuevas o reconstruidas listas para operacion.

**ACTIVE** AMUSEMENT MACHINES CO.

666 N. Broad St.
FRemont 7-4495 Phila. 30
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"



*proven* PUBLIC ACCEPTANCE

EXHIBIT'S

**SKILL POOL**

Never before has any coin-operated game caught on so rapidly!

*A REAL MONEY MAKER!*

**TARGET GUNS**

*EXHIBIT*

NEW TREASURE COVE

*FIRST-Conditioned*

500 GALLERY ... $355
SPORTLAND S.G. ... 265
SHOOT. GALLERY .. 175
JET GUN ... 125
SIX SHOOTER ... 95
SILVER BULLETS .. 95
DALE GUN ... 65

*GENCO*

WILD WEST ... $425
RIFLE GALLERY ... 215
SKY GUNNER ... 145

*UNITED*

CARNIVAL DELUXE $305

*SEEBURG*

COON HUNT ... $215
SHOOT THE BEAR .. 150
CHICKEN SAM ... 95

*Exclusive Distributors for*

**CHICAGO COIN**

BULL'S EYE BOWLER
•
BLINKER BOWLER
•
HOLLYWOOD BOWLER
•
**EXHIBIT SUPPLY**

*Exclusive Distributor for Illinois*

**SHUFFLE GAMES**

*FIRST-Conditioned*

*CHICAGO COIN*

TRIPLE STRIKE ... $425
FLASH ... 350
STARLITE ... 275
SUPER FRAME ... 250
TRIPLE SCORE ... 125

*UNITED*

MARS DELUXE ... $395
MERCURY ... 365
BANNER ... 325
ACE ... 275
LEADER ... 245
TEAM ... 245
LEAGUE ... 245
CHIEF ... 245
ROYAL ... 195
OLYMPIC ... 135
OFFICIAL ... 75
DELUXE ... 75

*GENCO*

MATCH POOL ... $145
SHUFFLE POOL ... 95

*KEENEY*

CENTURY ... $295
BIKINI ... 275
DIAMOND ... 225
PACEMAKER ... 165
DOMINO ... 125
CARNIVAL ... 110
CLUB 10 PLAYER ... 95
6 PLAYER ... 75

*ONLY A FEW STILL AVAILABLE!!!*

Brand New Factory Close-Out!

CHICAGO COIN **CRISS-CROSS TARGET** SHUFFLE GAME

Now at less than half of original price! In original crates!

Only $249.50

**FIRST** COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500


## Coin Pool Games

• *Continued from page 101*

balls by holding in the coin chute. "The pool games are catching on all over the country," said Weinand The South is especially receptive to the pool games according to Weinand, because of restrictions on other types of coin games in Southern areas.

According to Exhibit Supply, first company to ship coin pool games in large quantities to distributors around the country, the firm has received a good reception on their Skill Pool unit. Said Sam Lewis, newly named president of Exhibit, "In our estimation we feel that this game is going to enjoy the same success as something new and different as shuffleboard did when it was introduced six years ago.

"We have done virtually everything with a ball that could possibly be done except let the player strike it himself. This opportunity to demonstrate individual skill is definitely a new appeal in the field."

### Intros New Model

Marvel Manufacturing Company introduced their new coin pool game, Pla-Pool, to the trade this week. The game is a revamped version of a previous game produced by the firm. A bit larger than the other coin pool games on the market, the game measures three feet by six feet and is played with regulation size pool cues. Ted Rubenstein, Marvel head, said he is producing a limited number of the games.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, said the firm went into production this week on a new coin pool game "with improvements on other models now on the market." The game was expected to be shipped in the near future. Production was in response to large advance orders.

Distributors are generally enthusiastic over the pool game shipments they have received. Mort Levinson, National Coin Machine Exchange, remarked, 'We have needed something like this for a long time.' Joe Kline, First Coin Machine Exchange, said, "The coin pool games are going well. Repeat orders have been good, and the pool games are replacing a good many mediocre shuffle bowling locations that have suffered drops in takes."


**COIN-O-RAMA SPECIAL**

Seeburg M100B—100 Selections—45 rpm ... $485.00

**BINGOS**

Surf Club ... $235.00
Hi Fi ... 235.00
Nevada ... 225.00
Beach Club ... 175.00
Beauty ... 140.00
Palm Beach ... 100.00
Yacht Club ... 95.00
Atlantic City ... 95.00
Spot Light ... 70.00

**SHUFFLE GAMES**

Un. Mars Deluxe ... $375.00
Un. Mercury ... 355.00
Un. Leader ... 225.00
Un. Team ... 225.00
Un. League ... 225.00
Un. Chief ... 225.00
Un. Royal ... 190.00
Un. Olympic ... 125.00
Un. Classic ... 135.00
Un. Deluxe ... 65.00
Genco Match Pool ... 145.00
Genco Shuffle Pool ... 95.00
Keeney Diamond ... 235.00
Keeney Century ... 295.00
Keeney Domino ... 115.00
Keeney Carnival ... 110.00
Keeney 10 Player ... 95.00
Keeney 6 Player ... 75.00

**SHUFFLEBOARD SUPPLIES**

Shuffleboard Game Wax, Case (12) $ 3.50
Pucks (Set of 8) ... 12.00
Fast Wax, Case (12) ... 4.50
Score Sheets, 10 Pads ... 7.50
Fluorescent Lights, Pr. ... 22.50
Adjusters ... 18.50

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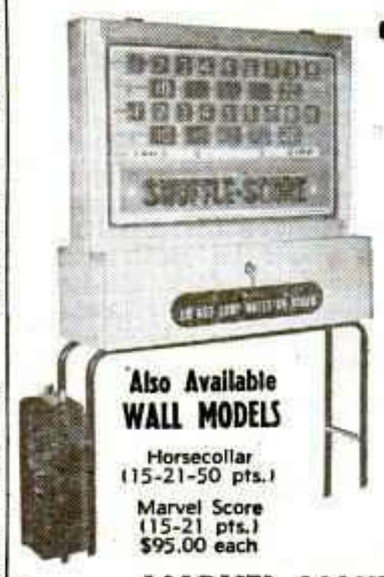
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814






Also Available WALL MODELS

Horsecollar (15-21-50 pts.)

Marvel Score (15-21 pts.) $95.00 each

**ELECTRIC SCOREBOARDS**

**SLIM JIM Model**

*Maple Cabinet, Natural Finish*

- Two-Faced
- Fits any Shuffleb'rd
- 2 Models 15-21 pts. 15-21 and/or 50 pts.
- Large metal ABT Coin Rejector Box
- Coin-operated—10¢ 1 Player or 10¢ 2 Player by simple plug switchover
- Aluminum Button Blocks
- Chrome Tube Supports

*IMMEDIATE DELIVERY* ... $139.50

Terms: ⅓ deposit, bal. C.O.D. or S.D.

**MARVEL MANUFACTURING COMPANY**

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.



EXCLUSIVE DISTRIBUTORS FOR **UNITED**

**PIXIES**

A Great New Bingo With Features Galore!

**SUPER BONUS**

Special Bonus Build-Up, Match or Non-Match

*Exclusively Empire's in Northern Illinois, Eastern Iowa, Northern Indiana, Michigan.*



VALLEY WAS FIRST TO MANUFACTURE AND ADVERTISE THE EXCITING PROFIT-MAKER SHOWN BELOW.
IT'S THE HOTTEST GAME TODAY. WATCH THE OTHERS FOLLOW

LOCATION TESTED AND PROVEN . . . AND IT'S SERVICE FREE!

• **VALLEY'S** SENSATIONAL **BUMPER POOL** IS A SURE FIRE MONEY-TAKER and MONEY-MAKER FOR YOU!

2 or 4 Can Play

CHECK THESE OUTSTANDING FEATURES

- Positive Ball, Trip-Cheat Proof
- Hard Maple Construction
- Easy Assembly. No Electrical Hook-Ups
- Valley's Self-Storing Cue Stick Holder
- Live Rubber Cushions for More Action
- A.B.T. Double 10¢ Coin Chute

Dimensions
36" wide
52" long
32" high

Genuine Rubber-Backed Billiard Cloth for long wear. Service Free.

WRITE OR PHONE FOR COMPLETE DETAILS TODAY!

DISTRIBUTORSHIPS OPEN IN CERTAIN TERRITORIES.

**VALLEY MANUFACTURING CO.** 333 Morton St. Bay City, Michigan Phones: 8587 or 8588



**We are now delivering the sensational new POOL GAME . . . call now for details**

**5-BALLS**

**WMS. SMOKE SIGNAL**

*GOTTLIEB*

Green Pastures $195.00
Lovely Lucy 175.00
Flying High 150.00
Shindig ... 150.00
Guys and Dolls ... 150.00
Marble Queen ... 145.00
Grand Slam 140.00
Queen of Hearts .. 135.00
Chinatown 125.00
Quartet ... 120.00
Coronation 99.50
Knockout 49.50
Joker ... 49.50

*UNITED*

Summertime ... $49.50

*WILLIAMS*

Skyway ... $165.00
9 Sisters ... 140.00
Dealer ... 140.00
Lazy Q ... 135.00
Grand Champ 125.00
Army & Navy .. 120.00
Hayburner 99.50
Twenty Grand .. 95.00
Times Square 89.50
Four Corners 89.50
Saratoga .. 49.50
Samba ... 49.50
King Arthur 49.50
College Daze 49.50
Cinderella 49.50

*GENCO*

Floating Power ... $49.50

**SHUFFLE GAMES**

**UNITED SUPER BONUS**

United Banner, Match Score ... $325.00
United Speedy ... 300.00
United Comet, Match Score ... 350.00
United Comet, High Score ... 325.00
United Targette, Match Score ... 325.00
United Targette, High Score ... 300.00
United Ace, Match Score ... 295.00
United Rainbow, High Score ... 295.00
United Leader, Match Score ... 245.00
United Chief, High Score ... 235.00
United Team, Match Score ... 245.00
United League, High Score ... 235.00
United Imperial, Match Score ... 220.00
United Royal, High Score ... 195.00
United Classic, Match Score ... 145.00
United Olympic, High Score ... 135.00
United Clover, Match Score ... 125.00
United Cascade, High Score ... 125.00
Chicoin Holiday ... 395.00
Chicoin Criss Cross Bowler ... 295.00
Chicoin Starlite ... 325.00
Chicoin Super Frame Bowler ... 295.00
Chicoin King Bowler ... 275.00
Genco Match Pool ... 149.50
Genco Shuffle Pool ... 99.50

EXCLUSIVE DISTRIBUTOR NEW **AUTO PHOTO II**

Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

**BRAND NEW CLOSEOUTS**

United Fifth Inning ... Write
Genco 2 Player Basketball .. $325.00
Genco 4 Player Skeeball ... 350.00
Mighty Mike Sparring Partner 795.00
Genco Silver Chest ... 125.00

**—BINGOS—**

UNITED PIXIES
BALLY MIAMI BEACH

Gayety ... $445
Variety ... 425
Saddle & Turf (Club Model) 275
Havana ... 195
Surf Club ... 260
Nevada ... 245
Palm Springs 235
Rio ... 185
Ice Frolics ... 235
Dude Ranch .. 220
Beach Club .. 190
Tahiti ... $175
Beauty ... 150
Frolics ... 130
Yacht Club .. 100
Palm Beach .. 100
Atlantic City . 110
Golden Nugget 95
Bright Spot .. 95
Bright Lights 95
Coney Island . 95
Spot Lite ... 75
Genco 400 ... 55

**BASEBALL**

WILLIAMS KING OF SWAT
GENCO CHAMPION BASEBALL
UNITED SUPER SLUGGER

Chicoin Super Home Run ... $250.00
Wms. Deluxe Baseball ... 175.00
Wms. Super World Series ... 99.50
Wms. Star Series ... 79.50

**ARCADE**

GENCO QUARTERBACK
UNITED DERBY ROLL

SIDEWALK ENGINEER
ROUND THE WORLD TRAINER
AUTO PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN
EXHIBIT VACUUMATIC CARD VENDOR

Set Shot Basketball ... $345.00
Photomatic, Late ... 445.00
Voice-o-Graph ... 495.00
Williams Super Jet ... 295.00
3D Theatre ... 199.50
Chi. 4-Player Derby ... 195.00
Ev. Bat-a-Score ... 175.00
Muto. Drivemobile ... 165.00
Telequiz and Film ... 100.00
Muto. Flying Saucer ... 149.50
Goalee ... 99.50
Chi. Pistol ... 99.50
Exh. Dale Gun ... 89.50
Scientific Baseball ... 79.50
Flash Hockey ... 75.00
Wms. Quarterback ... 75.00
Exh. Hi-Ball ... 75.00
Anti-Aircraft ... 99.50
Deco Space Ranger ... 325.00
Royal Mustang Horse ... 375.00
Exh. Big Bronco ... 375.00

**GUNS**

GENCO SKYROCKET

Williams Polar Hunt ... $435.00
Genco Wild West ... 395.00
Un. DeL. Bonus ... 395.00
Genco Sky Gunner ... 135.00
Shoot the Bear ... 145.00
United DeLuxe Carnival ... 325.00
United Carnival ... 275.00
Genco Rifle Gallery ... 250.00
Williams Super Jet ... 295.00
Exh. Sportland ... 265.00

**PHONOGRAPHS**

*SEEBURG*

M100C ... $635.00
M100B ... 545.00
M100A ... 299.50

*AMI*

D-80 ... $395.00
D-40 ... 295.00
Model A ... 125.00

• ½ deposit, balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600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# CHI CITY GAME PANEL TO VOTE ON POOL PLAY

CHICAGO, Sept. 10.—The City Collector's Office here advised that the City Game Panel will decide this week whether the new coin-operated pool games will be approved for play in Chicago.

Affidavits have been filed on the pool game, and it is expected that the panel will meet Wednesday or Thursday (14-15) to discuss possible approval of coin pool game play in the city.

Included on the game panel, which passes on each new model game that is to be operated in Chicago, is a representative of the Police Commission, Mayor's Office, City Collector's Office, and Office of the Corporation Counsel.

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.

Largest Stock in the World of
KIDDIE RIDES
- New and Used
- 100% Guaranteed
- Trades Accepted
- Easy Terms Arranged
- Send for Complete List

SPECIALS
10 AMI E-120
Write or Call
60 SWAMIS
$9 each

WANTED: LATE USED UNITED and BALLY SHUFFLE ALLEYS
WRITE—WIRE—PHONE
Redd DISTRIBUTING CO.
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040
WE WILL SHIP ANYWHERE
Exclusive distributors for
WURLITZER — BALLY — UNITED

ABC AUDITED PAID CIRCULATION
ONLY THE BILLBOARD—
among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

# Depreciation Savvy Saves $

• Continued from page 88

Sum of the Digits on the rest of the assets acquired in 1954. This is permissible under the law.

**Fast Write-Off**

In order to appreciate the full tax advantage of a fast write-off let us assume the assets acquired in 1954 costing $10,000 had a four-year life. The Declining Balance Method offers the greatest write-off the first year. The write-off for the first two years is 75 per cent of the asset while the Sum of the Digits allows you to write off but 70 per cent the first two years.

The maximum write-off the first two years, using Straight Line, is only 50 per cent. Businesses with assets that can be written off anywhere from three to 15 years on average can enjoy tremendous tax savings by setting up new assets to best advantage.

The Declining Balance Method seems to have the most to offer. An added advantage in this method is that the Treasury Department is willing to allow the taxpayer to revert to the Straight Line Method whenever he chooses. He is not allowed this choice if he used the Sum of the Digits Method. Both the 200 per cent Declining Balance Method and the Sum of Digits Method allow taxpayers maximum write-offs in the earlier years and smaller write-offs in the later years. A taxpayer is rewarded if he does not hold his fixed assets too long. His business is always modern and up to date. He gets maximum depreciation by replacing old equipment with new, plus long-term capital gains tax treatment on gains realized from the sale of equipment.

**Declining Balance**

As an example, let us presume you bought a car for $2,800 to use in your business. You set it up on a four-year life January 2, 1955. You decide to use the Declining Balance Method of depreciation. You take depreciation as follows:

In 1955—50 per cent of $2,800 . . . $1,400. In 1956—50 per cent of $1,400 . . . $700. Total depreciation taken for two years . . . $2,100. The car originally cost you . . . $2,800. You have taken in depreciation in two years . . . $2,100. Book value at the end of second year . . . $700.

You can sell the car at the end of the second year for $1,500, showing a profit of $800. This long-term capital gain is only 50 per cent taxable so you pay tax on only $400.

**It's All Legitimate**

You turn around and buy a brand-new car for $2,800 and start depreciating it again on the full $2,800 exactly as you did before. This is a perfectly legitimate transaction.

If you have not investigated the tax savings possibilities under the new law using new methods of depreciation, you may be paying heavily for this neglect. Anyway you look at it you can win by making full use of the new methods of depreciation you are allowed.

# Bally Schools Slated in East

CHICAGO, Sept. 10.—Bally Manufacturing Company will hold service schools for operators and servicemen during the next week in New York and Newark, N. J.

Bob Breither, Bally field engineer, who will conduct the schools, will concentrate on explaining features and mechanics of the new Bally shuffle bowling games and the new in-line pinball, Miami Beach.

The first school will be held at the Runyon Sales Company, New York, September 13-14. Barnet Sugarman of the Runyon organization will act as host.

A second school will be held September 15-16 at the Runyon Sales Company, Newark, N. J., offices, where Abe Green will greet operators and servicemen.

WANTED
First-class Pin Ball Mechanic—good pay
Write SUNSET SUPPLY CO.
333 N. MICHIGAN CHICAGO, ILL.

SHAFFER SPECIALS
Fully Reconditioned—Ready for Location

| SEEBURG | | WURLITZER | |
|---|---|---|---|
| M100-B | $565.00 | 1500 | $335.00 |
| M100-A | 295.00 | 1250 | 175.00 |
| 148ML (Blonde) | 95.00 | 1100 | 95.00 |

| AMI | | ROCK-OLA | |
|---|---|---|---|
| D-40 | $210.00 | 1442 Hi-Fi | Write |
| Model "C" | 175.00 | 1438 Comet | $550.00 |
| Model "A" | 95.00 | 1432 | 195.00 |

Be Sure to See the Sensational
ALL-NEW SEEBURG V-200 SELECT-O-MATIC
Shaffer Music Co.
In the Coin Machine Business Over 25 Years
COLUMBUS, OHIO 849 N. High St. AXminster 4-4614
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TAKE IN HEAP BIG PROFITS!
WITH Williams SMOKE SIGNAL

New HANDSOME Super DELUXE CABINET
Order SMOKE SIGNAL today!
Williams MANUFACTURING COMPANY
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

...and you can "bank" on
Williams
"BANK SHOT"

Anti-Cheat Ball Release Mechanism
Silent Ball Drop
2 coin operation!
Two up to Four Players!
Perfect bank shots to invite the experts
Handsome Deluxe Cabinet!
Order BANK SHOT from Your Williams Distributor!

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## LOW DOWN PRICES

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|---|---|---|---|
| GAYETY | $340.00 | VARIETY | $310.00 |
| HI FI | 210.00 | SURF CLUB | 200.00 |
| PALM SPRINGS | 190.00 | ICE FROLICS | 185.00 |
| BEACH CLUB | 160.00 | DUDE RANCH | 165.00 |
| PALM BEACH | 65.00 | YACHT CLUB | 90.00 |
| ATLANTIC CITY | 65.00 | HAWAII | 165.00 |
| HAVANA | 120.00 | RIO | 110.00 |

One-third deposit with order. All games are mechanically good—refinished—guaranteed fast delivery.
CROWN NOVELTY CO., INC., 920 Howard Ave., New Orleans, La. Ph.: Canal 7137



## EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN—AMI—GENCO—EXHIBIT

### BINGOS

| | |
|---|---|
| Atlantic City | $ 90.00 |
| Bally Beauty | 160.00 |
| Beach Club | 165.00 |
| Dude Ranch | 250.00 |
| Spot Lites | 50.00 |
| Surf Club | 255.00 |
| Yacht Club | 110.00 |
| Variety | 410.00 |

### CHICAGO COIN BOWLERS

| | |
|---|---|
| Blinker Bowler | Write |
| Flath Bowler | $365.00 |
| Super Frame Bowler | 285.00 |
| Advance Bowler | 185.00 |
| Double Score Bowler | 95.00 |
| Name Bowler | 75.00 |
| Super Match Bowler | 75.00 |
| Match Bowler | 55.00 |
| Criss Cross Target | 275.00 |

### MUSIC

| | |
|---|---|
| AMI Model A | $125.00 |
| AMI Model B | 175.00 |
| AMI Model D-80 | 385.00 |
| AMI Model E-120 | 525.00 |
| Seeburg M100A | 245.00 |
| Seeburg M100B | 525.00 |
| Seeburg HF100G (like brand new) | 775.00 |

### UNITED BOWLERS

| | |
|---|---|
| Olympic | $100.00 |
| Cascade | 85.00 |
| 10th Frame Stars | 85.00 |
| 10th Frame | 70.00 |
| Stars | 55.00 |

### ARCADES

| | |
|---|---|
| Bally Big Inning | $100.00 |
| Ex. Carnival Gun | 325.00 |
| Silver Gloves | 175.00 |
| Seeburg Coon Hunt | 225.00 |
| Sidewalk Engineer | Write |
| Goalee | 90.00 |
| Super Jets | 295.00 |
| Dale Gun | 45.00 |
| Spark Plug | 75.00 |
| Hayburner | 75.00 |
| Deluxe Photo Matic | 275.00 |
| Foot Ease | 65.00 |
| Gun Patrol | 150.00 |
| Ex. Six Shooter | 110.00 |
| Quizzer | 125.00 |
| Seeburg Bear Gun | 125.00 |
| Setshot Basket Ball | Write |
| Big Bronco | 425.00 |
| Chi Coin 4-Pl. Derby | 100.00 |
| Chi Coin Pistol | 65.00 |
| Ex. Jet Gun | 145.00 |
| Genco Rifle Gallery | 250.00 |
| Standard Metal Typer (new and used) | Write |

1/3 Deposit With Order—Balance C.O.D. or Sight Draft.

Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : SUperior 1-4600)


*when answering ads . . .*
**SAY YOU SAW IT IN THE BILLBOARD!**

# Use Coin Rides As Sales Tool

DETROIT, Sept. 10.—A free ride on a coin-operated kiddie ride is used as a premium for buying a special money belt to assist in saving a firm's trading stamps was offered at the Michigan State Fair, September 2-11, by the Gold Bell Gift Stamp Company. The set-up introduces a new level of sponsorship for a kiddie ride operator.

Four coin-operated rides were supplied by Michigan Midget Movies, headed by Joseph Auton—two horses, a steamboat and a Merry-Go-Round. They were set up outdoors adjoining an attractive animated Davy Crockett type display established by the company.

Gold Bell operates a fast-growing gift stamp business, with a multitude of tie-ins from theaters to new car agencies in the Michigan-Ohio area. The firm selected the State Fair to introduce a specially designed money belt for youngsters, which will encourage them to become stamp savers. To make it attractive to the youngsters to get started on this project, the belts were sold for $1, and each purchaser was given a free ride upon the ride of his choice. Each belt was stamped when the ride was validated—as the attendant put a dime in the coin chute—so that repeaters were eliminated, and the rides proved an effective assist to a highly specialized sales tool promotion.


## WE CAN'T GIVE YOU MONEY But—
**We can Help you earn it!**
(It's been our business for 33 years)
HOW? WITH
## NATIONAL SHUFFLEBOARDS
And NATIONAL Promotion Know-How
Want Facts? — We've Got Them!
Write ● Wire ● or Phone — Orange 2-9100
**NATIONAL SHUFFLEBOARD COMPANY**
Orange, New Jersey



Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

### SHUFFLE ALLEYS

| | |
|---|---|
| Bally Blue Ribbon | Write |
| Bally Gold Medal | Write |
| Chi. Coin Bonus Score Bowler | Write |
| Bally Magic Bowler | Write |
| Bally Jet Bowler | $375.00 |
| Chicago Coin Starlight | 295.00 |
| United Cascade | 100.00 |
| Keeney Pacemaker | 165.00 |
| Chi Coin Criss Cross Target | 235.00 |

### MUSIC

| | |
|---|---|
| Rock-Ola 1448 | Write |
| Rock-Ola Hi-Fi Select | $725.00 |
| Rock-Ola Comet 1438, 120 Select. | 599.50 |
| Seeburg M-100A | 295.00 |
| Seeburg 100BL | 495.00 |
| Wurlitzer 1100 | 125.00 |

### ARCADE

| | |
|---|---|
| Bally (Kiddie Gun) Bulls Eye | Write |
| Chicago Coin Deluxe (Baseball) Bulls Eye | Write |
| Chicago Coin (Baseball) Bulls Eye | Write |
| Bally Hot Rod | Write |

### ARCADE

| | |
|---|---|
| Exhibit Sportland (Moving Target) | $225.00 |
| Genco (Moving Target) Rifle Gallery | 249.00 |
| Keeney Sportsman (Moving Target) | 249.50 |
| Williams Safari | 425.00 |

### SPECIAL WHILE THEY LAST

| | |
|---|---|
| 10 Midget Racers | $125.00 |
| 9 Midget Movies | 125.00 |
| 2 Ducks | 125.00 |
| 1 Tank | 150.00 |
| 2 Trains | 150.00 |
| 2 Palomino Ponies | 125.00 |
| 2 Chi Coin Super Jets | 225.00 |
| 1 Rocket Patrol | 75.00 |

### PINBALLS

| | |
|---|---|
| GAYTIME | WRITE |
| GAYETY | $445.00 |
| Variety | 425.00 |
| Atlantic City | 95.00 |
| Palm Spring | 250.00 |
| Surf Club | 285.00 |
| Ice Frolic | 250.00 |
| United Rio | 125.00 |

CALDERON DISTRIBUTING CO.
450 Massachusetts Avenue • ME-Irose 4-8468 • Indianapolis, Indiana


**SAY YOU SAW IT IN THE BILLBOARD!**


# A GENCO EXCLUSIVE 1½" BALL IS ACTUALLY KICKED THRU THE AIR!

Yet GENCO'S NEW, ACTION PACKED

## QUARTERBACK
ALL-LOCATION
## FOOTBALL GAME

The ONLY FOOTBALL GAME where BALL IS KICKED through the air FOR 5 FEET

Moving Tee Adjusts Ball for HIGH KICKS . . . LOW KICKS or Left and Right!

COLORFUL REPLICA OF FOOTBALL FIELD WITH REALISTIC ACTION!

TESTED AND PROVED IN TAVERNS THROUGHOUT THE COUNTRY

? SEE IT NOW!

"SUPER TOUCHDOWNS" score 20-30-40-50 or 100

"ROSE BOWL" scores 100 TOUCHDOWNS and REPLAY! (adjustable)

★ Ball Moves 10-20-50 Yards at a Time
★ Moving Lights Show Position of Ball
★ Scores from 1 to 100 Touchdowns at a Time
★ 8 Downs per Game (4 each Half)—Adjustable to 4 Downs

MATCH PLAY WITH OPTIONAL REPLAY . . . OR ADJUSTABLE TO MULTIPLE REPLAY

"KICK OFF" Your Biggest Season with "QUARTERBACK"
*WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR TODAY!*

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois


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## BINGO MECHANIC WANTED

Good pay and regular hours.
Write Box 818
Care The Billboard, Chicago, Ill.

## MONARCH RECONDITIONED BUYS

**BOWLERS**
Un. Banner .....$315
Un. DeLuxe Mars ..... 345
Un. DeLuxe Mercury .. 365
Chicoin Thunderbolt .. 400
Keeney Palisade ..... 435

**BINGOS**
United Rio .....$135
United Nevada ..... 195
United Tropicana ..... 250

**SKEE-SKILLS**
Un. DeLuxe Targette ..$325
Un. DeLuxe Comet .... 345
Un. DeLuxe Venus (New) .....WRITE
Un. DeLuxe 5th Inning (New) .....WRITE
Genco Rifle Gallery ...$225

**CIGARETTE MACHINES**
Uneeda 15 Col. .....$65
Uneeda 9 Col. ..... 45
Uneeda 8 Col. ..... 35
Rowe 10 Col. ..... 65
DuGrenier 7 Col. ..... 45
DuGrenier 9 Col. ..... 65
DuGrenier 11 Col. ..... 85

CHARLEY PIERI
Write for Latest List
Lincoln 9-3996-7-8
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill.

*ATTENTION—Jobbers, Wholesalers, Operators*

## WANTED—FOR CASH
## SEEBURG M100A's
**ANY QUANTITY**

WANTED—All Late Gottlieb and Williams Pin Games. Send in complete list.

*Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.*

**TRIMOUNT**
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS
Tel. LIberty 2-9880


SAY YOU SAW IT IN THE BILLBOARD!

## Bally Preems

• *Continued from page 101*

shooting the puck between narrow strike zone lines, while regular strikes are made by shooting the puck over a yellow path leading to the strike zone. Five different scoring values for strikes and spares are also possible, depending on the speed with which each puck is delivered. A puck delivered with medium speed registers a higher score than a shot that is relatively fast or slow.

When a "super strike" is scored on the new games, a bell sounds, the pin field blacks out momentarily and the words, "super strike" lights up in red letters. Jumbo Bowler is the new regular model bowler, while King-Pin is set for match play.

In discussing the increased production of Bally bowling games, Jack Nelson, general sales manager, said, "The popularity of the big pins and puck is the reason for expanding the line of bowlers. Distributors and operators demanded a game like ABC and Congress Bowlers with speed-control scoring, while at the same time, demand for the games that follow official bowling scores has continued.

"So, by adding shifts and assembly lines, we are now in production on four different bowlers."

Over-all sizes of all four games are 8½ feet by 25 inches. All are available for dime play, or dime and three-for-quarter play. ABC Bowler and Congress Bowler have 10-frame games. Jumbo Bowler and King-Pin Bowler are adjustable to 10 frames or five frames.


## WANTED
A.M.I. "B" A.M.I. "C"
•
ROCK-OLA
1426 1428 1434
•
ALL TYPES GUNS BALLY BINGOS

## NEW GAMES
Bally MIAMI BEACH
United PIXIES
Chicago Coin BLINKER
Gottlieb TOURNAMENT
Bally CONGRESS BOWLER
Bally KING PIN BOWLER

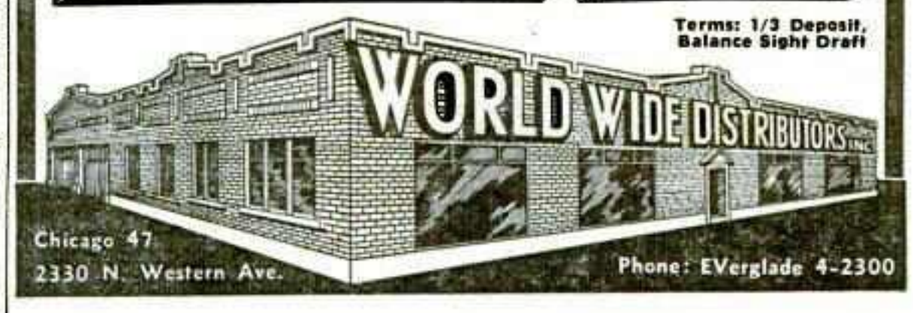
## UNITED BINGOS
NEVADA ....$210
HAWAII ..... 175
RIO ..... 135
TROPICS ....$125
CABANA .... 95
STARS ..... 55

## LATE SHUFFLES
DeL. LIGHTNING .....$395
DeL. MERCURY ..... 365
DeL. 11TH FRAME ..... 335
BANNER ..... 310
ACE ..... 285
LEADER ..... 225
CLASSIC .....135
C.C. DBL. SCORE ..... 75
C.C. TRIPLE SCORE .... 95
C.C. 6-PLAYER ..... 45

## 5-BALLS
TWIN BILL .....$210
BIG BEN ..... 135
MARBLE QUEEN 110
ARMY & NAVY ..$95
CHINATOWN ..... 75
ROSE BOWL ..... 75

## SPECIAL!
Genco "400" .....$55
Genco GOLDEN NUGGET ..... 75

Terms: 1/3 Deposit, Balance Sight Draft

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**DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED**
**MECHANISMS ARE STEAM CLEANED**
The following models are available for prompt shipment:

Davis Guarantee
- Mechanism Overhauled
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| 148ML | $129 |
| M100A | 340 |
| M100B | 495 |
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| 1400—1450 | $325 |
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**WALL BOXES**

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| SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless | 14.95 |
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THE BILLBOARD "The Amusement Industry's Leading Newsweekly"
... with Audited Paid Circulation to match!
AUDITED PAID CIRCULATION ABC


## Sam Lewis

• Continued from page 101

chise distribution has been initiated; an expansion program for new game engineering has been formulated; new inspection procedures have been installed, and a new purchasing department has been set up.

In the past month, Exhibit has introduced a new game, Skill Pool. Lewis expects this and other new games now under development to boost Exhibit sales volume far above present level.

**Other Shipments**

Among other items currently being shipped by the firm are a gun game, Treasure Cove Shooting Gallery, two mechanical horse rides, Big Bronco and Trigger, and the Vacuumatic picture card-vending machine. Exhibit prints its own cards for this machine and currently has 51 different series of cards available.

Immediate future plans at Exhibit include a new addition to the present factory to handle additional sales volume. This addition is expected to be completed before 1956.

Before joining Exhibit, Lewis was vice-president of Genco Manufacturing & Sales Company, Chicago, and earlier was an executive at Chicago Coin Machine Company, Chicago.


**PANORAM OPERATORS**

Increase your business from 100% to 200%!

For confidential information, write or wire

CAPITOL PROJECTOR CORP.
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GIVE TO DAMON RUNYON CANCER FUND


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| A. M. I. MODEL "C" | $175 |
| WURLITZER 1100 | 155 |
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RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

A Quarter Century of Service.
ATLAS MUSIC COMPANY
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FLASHING LITES TRAVEL UP SCORING COLUMNS WITH EACH TOSS

•

IF PUCK IS THROWN TOO HARD, LITE GOES ABOVE 800 MARK. IF THROWN TOO EASY, LITE DOES NOT REACH 800 MARK.

STRIKES
REGULAR X
SUPER X
SPECIAL X

"SUPER" STRIKES score up to 800 points each

"SPECIAL" STRIKES score up to 600 points each

"REGULAR" STRIKES score up to 400 points each

Keeney's 6-PLAYER CHALLENGE BOWLER
with STEPPING LITES on playfield for SUPER, SPECIAL and REGULAR STRIKES!

PUCK THROWN AT RIGHT SPEED SCORES 800 ON STRIKE HIT WITH RED LITE STOPPED ON PLAYFIELD!

PLAYER TRIES TO "TIME" HIS THROW TO STOP TRAVELING LITE IN RED STRIKE AREA

TOP SCORE: 9,600 10TH FRAME SHOOTS AGAIN FOR THREE TIMES OR AS LONG AS PLAYER KEEPS STRIKING. (adjustable)

HIGHEST SCORE is determined by
1. Accuracy of throw
2. Correct speed
3. Correct timing

- Regulation 10 Frames plus "shoot as long as you Strike in 10th Frame!"
- Plexiglass covers all rollover switches
- Hinged Plexiglass Hood over pins
- Hinged Lite Box Glass
- Quiet, Smooth Operation
- Covered Cash Box with Extension Floodlite
- Custom Finished Cabinet

10¢ PLAY OR 3 FOR 25¢

SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS


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ATLANTA, Sept. 10.—Georgia's State cigarette and cigar tax collections for the fiscal year ended June 30 totaled $10,557,915, an increase of $627,890 over last year's figure, according to B. E. Thrasher, state auditor.

SAM SOLOMONS
SPECIALS!
Immediate Delivery
Exhibit's
SKILL POOL
WIRE—PHONE—WRITE
UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3529

## Westchester Now 90% on 10c Play

NEW YORK, Sept. 10.—According to Seymour Pollak, secretary of the Westchester Operators' Guild, 90 per cent of the county's juke boxes are now on 10-cent play.

Pollak said that grosses are currently running about 75 per cent ahead of a year ago, altho play is down by 15 per cent. He explained that the bar business is off this year, but the increase to 10 cents on juke boxes has enabled the operator to show an increase in profit despite a decrease in patronage.

Westchester operators are still using a lot of EP records with 10-cent play, but not quite as many as when dime play was first introduced.

FOREIGN BUYERS
We Are Export Specialists
Ask for our special price lists on reconditioned equipment.
We Have for IMMEDIATE DELIVERY the following
BALLY HITS
ABC Bowler
Congress Bowler
Jumbo Bowler
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Miami Beach In-Line
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BUY QUALITY AMERICAN

WHY LEARN THE HARD WAY!
Let the experience of thousands of others prove to you that AMERICAN is the only quality shuffleboard on the market.
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Union City, New Jersey
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SHUFFLEBOARD COMPANY
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**SAY YOU SAW IT IN THE BILLBOARD!**

Time is Money!
. . . as every operator in the world realizes.
The sooner he gets a great new game on location, the sooner he begins to earn money! While others are just talking, EXHIBIT is delivering the most sensational, low-priced, money-making game of all time—
"SKILL POOL"
Time is Money! Don't waste it!
Your order will be quickly filled by your EXHIBIT distributor! SEE HIM TODAY!
HURRY!
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# AMAZING NEW MAGIC CARD

**grows bigger and bigger and bigger**

Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

**SUPER-X**
BOOSTS 3-IN-LINE TO 5-IN-LINE

RED AND YELLOW
**SUPER-LINES**
BOOST 3-IN-LINE TO 4-IN-LINE

SELECT-A-SPOT
X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES
EXTRA-BALLS

*$o do operators' earnings*

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

# MIAMI BEACH BY Bally®

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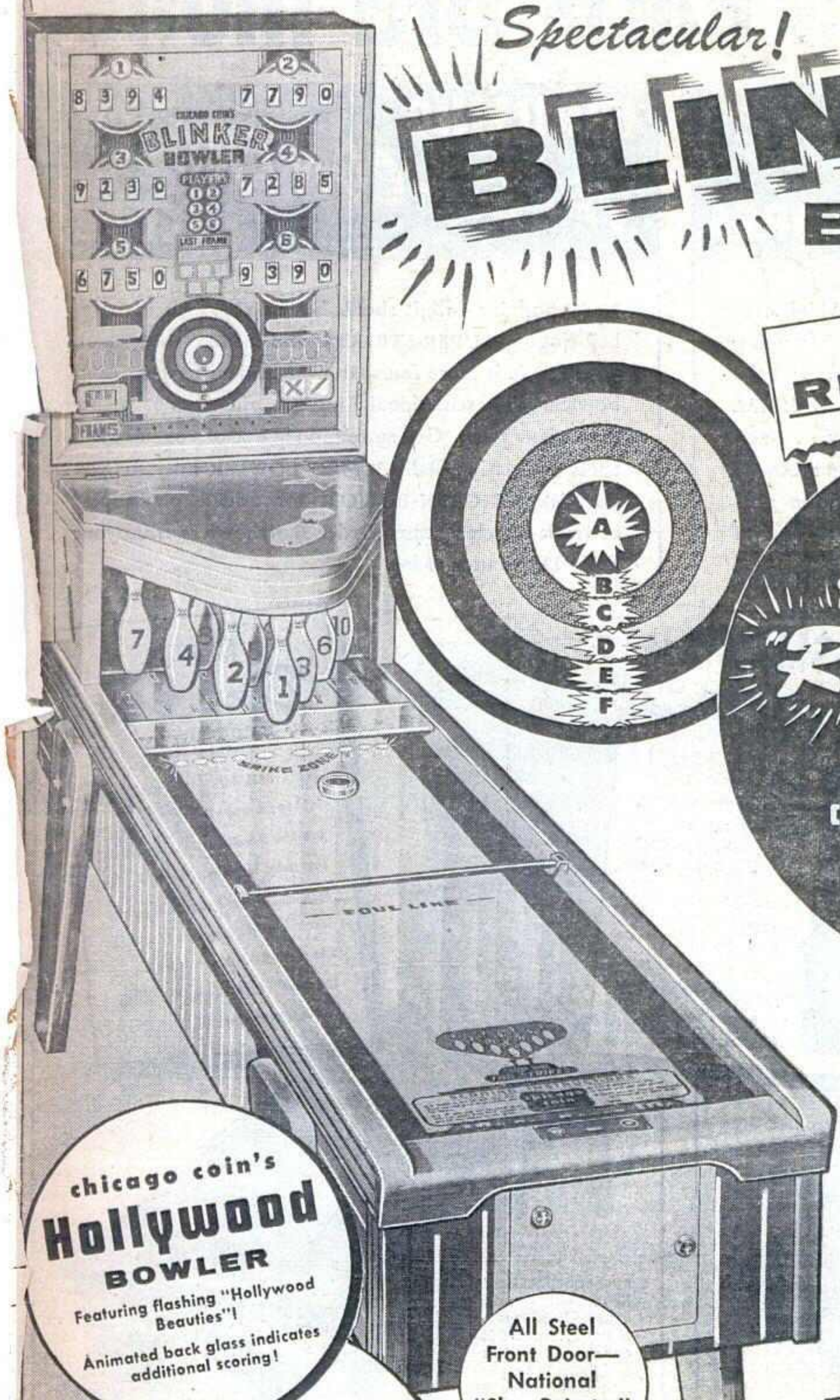
# IT'S ENTIRELY *NEW!* IT'S ENTIRELY *DIFFERENT!*

*What An Attraction!*

**chicago coin's**

*Spectacular!*

# BLINKER BOWLER




**100% REPLAY GAME**

Player by Simply Matching a Number Only gets Additional Scoring on the

*"Ring-O-Lite"* **BULLS EYE**

**Colorful Traveling Lights** speed along behind each Ring building up great suspense and animation!

Game is adjustable for Match Play in 1st, 2nd, 5th or 10th Frame.

Each Player has an Equal Opportunity to Match a Number During the Match Frame.

4 Drum Scoring! PLUS *Flash-O-Matic* Scoring!

*Companion Game!*

**BULLS EYE BOWLER**

★★★ Contains same playing features as Blinker Bowler except the 100% Replay Feature.

**chicago coin's Hollywood BOWLER**

Featuring flashing "Hollywood Beauties"!

Animated back glass indicates additional scoring!

All Steel Front Door— National "Slug Rejector" Coin Chute

**chicago coin's Bonus Score BOWLER**

★ NEW TOURNAMENT STYLE PLAYING METHOD!

★ NEW EXCITING BONUS SCORING SYSTEM!

**chicago coin MACHINE COMPANY**

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*Pick the Ballybowler best for each location . . . your choice of Official Scoring or Speed-Control Scoring . . . with or without match-score features . . . dime-play or three-plays-for-a-quarter. All 4 Ballybowlers are location-proved big money-makers.*

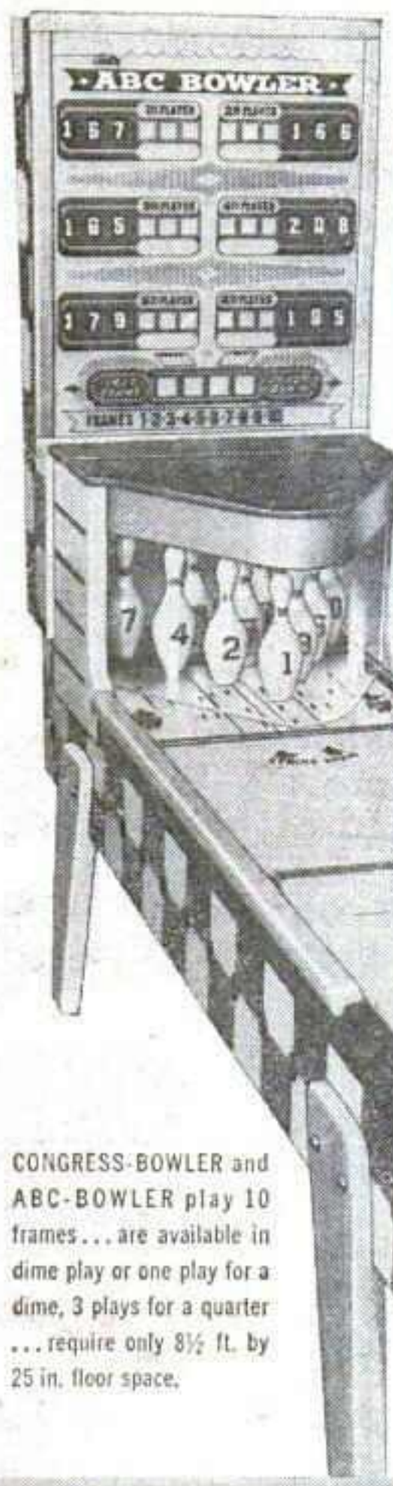
# Bally® BIG bowlers earn BIG money

## POPULAR OFFICIAL BOWLING SCORES

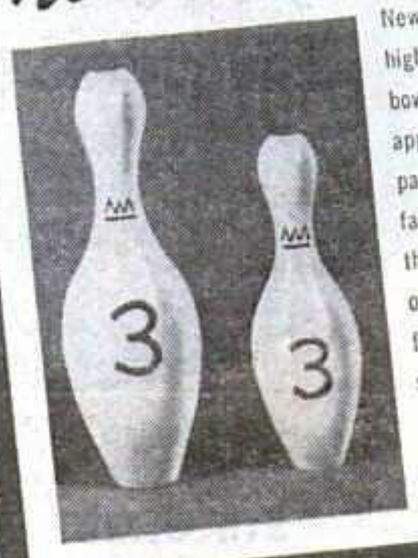
BOWLER earnings climb to a new sensational high . . . as 20,000,000 bowlers and their millions of non-bowling friends . . . discover the fun and fellowship . . . and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER on location now . . . or CONGRESS-BOWLER for added attraction of match-score features.

## THRILLING SPEED-CONTROL SCORES

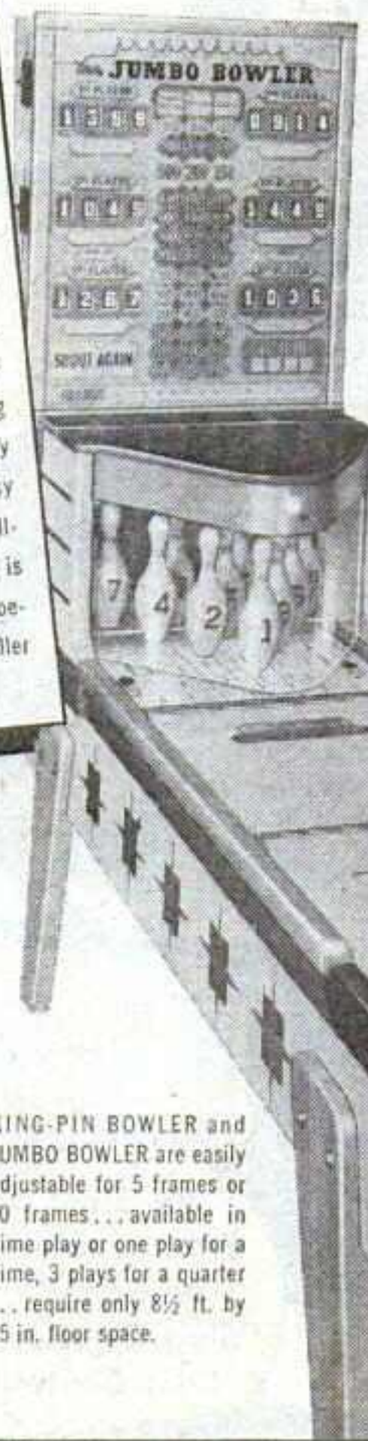
NOW popular 4-digit shuffle-bowling . . . with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring . . . is more fun than ever . . . on newest Ballybowlers with sensational king-size pins and hefty, he-man giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.




### New KING-SIZE Pins New OVER-SIZE Puck



New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.




### FAMOUS De Luxe FEATURES

ALL 4 BALLYBOWLERS feature flashy light-up scores with high-speed totalizing; beautiful club-styled cabinets, ruggedly constructed for years of money-making operation; popular 7-10 pickup; genuine Formica playfield; hinged pin-hood, doors and playfield with easy-up elevator; speedy pin reset; quiet operation; sturdy, trouble-proof mechanism.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames . . . are available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

KING-PIN BOWLER and JUMBO BOWLER are easily adjustable for 5 frames or 10 frames . . . available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

## ABC bowler

## WITH MATCH-SCORE FEATURES Congress bowler

## JUMBO BOWLER

## KING-PIN BOWLER WITH TRIPLE MATCH FEATURES

**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

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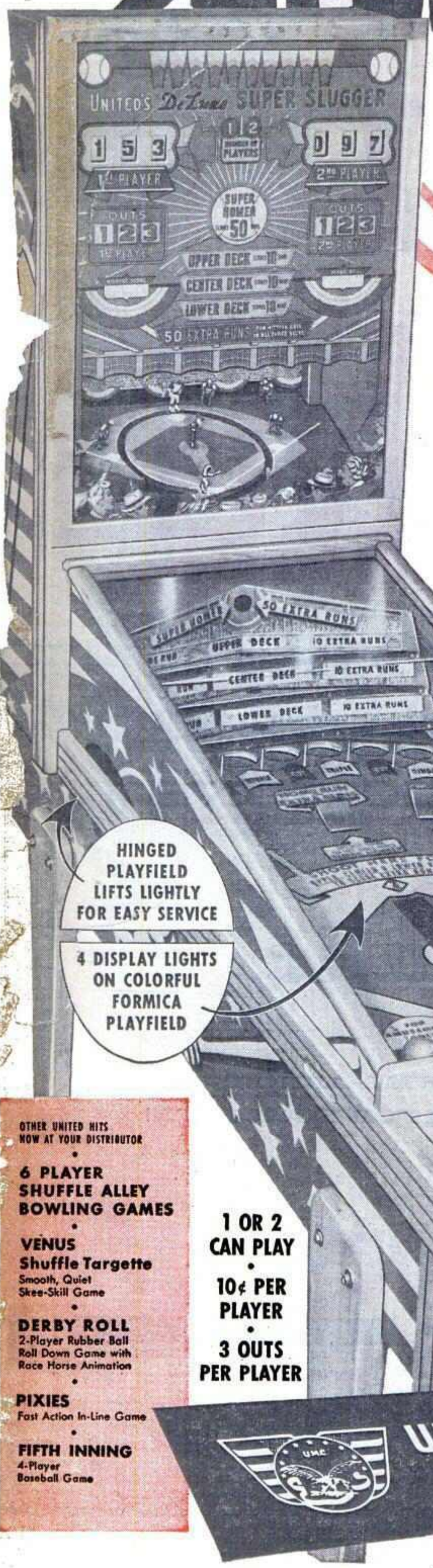
# THE BIGGEST HIT IN BASEBALL GAMES

UNITED'S DE LUXE

# SUPER-SLUGGER




ANIMATED BASE RUNNING
BEAUTIFUL 3-D EFFECT

SINGLES
DOUBLES
TRIPLES
HOME RUNS

## PLAYER CONTROLS SWING OF BAT TO HIT WEAK... MEDIUM... HARD

**New Super Homer Feature Scores HOME RUN PLUS 50 ADDITIONAL RUNS**

**Hit in LOWER, CENTER or UPPER DECK SCORES HOME RUN PLUS 10 ADDITIONAL RUNS**

***Player gets 50 Extra Runs for landing in all 3 Decks***

HINGED PLAYFIELD LIFTS LIGHTLY FOR EASY SERVICE

4 DISPLAY LIGHTS ON COLORFUL FORMICA PLAYFIELD

**SIZE:**
6½ FT. HIGH, 6½ FT. LONG, 2 FT. WIDE

•

**DOUBLE CLOVER MATCH FEATURE**

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**UNITED'S SLUG REJECTOR**

•

**SEE YOUR DISTRIBUTOR**

1 OR 2 CAN PLAY
•
10¢ PER PLAYER
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3 OUTS PER PLAYER

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

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**6 PLAYER SHUFFLE ALLEY BOWLING GAMES**

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**VENUS Shuffle Targette**
Smooth, Quiet Skee-Skill Game

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**DERBY ROLL**
2-Player Rubber Ball Roll Down Game with Race Horse Animation

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**PIXIES**
Fast Action In-Line Game

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**FIFTH INNING**
4-Player Baseball Game

**UNITED MANUFACTURING COMPANY**
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SUPER SLUGGER IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE

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WITH 200 SELECTIONS

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YOUR SEEBURG DISTRIBUTOR WILL ANNOUNCE
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