**To The Reader's Digest**

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

Mr. deWitt Wallace, Editor
The Reader's Digest
Pleasantville, N.Y.

Dear Mr. Wallace:

The current issue of Reader's Digest does a grave injustice to thousands of law-abiding men and women who make a living in the jukebox industry and, by a convention of terminology, it does an equal injustice to all those who are engaged in selling merchandise that vending machines.

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

Mr. Vele's article misleads your readers on two scores. It takes a handful of facts from the Midwestern cities and concludes that these facts are typical of the jukebox business "in many cities." It therefore casts a shadow of disrespect on all vendors in cities where the jukebox business has never been invaded by racketeers, or, more accurately, where jukebox people have fought their way clear of previous invasions by racketeers.

In the introduction of the article, it is stated that the article proceeds automatic merchandising with juke boxes, and, by innuendo, implicates the housewife in the sale of cigarettes, cola, beer, and, of course, hot dogs and other products that vending machines.

We refer to an anonymous article in The Billboard on "The Intelligent Reply to Mr. Vele's Article," which first points out that the juke box is an entertainment medium, not a "coined vending business." We recognize that the jukebox industry is extremely vulnerable to public attack. To completely understand this vulnerability you have to go back far in the history of the business, as the history of vending machines were sold by slot machine operators in the same locations where their gambling equipment was situated. The fact that the juke box was once used and passed as a front is however innocent the juke box was and is established an atmosphere in which all sorts of allegations became credible.

Many facts concerning the jukebox business in the three cities

Mr. Vele names were published in this article.

To cite one example, Mr. Vele did report that juke box operators in Detroit testified to the alleged racketeering in Detroit. His article then shows an obvious lack of research on the part of Mr. Vele because Mr. Vele's article moves effortlessly from joke boxes to horror comics, from comic books to crime novels, from clerks to the "coin-coined vending business."

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The Colgate Agency which other indication that the program make the show watching TV Sundays 8-9 were 30 per cent better than dur- Esty’s TV department, has gone play, unless they are cleverly inte- this fall, some of the attractiveness Martin and Lewis subsidiary of scale skier policy on Paramount’s full- of the past and present; another with marquee value. A good ex- available. For another, because so next week. A Paramount spokes- TV setup will be held in New York cunt.. of lice Paramount -Du Mont a Part of the show. This summer, but he runs 16.4, Only Martha Rave has correct and that Silvers is moving 111. Trendex Picture An auto race in making Another device used to build up the show to the 8 p.m. to “Okla- ing below 12. And “Navy Log,” a Factor Him Strong Foe; ‘Navy Log’ Onlookers feel that the be- UHF’s pleading “no rash action,” FCC looking over the toe femme at- Looking over the top feminine at- Auto Race in Making: “Navy Log” is how to eliminate them. Is that the female Century this week. An initial deci- to New York. The Washington community efforts to obtain TV by broadcasters, the Com- Television is thus putting into the hands of the area who, could not otherwise receive it. 23. “Booster” stations got a boost from the FCC’s tough action against the off- air sales to UHF’s. They’re not at the top of the list. of urine. women’s magazines. Competition among auto makers’ what it is, Chevrolet’s move, it’s expected, will be followed by similar daytime TV buys on the part of other auto manufacturers. If daytime TV proves itself, it will probably not be too long before local automobile dealers jumped on the bandwagon in a big way, pressing local sta- pulating that the auto companies are just as serious about women as they are about the male market. The Chevrolet boy of Carry Moore, which will see the Chevrolet commercials hitting the air in a big way, will do much to make the campaign succeed. Silvers’ Shift May Nip Berle Position CBS Comedian’s Trend Score Shows Him Strong Foe; “Navy Log” a Factor NEW YORK, Oct. 22—Milton Berle is facing the threat of a strong, and possibly career-end- ing, challenge from the箐 show Phyllis Silvers in the Philadelphia area. If this show starts to gain in strength, it may eventually lead to the departure of Berle from his weeknight slot. The Nielsen Company, which monitors television ratings, indicates that the Silvers’ program, which has been gaining in popularity, is taking away a large number of viewers from Berle’s show. This could be a serious blow to Berle, who is known for his large following and has been a mainstay of television for many years. If the ratings continue to rise, it is possible that Berle may be forced to make a career change or perhaps even leave the business altogether. Congressional Action Seems Only Solution to UHF, Civil War Civil Industry, Engineers Deadlocked; FCC Divided as Pleas from Both Flood In By MILDRED HALL We have just a little more than CONGRESSIONAL action next seems the only answer to the UHF-INDUSTRY problem. A wide area of interest is being drawn to the FCC and the Commerce Committee in Washington over the issue of UHF. The FCC is currently considering a proposal to limit the use of UHF for television, which would result in the elimination of most of the current UHF channels. Congress has already taken some action on the issue, and the Commerce Committee is expected to hold hearings on the matter soon. This could be a significant step in the process of addressing the issue, as it would provide an opportunity for both sides to present their arguments and negotiate a solution. Congress has already acknowledged the importance of the UHF issue, and it is expected that the hearings will be a key moment in the process of finding a resolution. The UHF issue has been a contentious one for many years, with both the FCC and the UHF industry facing opposition from various groups. It is hoped that the hearings will provide an opportunity for all parties to come together and work towards a solution that is acceptable to everyone. Norwich Buys Into ‘Ozzie’ NEW YORK, Oct. 22—ABC-TV has picked up Norwich Studios as an “Ozzie and Harriet” star that started the last of the year. Norwich will replace Telechron which was forced out after a two-month suspension of its one-fourth-gram of the show. Norwich Buys Into ‘Ozzie’
NEW YORK, Oct. 22.—A programming and public relations change is slated for take place in the Tuesday, 7:30-8 p.m. time period, currently occupied by NBC's World War II picture "That Time" series.

"That Time" series, which has been doing in the time slot, which is filled the rest of the week with "Red River," is having quite successful, that the web that is responsible for this show must go into another kid schedule because it's understood, does not want to spend a lot of money on residuals, probability, therefore, Whittall will go into the spot.

CBS is known to have had its heart set on programming a kid show in that Tuesday time period right from the start, in line with its 7-5-90,000 kid strip programming policy switch. Tuesday is one of the two nights of the week that CBS doesn't compete with ABC's "50% Off." On the other night, Monday, CBS has a big "Barney" show, giving ABC's adult "Topper" show a two-night间隔, and it is too happy with Whittall's decision. That film is on Tuesday nights, CBS went along with the move.

Motorola Near Big Rerun Deal

NEW YORK, Oct. 22.—Motorola is considering making a nationwide deal for a rerun TV series. The network is considering a nationwide bas-relief in cooperation with its dealers and has even gone so far as to talk about distributing the series to TV distribution outlets with a sign that reads "Motorola." If the deal goes through, a dramatic anthology series, down to works of William Shirer, "The Stranger," and Robert Rossen, "The Big Sleep," will be presented. Each film will be one-hour long and will be shown on ABC's "56-57 Shows For Ad Pitches" series.

President Is Alone On OPC Deal

NEW YORK, Oct. 22. —President David S.portman. The deal, which was made up with the cooperation of the Big Rerun Deal is a go. His statement aroused similar interest to a recent report that Anson Associates was planning to film and peddle "The Stranger." It is Dec. that the network has been thinking of this show for the past year or more. The deal has been in the works for a year or more.

The TV network is also considering two other shows. For live TV, "Cap' Voyage," a kid strip, and for the station shows, "The Stranger," a personal show, and "Make Your Wish," a children's show.

TV FILM COSTS HEAD FOR ANOTHER BOOST

Jinx Still Follows Pontiac TV Deals

NEW YORK, Oct. 22. —The problems that Pontiac has had with Jinx have not been solved. The network is getting itself established in network television and now has to cut its losses. It is expected that the show will be dropped. The station's mystery may be solved, however, as the company may feel the need to spend less money on the show.

Granik Gets N.Y. Files for Video

NEW YORK, Oct. 22. —The City of New York has finally filed its case in TV for video. The network has evidently filed a declaratory order seeking to ascertain whether or not the program is being broadcast in violation of its contract. The suit was filed by the New York Times for Video.

Jinx still follows Pontiac TV deals, similar to the story of Jinx from the TV show "Jinx." Pontiac has been facing financial difficulties, and its commercials on a regular basis have been interrupted. The network has had to make some changes in order to reduce costs.

Granik seeks his way through the TV world, facing legal challenges and trying to protect his rights. The suit was filed by the New York Times for Video, seeking to ascertain whether or not the program is being broadcast in violation of its contract. The suit was filed by the New York Times for Video.
**News in Brief**

**CBS WORLD BUDGET ARMOURY AS STUDIO**

CBS-TV is reportedly negotiating for the purchase of the National Guard Armory at 38th and 2nd Street and Park Avenue in New York for conversion to TV studios.

**FORMAT, TITLE CHANGE FOR COLOR SHOWS**

A format change in CBS-TV's "Welcome Travelers," which takes effect next week, will result in the title being changed to "Love Story." The "Welcome Travelers" was a colorcast, a 30-minute or less, and $750 additional for KTLA. The show is already scheduled for November 27, the single which will deal with death in the U.S. is her sale.

**BEYON ClINCHES WAGA**

Belo's deal with CBS and Los Angeles has published a color rate and outlines the additional costs in the United States. The network will pay $460.00 for the Belo group. The "Adventures of Superman" will be dropped and the NBC program will be bought in advance. The change in this one-day is also in the wind at CBS. The Belo group is expected to make a decision by the end of the year.

**EDUCATIONAL SHOW PRE-EMPTS 'OMNIBUS'**

The first of three 60-minute CBS-TV public affairs programs that will pre-empt " Omnibus" this season has been scheduled for November 27. The show, which will deal with education in the U.S., is news sale.

**First Report in Illinois}**

The Illinois Broadcasting Association has issued a new manual for the industry. The manual is designed "to show the industry of Illinois the best use of evidence in the proceedings." It is expected that the manual will be distributed to all members of the association.

**KXLY-TV, Spokane, Wash.: "Expect color will be open the door to new advertising opportunities."

KXLY-VF, a small network station in the Northwest, has signed up for color TV. The station is expected to air the first colorcast next month.

**Eekeley white, we prepare our arts, etc., in color because this is almost the same.**

Eekeley white, the first colorcast to be produced, is already scheduled for November 27. The show will deal with the education in the U.S.

**Pontiac Jinx **

Continued from page 3

PONTIAC JINX **

Continued from page 3

**AGENCIES AND ADVERTISERS SAY . . .**

**NICHOLAS KELLETT OF**

is tops in the area. His agency, ADMAG, has been producing a successful series of commercials for local advertisers. The commercials are well received by both the advertisers and the public.

**DEUTRICH DUNCK, president, KTVX, Sioux City, la.:**

"Every color TV commercial is better, compared to film. Results will be more dependable." The president of the station said that color TV commercials are better for their realism, freshness, flexibility in market trends and last-minute changes.

**FOSSGE and BURGER, vice-president, ACADEMY FILM CLUB, San Francisco:**

Fossger and Burger, a local agency in the San Francisco area, has been using color in its commercials with great success. They said that color TV commercials are better for their realism, freshness, flexibility in market trends and last-minute changes.

**MOBR**

Continued from page 3

MOBR **

Continued from page 3

**REVIEWED is the world of color TV commercials.**

Continued from page 3

**WALTER LOWENDAHL, president, TRANSFILM, INC., New York:**

Walter Lowendahl, the president of Transfilm, Inc., has been reviewing the world of color TV commercials. He said that color TV commercials are better for their realism, freshness, flexibility in market trends and last-minute changes.

**EMERSON TONER, Emerson-Toner Studios, Inc., New York:**

Emerson Toner, the president of Emerson-Toner Studios, Inc., has been reviewing the world of color TV commercials. He said that color TV commercials are better for their realism, freshness, flexibility in market trends and last-minute changes.

**B. M. WIDGER, manager, ST. LOUIS PRODUCTIONS, Chicago:**

B. M. Widger, the manager of St. Louis Productions, Inc., has been reviewing the world of color TV commercials. He said thatcolor TV commercials are better for their realism, freshness, flexibility in market trends and last-minute changes.
NEW YORK, Oct. 22.—Still another TV film distributor is planning a stock issue. The idea for this one is for the largest capitalization ever attempted in this field. The $8,000,000 UM&M, Inc., is reported to have over 1,000,000 shares available for sale.

There are now three publicly-owned companies in TV film distribution—Films and National Television Associates, Inc., which is sold over the counter, NTA is on a par of about $50 a share. The Business is a weekly transaction of one's own size. UM&M, Inc., has long been one of the big four TV film producers and is now a major coming into the market with its own stock issue.

It is generally understood that it will be offered at a price of $8,000,000 a share, and a distribution operation these days.

The major outfits around $8,000,000 a year, but their net profit is only a small fraction of that. For UM&M, Inc. this issue, if it comes off, will, of mean, a major event in the TV film market just what forms it will take it is not yet known since nobody is talking...
**The Billboard Scoreboard**

**ARB Audience Composition Studies**

- **Network Dramas**

  | Rank | Show, Sponsor & Web | Men | Women | Nielson Top 10
  |------|---------------------|-----|-------|-------------------|
  | 1    | Stage by Stage, TVM (CBS) | 100 | 100 | 60.0
  | 2    | The Millionaire, N. Y. C. (CBS) | 95 | 40 | 59.8
  | 3    | The Bachelor, NBC | 90 | 30 | 50.0
  | 4    | The M. M. Music Show, ABC | 85 | 25 | 45.0
  | 5    | The Big Show, NBC | 80 | 20 | 40.0
  | 6    | The Erskine Show, CBS | 75 | 15 | 35.0

- **AMONG MEN**

  | Rank | Show, Sponsor & Web | Men | Women | Nielson Top 10
  |------|---------------------|-----|-------|-------------------|
  | 1    | Stage by Stage, TVM (CBS) | 100 | 100 | 60.0
  | 2    | The Millionaire, N. Y. C. (CBS) | 95 | 40 | 59.8
  | 3    | The Bachelor, NBC | 90 | 30 | 50.0
  | 4    | The M. M. Music Show, ABC | 85 | 25 | 45.0
  | 5    | The Big Show, NBC | 80 | 20 | 40.0
  | 6    | The Erskine Show, CBS | 75 | 15 | 35.0

- **AMONG WOMEN**

  | Rank | Show, Sponsor & Web | Men | Women | Nielson Top 10
  |------|---------------------|-----|-------|-------------------|
  | 1    | Stage by Stage, TVM (CBS) | 100 | 100 | 60.0
  | 2    | The Millionaire, N. Y. C. (CBS) | 95 | 40 | 59.8
  | 3    | The Bachelor, NBC | 90 | 30 | 50.0
  | 4    | The M. M. Music Show, ABC | 85 | 25 | 45.0
  | 5    | The Big Show, NBC | 80 | 20 | 40.0
  | 6    | The Erskine Show, CBS | 75 | 15 | 35.0

**SYNDICATED FILM PROGRAMS**

- **AMONG CHILDREN**

  | Rank | Show, Sponsor & Web | Men | Women | Nielson Top 10
  |------|---------------------|-----|-------|-------------------|
  | 1    | The Millionaire, N. Y. C. (CBS) | 95 | 35 | 50.0
  | 2    | The Bachelor, NBC | 90 | 20 | 40.0
  | 3    | The M. M. Music Show, ABC | 85 | 15 | 35.0
  | 4    | The Big Show, NBC | 80 | 10 | 30.0
  | 5    | The Erskine Show, CBS | 75 | 5 | 25.0

**The Pulse Audience Composition Studies**

- **Syndicated Film Dramas**

  | Rank | Show, Sponsor & Web | Men | Women | Nielson Top 10
  |------|---------------------|-----|-------|-------------------|
  | 1    | The Millionaire, N. Y. C. (CBS) | 95 | 40 | 50.0
  | 2    | The Bachelor, NBC | 90 | 30 | 40.0
  | 3    | The M. M. Music Show, ABC | 85 | 25 | 35.0
  | 4    | The Big Show, NBC | 80 | 20 | 30.0
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**The SYNDICATE TV PROGRAM and Time-Buying Guide**

**Table of Contents**

1. **Network TV Programs**
2. **ARB Top Shows Among Women**
3. **SYNDICATED FILM PROGRAMS**
4. **Pulse Top Pick Among Women**
The Billboard Scoreboard

PULP LOCAL MARKET RATINGS

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

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly series in each local market. For Los Angeles/Philadelphia/New York ratings, it is understood that whether these programs are network or local, live or film. It also provides ratings for the top 30 films aired locally in each market.

In each market, the top 15 once-weekly shows and (Of network shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title (Distributor)</th>
<th>Station, Day</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>*News Caravan</td>
<td>KMJ, M.-Th.</td>
<td>23.9</td>
</tr>
<tr>
<td>2</td>
<td>Toad of the Town</td>
<td>KJEO, Su.</td>
<td>23.7</td>
</tr>
<tr>
<td>3</td>
<td>Barker Bros.</td>
<td>KENS, Su.</td>
<td>23.3</td>
</tr>
<tr>
<td>4</td>
<td>Superman (Flamingo)</td>
<td>WINS, W.</td>
<td>22.7</td>
</tr>
<tr>
<td>5</td>
<td>Mr. District Attorney (Ziv)</td>
<td>WW2, W.-9:30</td>
<td>22.5</td>
</tr>
<tr>
<td>6</td>
<td>Waterfront</td>
<td>KMJ, F.-8:30</td>
<td>22.5</td>
</tr>
<tr>
<td>7</td>
<td>Lead Three Lives (Ziv)</td>
<td>KTNT, M.-9:00</td>
<td>22.3</td>
</tr>
<tr>
<td>8</td>
<td>*WTOH's 10 p.m.</td>
<td>WINS, M.P.</td>
<td>22.1</td>
</tr>
<tr>
<td>9</td>
<td>To. of the TO.</td>
<td>KTVI, S.</td>
<td>22.1</td>
</tr>
<tr>
<td>10</td>
<td>*News Time 16:15 p.m.</td>
<td>KMJ, M..F.</td>
<td>22.0</td>
</tr>
<tr>
<td>11</td>
<td>Delta of the Town</td>
<td>KJEO, Su.</td>
<td>22.0</td>
</tr>
<tr>
<td>12</td>
<td>*McNeil, the Badge</td>
<td>WINS, F.</td>
<td>22.0</td>
</tr>
<tr>
<td>13</td>
<td>The Falcon (CBS)</td>
<td>KMJ, Th.-6:30</td>
<td>21.7</td>
</tr>
<tr>
<td>14</td>
<td>Col. March of Scotland Yard (Official)</td>
<td>WBNS, S..10:00</td>
<td>21.6</td>
</tr>
<tr>
<td>15</td>
<td>The Great Gatsby (MCA)</td>
<td>KMJ, M.</td>
<td>21.5</td>
</tr>
<tr>
<td>16</td>
<td>The Tin (CBS)</td>
<td>KMJ, F.</td>
<td>21.5</td>
</tr>
<tr>
<td>17</td>
<td>The Playhouse (ABC)</td>
<td>WWJ, 30.-10:30</td>
<td>21.3</td>
</tr>
<tr>
<td>18</td>
<td>The Sign of the Cross</td>
<td>KMJ, M..F.</td>
<td>21.3</td>
</tr>
<tr>
<td>19</td>
<td>The Three Wise Men (Ziv)</td>
<td>WW2, W.-9:30</td>
<td>21.2</td>
</tr>
<tr>
<td>20</td>
<td>City Detective (MCA)</td>
<td>WSB, W.-9:30</td>
<td>21.2</td>
</tr>
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<td>21</td>
<td>The Red Badge (MCA)</td>
<td>KOMO, Su.</td>
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<tr>
<td>22</td>
<td>The Falcon (CBS)</td>
<td>KMJ, Th.-6:30</td>
<td>21.1</td>
</tr>
<tr>
<td>23</td>
<td>Sherlock Holmes (Ziv)</td>
<td>WW2, W.-9:30</td>
<td>21.1</td>
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<td>24</td>
<td>Favorite (MCA)</td>
<td>KMJ, M.</td>
<td>21.1</td>
</tr>
<tr>
<td>25</td>
<td>The Sign of the Cross</td>
<td>KMJ, M..F.</td>
<td>21.0</td>
</tr>
<tr>
<td>26</td>
<td>The Great Gatsby (MCA)</td>
<td>KMJ, M.</td>
<td>21.0</td>
</tr>
<tr>
<td>27</td>
<td>The Frogs (MCA)</td>
<td>KMJ, M.</td>
<td>21.0</td>
</tr>
<tr>
<td>28</td>
<td>The Red Badge (MCA)</td>
<td>KOMO, Su.</td>
<td>20.9</td>
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THE TOP 11 MULTI-WEEKLY SHOWS IN RANK ORDER

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<td>10</td>
<td>*News Time 16:15 p.m.</td>
<td>KMJ, M..F.</td>
<td>22.0</td>
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<td>11</td>
<td>Delta of the Town</td>
<td>KJEO, Su.</td>
<td>22.0</td>
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<td>12</td>
<td>*McNeil, the Badge</td>
<td>WINS, F.</td>
<td>22.0</td>
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<td>13</td>
<td>The Falcon (CBS)</td>
<td>KMJ, Th.-6:30</td>
<td>21.7</td>
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<td>14</td>
<td>Col. March of Scotland Yard (Official)</td>
<td>WBNS, S..10:00</td>
<td>21.6</td>
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<td>The Tin (CBS)</td>
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<td>17</td>
<td>The Playhouse (ABC)</td>
<td>WWJ, 30.-10:30</td>
<td>21.3</td>
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<td>18</td>
<td>The Sign of the Cross</td>
<td>KMJ, M..F.</td>
<td>21.3</td>
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<td>19</td>
<td>The Three Wise Men (Ziv)</td>
<td>WW2, W.-9:30</td>
<td>21.2</td>
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<td>20</td>
<td>City Detective (MCA)</td>
<td>WSB, W.-9:30</td>
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<td>23</td>
<td>Sherlock Holmes (Ziv)</td>
<td>WW2, W.-9:30</td>
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<td>Favorite (MCA)</td>
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<td>25</td>
<td>The Sign of the Cross</td>
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<td>The Great Gatsby (MCA)</td>
<td>KMJ, M.</td>
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<td>27</td>
<td>The Frogs (MCA)</td>
<td>KMJ, M.</td>
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<td>28</td>
<td>The Red Badge (MCA)</td>
<td>KOMO, Su.</td>
<td>20.9</td>
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THE TOP 100 MULTI-WEEKLY SHOWS IN RANK ORDER

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title (Distributor)</th>
<th>Station, Day</th>
<th>Rating</th>
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<tr>
<td>1</td>
<td>*News Caravan</td>
<td>KMJ, M.-Th.</td>
<td>23.9</td>
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<td>2</td>
<td>Toad of the Town</td>
<td>KJEO, Su.</td>
<td>23.7</td>
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<td>3</td>
<td>Barker Bros.</td>
<td>KENS, Su.</td>
<td>23.3</td>
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<td>4</td>
<td>Superman (Flamingo)</td>
<td>WINS, W.</td>
<td>22.7</td>
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<tr>
<td>5</td>
<td>Mr. District Attorney (Ziv)</td>
<td>WW2, W.-9:30</td>
<td>22.5</td>
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<td>6</td>
<td>Waterfront</td>
<td>KMJ, F.-8:30</td>
<td>22.5</td>
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<td>7</td>
<td>Lead Three Lives (Ziv)</td>
<td>KTNT, M.-9:00</td>
<td>22.3</td>
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<td>8</td>
<td>*WTOH's 10 p.m.</td>
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<td>To. of the TO.</td>
<td>KTVI, S.</td>
<td>22.1</td>
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<td>20.9</td>
</tr>
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</table>
### TV Commercials in Production

A Guide to TV Spot & Program Plans

**Of Competing Sponsors, by Industries**

This weekly chart lists commercials produced using the last 40 production months, with all industries covered over the course of a month's issue. The following symbols designate the types of commercials used:

- LA=Live Action
- FA=Full Animation
- SA=Split Animation
- MS=Special Effects

- J=Jingles
- M=Music
- S=Spoken
- ID=Ident
d- NA=Not available

(Continued from last week)

#### PSOTS COMMERCIALS & FILM SALES

**THIS WEEK’S FILM BUYS**

- **CBS-TV FILM SALES**
  - **AMOS & ANDY**
  - **KPFH**
  - **PM**
  - **FRN**
  - **JAM**
  - **IC**
  - **MIL**
  - **SK**
  - **J**
  - **UB**
  - **K**

- **NBC-TV FILM SALES**
  - **GOOD MORNING**
  - **KMGH**
  - **KTVX**
  - **WZTV**
  - **KOMO**
  - **KDFW**
  - **KTVF**
  - **KDFW**
  - **KOMO**
  - **KDFW**

#### NEW TV Spot Campaigns

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

Deals Set During Week Ending October 1

This weekly chart is compiled from a survey made by TV Billboard among U.S. TV stations. It shows the new national spot campaign for which contracts were set during the survey week and those that are scheduled to start within the month, or time frame, as noted.

(Continued from last week)

#### CLOSEOUTS

- **COFFEE**
  - **Wawa**
  - **Green Gables**

- **MILK**
  - **Super Markets**
  - **Highway Patrol**

- **ROOMS**
  - ** imdb**

#### REGULARS

- **STUDIES**
  - **Bedford**
  - **Terra**
  - **Lambert**

- **GREETINGS**
  - **G KEY**
  - **PRO**

#### SPOTS, COMMERCIALS & FILM SALES

**NATIONAL SUMMARY**

Elements

- **Product and Advertiser**
  - **Popcorn**
  - **Pepsi-Cola**
  - **Brown & Sharpe**

- **Commercial and Advertiser**
  - **Pepsi-Cola**
  - **Brown & Sharpe**

- **National**
  - **Pepsi-Cola**
  - **Brown & Sharpe**

#### INTERRAT TELEVISION

**LITTLE RASCALS**

- **KLTV, Dallas, Tex., Waco-Wash.**
  - **Waco-Laureate**

**MAJOR OF THE TOWN**

- **WGDR, Long Island, N.J.**
  - **Berkeley Heights**

**NIGHTTIME TELEVISION**

- **NEWSPAPER**
  - **Sykesville, Va.**
  - **W. J. Mueller**
  - **NATIONAL SUMMARY**

#### PSOTS COMMERCIALS & FILM SALES

**REGIONAL REPORT**

- **Eastern**
  - **Jerry Speak**
  - **Boston**

- **Southern**
  - **Cincinnati**

- **Midwestern**
  - **Chicago**

- **Southwestern**
  - **Dallas**

(Continued on page 10)

#### Who’s Buying Films Where

**Deals Set by Competing Bankers—A Break-Down by Sponsors’ Industries**

Included on this far are sponsors who purchased TV film program in the manner preceding this issue. All industries covered in the chart in the month preceding the issue are rated: A—Alternate west sponsorship; D—Spot sponsorship.

(Continued from last week)

### Sponsorship—Programs

<table>
<thead>
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<th>Sponsorship—Program</th>
<th>Distribution Market</th>
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<td>Globo</td>
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<td>MDA</td>
<td></td>
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<tr>
<td>Seven News Service</td>
<td></td>
</tr>
<tr>
<td>National Airlines</td>
<td></td>
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<tr>
<td>Continental Airlines</td>
<td></td>
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<tr>
<td>Braniff Airlines</td>
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<tr>
<td>Delta Airlines</td>
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<tr>
<td>Northwest Airlines</td>
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<td>Pan American Airlines</td>
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<td>Western Airlines</td>
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<td>United Airlines</td>
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<tr>
<td>American Airlines</td>
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<tr>
<td>Trans World Airlines</td>
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</tbody>
</table>

(Continued next week)

**BRIGHTLINE**

- **Radio**
  - **KABC, Los Angeles**
  - **KCBS, San Francisco**

- **Television**
  - **KTTV, Los Angeles**
  - **KTBV, Los Angeles**

- **Film**
  - **MCA Film**
  - **Vanguard Films**

(Continued from last week)

**REGIONAL MEET FOR MCA-TV**

**NEW YORK, Oct. 28—** MCA-TV will hold its semi-annual regional sales manager’s meeting here on Monday, Nov. 9, and ready tuned for its 1956 sales campaign.

Several new programs will be discussed during the meeting, including new TV series and specials, a description of the syndication outlet’s efforts here and into Mexico and its Europe. Attending will be all top executives of the firm, including Wynn Nathan, vice-president of MCA, who will preside at the meeting.
By BOB FRANCIS  

“No Time for Sergeants” is not a play. It’s a team that’s adapted to a stage. It is, of course, adapted by its Lexis from Marine Corps drill instructor, Joe Pendleton, who has the same name. It is presented at the Capital by the Cincinnati Players with Evans of some of the most entertaining and amusing routines of Larkin to be seen on a New York platform. Unfortunately, the laugh of the last act has been replaced by the tear of this ending.

I think the most remarkable thing about this is that a Broadway new-comer has adapted a play from a novelist who has practically no previous legitimate experience. The reason is that for what is practically a tour de force and the biographical records of straight. What “Sergeants” would be the wave of the future for as long as he is a Deep South, hillbilly drawer, he of “Good Morning, Air Corps” on its beam ends-from sergeant to top-cinch brass—brass-for-a-couple of constant belly laughs. So who cares whether or not it’s a hit, when Griffith can wind up an impress- sive evening with practically every- one on stage dodging with razzle-dazzle, everything going right.

Grand Fun

Legit

By BOB FRANCIS  

“Roomful of Roses” has added another bouquet to the Playhouse’s individualistic arrangement of “Saints Go Marching” in providing a strong, crowd-pleasing finish with “Get Your Kicks.” On opening night, Tuesday, Feb. 15, the show's musical number was performed by a group of local dancers, who were joined by the show's cast in a choreographed routine. The audience was given a preview of the upcoming show on the marquee, which included a special performance by the Playhouse’s resident band. The musical number was met with a standing ovation, with the audience cheering and applauding the cast for their hard work and dedication. The Playhouse continued to impress throughout the night, with a variety of musical numbers and acts that kept the audience on their feet. The atmosphere was electric, with the energy of the performers infectious. The show was a testament to the talent and hard work of the Playhouse’s cast and crew, and a true celebration of the power of live performance.
MUSIC-RADIO

Recorded Tape Field Taken Over by Small Indie Firms

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

BY IS HORBOWITZ

NEW YORK, Oct. 22.—The rush of entries in the past few weeks has paralleled the pre-recorded tape field bids for early entry to the lucrative field of recording and selling of new disk labels which followed the opening of the first tape recorder store.

The two developments have paralleled each other, in the case of LP, and the mastering of many points in common.

In the case of tape, there are at least 40 firms already plugged into the pre-recorded tape cuttings (some, of course, containing only a couple of titles), with about a third of this number launching their operations within the past few months. Every week now sees new tape outfits joining the parade.

Competitors by their absence, however, are the major record companies, of which only RCA Victor has invested a big tape arm.

The majors are apparently waiting a while-and-one-goes, preparing for all but the strongest of movements and in time when potential has reached the point where solid sales and sales potential are apparent.

Unlike the case in records, where at least $500 LP’s of a new artist are needed to launch the career of a person and more often 1,000 or 2,000 tapes can be sold and ordered today, one hundred or two hundred, more or less.

Costs Cheaper

A recorded tape producer has all costs of manufacturing, fabrication of master parts and last pressing process included in the price.

(Continued on page 20)

Compulsory Sheet Music in Top Spot

Hot Issue Due for Debate in SPA’s Pact

Huddles With Pub; Who Will Give In?

NEW YORK, Oct. 22.—When the Song Publishers’ Association shortly begins negotiations with the SPA for a standard contract, one of the most hotly contested items to be expected is the song publishers’ demand for compulsory sheet music publication.

Many publishers have been heard to consider this contract clause on the same level as the ASCAP-controlled music business and are expected to fight for its elimination or compromises.

The eight-year-old SPA contract states specifically that publishers must publish and offer for sale popular songs appearing within a year, or forfeit ownership of the copyrighted work to the publisher. The song public suing the publisher, in addition, doesn’t go off a recording and/or publishers a dance band arrangement.

The publishers gripe revolves around the disk-based nature of the song business, and the relative unimportance of sheet music receipts on the same disk material.

It is no secret that many songs never go on the disk, even when they are excerpted on records. The

RICKSHA

Jap Tune Getting Novel Plug

NEW YORK, Oct. 22.—Publishers Sid Mills has plenty of trouble these days. He wants a license from the city to park a ricksha in front of his store, 1216 Broadway, between a portion of one of the famous Milk’s tides. "The Japanese Foreign

Well Song," recently released on Mills’ Monterey line.

Mills has found out that you can get a license for a motor vehicle, a bicycle, a pram, or any other vehicles, but the idea of a group of rickshas on the streets of the city fathers’ doesn’t seem to be the least popular. Many cabmen and "rickshaw men" who are being flown in by the Japanese consul are eliminating the ricksha and a Japanese stewards company has opened a ricksha service on the TV network, and the Marques Records have launched the "Novel Plug." record.

The ditty, by Hana Cava Holida, with an English lyric by Freddie Morgan, is reported as

(Continued on page 20)

Copyright Law

Change Hulled by ABM Brass

HOLLYWOOD, Oct. 22.—Arthur J. "Doc" Randum, ABM Local 4147 business agent, was on hand for the auction of a unit of the 78's that were recorded with pro宗旨. There were many lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, lesser, 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Action to Speed Standards on Tape Equipment

Changing Industry Delays Early Rule On Its Uniformity

NEW YORK, Oct. 22.—Hope for a quick settlement of the tape standards issue, which has already postponed the expected form standards on pre-recorded tape and playback equipment appearance, was dampened yesterday when a federal judge indicated he might not rule on the matter for a month. It is still possible that the Standards Committee of the National Electrical Manufacturers Association, scheduled to meet here tomorrow to consider a revised proposal on tape standards, may be called to the stand if Judge Harold H. Greene, of the Supreme Court of the United States, should rule on the matter. If he does not, the scheduled conference will be the first to be held in the country since the Standards Committee was formed.

At best, it is now considered unlikely that a new proposal will be forthcoming, and it is also unlikely that it would be voted on by the committee until after October. The situation will be further complicated by the fact that the Standards Committee is meeting here tomorrow at the request of the Radio Manufacturers Association, which is considering the possibility of adopting a new set of standards.

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

By BILL SIMON

NEW YORK, Oct. 22.—The musical instrument business has gone crazy, and for music publishers has gone bananas, and for record manufacturers it is growing steadily since World War II. The old, predictable pattern has not been followed, and instead, it has been a pattern of explosive growth. The pattern has been one of growth, and in some cases, it has been explosive.

To a relatively small group of publishers, this business is hardly new. Since the late 1930's, many publishers, such as Meisel, Music, the Chappell and Warner Brothers groups, Boston, and others have been in the business. Some have been growing steadily and cultivating a healthy profit margin. Others have been growing steadily and gaining the public's attention. Some have been gaining the public's attention, and others have been growing steadily and gaining the public's attention.

Today, as most publishers have seen the public's attention, and others have been growing steadily and gaining the public's attention. Some have been gaining the public's attention, and others have been growing steadily and gaining the public's attention.

The latter effort resulted in the formation of one new organization under the leadership of Charles E. Grady.

ULCER CROP

RCA's New Location 'Em

NEW YORK, Oct. 22.—Music publishers, traditionally recognized as conservative, have recently found themselves edging toward more liberal policies. One by one they have been moving into new offices which will make it easier for them to get their work done. The new offices are not only more efficient, but they also provide a more pleasant working environment.

Some of the publishers who have moved to new offices include: Bette Davis Records, U.S. Business Men's Records, Three Montilla, and others.

Bel Canto Tape Firm Launched

HOLLYWOOD, Oct. 22.—Bel Canto, a new tape recording firm, has been launched here by Nathan J. Dole, president of the Bel Canto Record Manufacturing Corporation.

Bells, formerly associated with three major recording firms, has been named general sales manager, with Mickey H. Crowl, the publicity director, operating on a concession basis by Platt Music Company.

The company will handle the line of two new labels, under the billing of "Bobby Moore and the Bel Canto Record Manufacturing Corporation.

To a majority of publishers the appeal to a relatively small group of musicologists is one of personal and establishing a firm's reputation. It is also a way to sell equipment than to demonstrate it by playing records. What better way to sell equipment than to demonstrate it by playing records?

The chief commodity that a department store has is its space. With a new and different inventory value for the use of that space, the store can better believe the influence of department and syndicate arrangements, because that is the value of the space. "What better way to sell equipment than to demonstrate it by playing records?" the store asks. "It will get more sales carry a line of players and not records."

Other sources believe the chief interest is in the dance music. While the dance music is a staple line, it is also a staple line. The dance music line is the key to the market, Carl Davidson, who heads RCA's Musical Merchandising Corporation, said. Basically, the company's leading musical artists, producers, and record companies.

Majors Probe Into Disk Merchandising

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

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 22.—Major music publishers, now in the midst of a campaign to build up the base of the record market by increasing the number of record stores, have taken a more realistic look at the disk merchandising practices of such outlets.

The plan of attack has been to build up the sales of department store and chain store records, which are being sold in droves, by expanding the number of record stores. "What better way to sell equipment than to demonstrate it by playing records?" the store asks. "It will get more sales carry a line of players and not records."

The chief commodity that a department store has is its space. With a new and different inventory value for the use of that space, the store can better believe the influence of department and syndicate arrangements, because that is the value of the space. "What better way to sell equipment than to demonstrate it by playing records?" the store asks. "It will get more sales carry a line of players and not records."

The theory exists among some trade sources that record department stores at major department stores will one day be an accepted part of the retail scene. In a report by Platt Music Company on one of the chain stores.

It is generally known that the Broadway Department Stores here, with seven outlets, have contained considerable experience in the merchandising of such a firm. The "Eddy Arnold Time Folio" is one of the firm's successful products, and it has carried it successfully into the field. Eddy Arnold is a great seller in the field, since total sales in the field total about 5,000, and Trinity claims advances in sales of its product. The "Eddy Arnold Time Folio" is one of the firm's successful products, and it has carried it successfully into the field. Eddy Arnold is a great seller in the field, since total sales in the field total about 5,000, and Trinity claims advances in sales of its product.

Three Montilla Moves to Boost U. S. Business

NEW YORK, Oct. 22.—Montilla Records, Spanish language disk, has announced the expansion of its domestic production program. The company, which has seen its sales up, move to larger facilities in the near future. The new facilities will be equipped with the latest in recording equipment. Montilla also has established exclusive artists, Ferda Canta and Mafioso.

Majors Eye Hawaii As Fertile Market

HOLLYWOOD, Oct. 22.—Hawaii is more than an island paradise, according to a bevy of major record publishers, according to a bevy of major record publishers, according to a bevy of major record publishers. It is a market that is growing in importance. In recent weeks representatives of three major platter houses have taken the Hawaiian jaunt; Joe Perry and Berry Blaisdell, RCA Victor's field rep, Rosco Moseley, president of Goldilocks Records. The indica tion is that the Hawaiian market is a two-legged assault designed to meet the challenge of the Mexican market. The new labels are "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm, "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm.

The big volume in native music is currently being done by publishers, such as Victor, Bel Canto Records, 403 State and Decca, which have the big share of the single market in Hawaiian music, the native Hawaiian and Polynesian, Western music, Waulk and Criteria, have recently gained prominence. Mickey Golden, president of the Criteria platter, and also of the Criteria syndicate, president of Goldilocks Records. The indica tion is that the Hawaiian market is a two-legged assault designed to meet the challenge of the Mexican market. The new labels are "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm, "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm.

The latter portion of the disk business has been strengthened by the addition of a number of new labels, including "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm, "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm.

MUSICAL PARADISE

Indie Disk Firms in Cut-Rate Deal

NEW YORK, Oct. 22.—Five independent disk manufacturers, from one of whom the "Eddy Arnold Time Folio" is now being manufactured, said here this week.

The new labels are "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm, "Island Heat," and will be added to their respective catalogs by the Hawaiian Rio-label firm.

The latter effort resulted in the formation of one new organization under the leadership of Charles E. Grady.

(Continued on page 15)

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(Continued on page 15)
PATTI PAGE

BIG SMASH!

"Cross Of Gold"

COUPLED WITH

"SEARCH MY HEART"

MERCURY 70713
Decca Ties Top Series To Holiday

NEW YORK, Oct. 22—Decca has come up with a week commercial campaign that is something new for band LP's. Each of the LP's, each devoted to music, representative of a different country, will be met by a full-scale promotion-top-with Holiday magazine, Saturday Evening Post, Life, Time, TV Guide and newspapers. An eye-catching color photo (which features the LP) will grace each of the magazine covers. A scenario view of the LP, a tagline, a lead-in, a tagline, a plug with a magazine for the plug and an interesting trade-styled liner cover. All this will be going the via series via special stories. These stories are more far superior to the general run of LP's than has been the case to date, and will be delivered with new inspiration for contemporary ideas. The series, of course, shapes as ideal gift suggestion material for the holiday season.

Good Quality

Continuing the series is also of superior quality. More than 19 different LP’s, including some from foreign aggregations—are featured on the next LP’s. Three of the powdered features are manufactured by Werner Miller (Brazil), Julius LeBeL, best known to U. S. record buyers due to his successful run with the LeBel-Vardi trio, number one in the Islands, with Webley Ed- man’s Lights, T. Fritz, and Richard Brooks. Many more have been Japaned the instrument package (“Holiday is,” in its seventh annual edition, is lithographed on the same LP). It is also a pleasure that the Latin LP’s are featured exclusively on Eminent Viva’s label. The Latin LP’s are much better than the ones produced by the Western LP’s, and the industry is going with the idea that this is a good LP for Latin aficionados. There is also a new LP in the series, called “Holiday is,” in its seventh annual edition, is lithographed on the same LP. It is also a pleasure that the Latin LP’s are featured exclusively on Eminent Viva’s label. The Latin LP’s are much better than the ones produced by the Western LP’s, and the industry is going with the idea that this is a good LP for Latin aficionados.

Montilla Moves

Continued from page 12

Cuban Boys (nascent to the Le- cuban Boys), the Havana Big Band, and the Montilla Players are recording in Spain, including sessions for the American union to make up special copies spot- lighted for the Thursday night, April 20, at 10 p.m. on WOR. The Miller and Miller Brothers are known as the Montilla Players, and their respective sub- scendants, Montilla, are held back at a local rock-and-roll and jazz band.

Action to Speed Standards

Continued from page 13

Lebel, Audio Devices exec. Prior to this action four subcommittees have analyzed different facets of the problem.

Lebel Group

On last September, the Lebel group’s direction in the creation of a new musical sound sense has been charted by the National Association of Radio and Television Broadcasters. The National Association of Radio and Television Broadcasters have already established standards for the protection of copyrights and for the promotion of the public interest in audio-visual material. These standards are the result of a comprehensive study of the problems of copyright law, and of the need for a nationwide system of copyright registration. The standards are designed to provide a uniform system of copyright protection and to promote the public interest in audio-visual material.

Frisco Clubs Okay

AFM Vacation Deal

Continued from page 13

Frisco Clubs Okay

AFM Vacation Deal

Boston, Oct. 22—Twenty-three night clubs here have signed a federal labor agreement with the American Federation of Musicians to provide a uniform system of copyright protection and to promote the public interest in audio-visual material.

Local President Charles H. Ken- nedy, AFL labor agent, signed a contract for a strike last week, which time the clubs had not been able to reach an agreement. The contract, which was signed for the new week.

Sun Builds Stable Of Country Artists

NEW YORK, Oct. 22—The Sun Record company, through its acquisition of Holliday star Elvis Presley, has broken a new ground in the field of country artists. Recent reports have been Johnny Cash, who is now known as “Sun,” playing in the Top barrel. A new disk, featuring in the rhythm and country style, is being released.

School Market Lucrative Field

Continued from page 13

For example, published 25 different arrangements of the current smash hit “Jazz is the Thing,” by James Brown, have been issued by various record companies. The hits, in turn, have been recorded by many artists. For example, the song has been recorded by the Beatles, the Rolling Stones, and the Temptations. The hits are now being pressed on 45s, 78s, and 45s.
... A Big Walloping Two-Sider for the Haley Crew"


DECCA
29713-929713
hitmakers...

BILL HALEY
And his
COMETS

BURN THAT CANDLE

DECCA RECORDS

Fastest Selling Records
**MUSIC AS WRITTEN**

**WHIRL to Air Fem Shows In Memphis**

**MEMPHIS, Oct. 22--**WHIRL, new 1,000-watt outlet here, is scheduled to debut today with a program policy slated strictly for the feminine audience. The outlet will be managed by Geraldine L. Wilkins, owner of the Sun Record Company and one of the partners in the station operation. Other partners, pending approval of the Federal Communications Commission, are Clarence Campbell, president of the Southern American Company and the Memphis-Arkansas Syndicate and Kenneth Williams, owner of Red Scott Jr.

Broadcast personnel will be feminine wherever possible. Assistant manager in Red Scott's post, known widely, as deejay Mage Abbott, formerly assistant manager of KDIN, Phoenix, Ariz. Also on staff is Marion Keidel, formerly with WHRC, CBS affiliate in Memphis.

**PARIS, Oct. 22--**France this week became the 16th nation to ratify the Universal Copyright Convention, according to the protocol for this country January 14, 1936.

The convention gives reciprocal benefit on copyrights, including music, between member countries. A permanent executive council gains this privilege among other copyright ambitions.

**DECCA TIES UP WITH COLUMBIA**

To hype sales of its 27 organ LPs, Decca has arranged a three-city tour of the Hammond Organ Company. Promotion is spearheaded with release of two new organ sets by Jess Wade, "Beautiful Duets," and "Now the Day Is Over." Promotion includes a large three-color window display featuring a photo of the Hammond organ and the three-city tour. Radio, first reached by Decca, Edith Smith and Lesley Dee, a three-combo contract, will use LPs and EPs, recording bags feature distribution of the Hammond organ, publicity only in the Hammed Times, with a circulation of 100,000 owners.

**AM-PAR NAMES ALCO AS PITT DISTRIBUTOR**

Am-Par's Pitt Distributors have announced an exclusive deal with Alco Records in Pittsburgh, with Alco retaining the Laura Lee from the label. The Hammond Times, Pittsburgh's independent, is also available.

**Columbia Signs Damone Is Word**

HOLLYWOOD, Oct. 22--In a deal with Columbia Records, Victor Damone, singer and actor, has signed a five-year contract with the major label. Damone will be merchandised by the jingle firm will have use of the talent for the next four years, according to the executive, and can expect the label to use the tune/jingle business for the remainder of the contract.

**Cap and Union Iron Problems**

HOLLYWOOD, Oct. 22--A strike by the Screen Recording Recording Artists & Engineers, Local 69, Hollywood, Calif., at Filmore Records, has shut down all recording operations at Filmore Records. The strike was declared as of midnight Saturday, and will continue until the union and the company reach an agreement.

**Columbia Signs Damone Is Word**

Hollywood, Oct. 22--A deal between Columbia Records and Victor Damone, singer and actor, has been announced. Damone will be released in May 1937, and will be the first Columbia release of the year. Damone is an active member of the Screen Actors Guild, and has appeared in a number of films in the past year.

**Song Ads Gets Bourne Catalog**

HOLLYWOOD, Oct. 22--Bob Sunde, president of Song Ads, Inc., has signed a deal with the National Union of Musicians and Musicians (NBC) here Friday, November 11, to the label. The agreement will go into effect for New Jersey's Rustic! between company execs and union spokesmen, with sound mixers and employees shut down all recording operations.

**THE JAPANESE FAREWELL SONG**

**HEART OF GOLD**

**THE NEW SONG SENSATION**

**SUDDENLY THERE'S A VALLEY**

**SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY**

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LOOKS LIKE HER BIGGEST!

"THERE SHOULD BE RULES"

recorded by Betty Madigan

MGM -K-12094

"MIRACLE in the RAIN"

From the WARNER BROS. Motion Picture "MIRACLE IN THE RAIN"

recorded by JERRY VALE COLUMBIA #4-40584

LORRY RAINE ADVANCE #3004 (903)

WARNER BROS. MUSIC DIVISION
488 Madison Ave., New York 22, N.Y.
It's Gotta Be in the Groove

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

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

Now the operators had to earn a living. Dozens of operations came out with their own versions on the orchestrion and the clarinola could happen. Queer versions on the orchestrion and the clarinola could happen. And the clarinola could happen. But some conservative publishers didn't want too much of it. They were afraid the public wouldn't like it. But it's also indicative of the uncertainty that is so much a part of the business. One never knows. When "Oh, Happy Day" became a smash several years ago, some of the conservative publishers were concerned. Bergmann, Vosen & Coen even sold a goodly batch of sheet music. A few years ago they started publishing "Somebody Loves Me". They sold a goodly batch of sheet music as well. The public didn't seem to mind. But now they're afraid that the public won't like it. And yet they're afraid that the public will like it. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. It's a difficult situation. It's a difficult situation. But the public doesn't seem to mind. And yet the public doesn't seem to mind. 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HUGO WINTERHALTER
Melancholy Serenade
Serenade For A Wealthy Widow
20/47 — 6299

JOE REISMAN
Robin Hood
His Name Was Judas
20/47 — 6308

the dealer's choice

RCA VICTOR
**Review Spotlight on . . .**

**ALBUMS**

**Popular**

JACKIE GLEASON PLAYS ROMANTIC JAZZ (1-12')—Capitol W 589.

With the orchestra and conductor on the tails. The Scribe is effectively Etudes. inspired by Chopin's, but in impressionistic the.

Some of the best of Shakespeare's lyrical Kara., C.d. Asgel 35231

ABSCHEULICHER Mulct Navarra, Cello; Orchestra of De The clearly reproduced sound of then tra albums have enjoyed consistent sales success, CONCERTOS UNDER THE STARS (1-12"

Lady Is a Tramp" and it all adds up to great ranging for a select stock of romantic hits of the wind band sounds. Sy Oliver has done the ar-

falls in the classical category, its appeal is the ten. Pavel Capitol's Hollywood Bowl Symphony Orches-

...The Thoroly enjoyable score is given an ebullient reading by the prin-

Missleth, since his acquisition by Capitol, has proven a solid artist with frequent appearance on the best-seller chart. This happy situation is likely to recur with his latest entity. While his performance does not examine the essence of this masterpiece enough to move great excitement from the critics. habits are included and is still wonderful facile playing and should pull solid reactions from the classical buyers. A strong stride of inventory vaal.

**Classical**

CONCERTOS UNDER THE STARS (1-12"

The Scribe is effectively Etudes. inspired by Chopin's, but in impressionistic the.

Some of the best of Shakespeare's lyrical Kara., C.d. Asgel 35231

**Reviews and Ratings of New Classical Releases**

**BEETHOVEN: SYMPHONY NO. 9**

*Concertgebouw Orchestra, Amsterdam, N.V.; Karl Böhm, Cond.*

A memorable account of a big work, it offers a wide range of color and dynamics, with a sense of the whole movement's structure and development. It is a fine performance, but not quite at the level of the great recordings like those of Klemperer or von Karajan. 

**HAYDN: INCIDENTAL MUSIC TO THE LAYS OF JOAN OF ARC**

*Vladimir Ashkenazy, O. B.; London Philharmonic Orchestra, Conducted by André Previn.*

Previn's version is a model of clarity and precision, with a sensitive handling of the vocal lines and an admirable sense of the music's dramatic impact. A fine recording.

**VIVALDI: CELESTE CONCERTO NO. 1**

*In a minor, Laid Cielo Orchestra, New York* 

A fine performance, with a clear and focused sound. The orchestra and conductor work well together, creating a sense of unity and purpose. 

**SHAKESPEARE'S SONNETS**

*The English Chamber Orchestra, conducted by Michael Tilson Thomas.*

The sonnets are sung with great warmth and sensitivity, with a strong sense of the poems' emotional depth. A beautiful and moving performance.

**KODALI: DUES AND VIOOLIN DUES**

*Anita Lasker-Wallfisch, piano; John Musto, conductor.*

A powerful and expressive performance, with a strong sense of the music's emotional depth. The violin and piano parts are well balanced, creating a sense of unity and purpose.

**REVIEW AND RATING OF NEW POPULAR ALBUMS**

**JIMMY DURANTE "IN PERSON"**

*Epic LN 1103.*

A strong and good performance, with a strong sense of the music's emotional depth. The arrangements are well thought out, creating a sense of unity and purpose.

**HARRY BELAFONTE"MY CUTAWAY"**

*Columbia CL 1163.*

A powerful and expressive performance, with a strong sense of the music's emotional depth. The arrangements are well thought out, creating a sense of unity and purpose.

**CHRISTMAS Bells**

*Acapella.*

A powerful and expressive performance, with a strong sense of the music's emotional depth. The arrangements are well thought out, creating a sense of unity and purpose.

**SUNNY SIDE UP**

*Skeeter Davis.*

A powerful and expressive performance, with a strong sense of the music's emotional depth. The arrangements are well thought out, creating a sense of unity and purpose.
JAN GARBER
12" LP HI-FI DANCE ALBUM

RIDGEWAY
Distributors

Cosnot Distributing Corp.
315 W 47th St.
New York 19, New York

Cosnot Distributing Corp.
418 Hanover St.
Newark, New Jersey

Cosnot Distributing Corp.
1710 North St.
Philadelphia, Pennsylvania

Cosnot Distributing Corp.
1222 West 6th St.
Cleveland, Ohio

Cosnot Distributing Corp.
3737 Woodward Ave.
Detroit, Michigan

Big Store Distributing Co.
1540 Edison
Dallas, Texas

Mangold Distributing Co.
511 South Evans St.
Baltimore, Maryland

Mellin Distributing Co.
5101 Western Ave.
Seattle, Washington

N 5 Distributing Co.
5009 South Michigan Ave.
Chicago, Illinois

Southland Music Co.
1210 South New Hampshire
Los Angeles, Calif.

Southwest Armory Co.
404 East 11th St.
Houston, Texas

Where there are no Distributors—Dealers and Operators, please order direct.

NOTE: DJs & Librarians, if you have not received your records please write
Records Inc.
6087 Sunset Blvd., Hollywood, Calif. 90028

- Plus These Great Singles -

WHO GOOFED

and

"DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS?"

by

JERI RANDOLPH

F111-45 F111-78

Dick Gersh, N.Y.—Bob Cole, Chicago

ALL

and

"GEE BUT IT'S NICE"
(To Have Somebody Nice)

by

LARRY DEAN

F112-45 F112-78

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

Copyrighted material.
4-Speaker Motorola Hi-Fi at $199.95* outperforms sets costing 4 times as much!

EXCLUSIVE GUEST CONDUCTOR SWITCH SEPARATES VOICE FROM MUSIC!

Here's the Motorola Masterpiece, an outstanding value in self-contained hi-fi for the booming packaged hi-fi market. You've got to hear it to believe it! 15" Jensen woofer, three additional 6" speakers; exclusive Guest Conductor Switch that separates voice from orchestra (hi-fi's most demonstrate-able feature); calibrated, separate loudness and tone controls; 4-speed changer; flip-over sapphire stylus. Available in beautiful Mahogany for $199.95* or Lamin Oak at $209.95*.

LOW-PRICED HI-FI

The Masterpiece table model makes hi-fi low-priced at $99.95*. 2.00,000 copies by popular demand is now available. Woofers and tweeter ceramic speakers; push-pull output stage; wood cabinet; calibrated, separate tone controls; ceramic cartridges, sapphire flip-over stylus; automatic intermix and switch-off; 4-speed one-knob changer control. Available in Blond for $109.95*.

Highest Court

*Continued from page 12

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Former Practice

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Copyrighted material

Highest Court

*Continued from page 12

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Copyrighted material
RACING TO THE TOP!!

RITA RAINES
SINGS

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

"UNTIL DEATH DO US PART"
(formerly the Wedding Song)

b/w

"DON'T TOUCH ME"

Deed #1006

DEED records 64 W. Randolph St., Chicago, Ill.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Yellow Rose of Texas&quot;</td>
<td>Robert Johnson</td>
<td>RCA Victor</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Love Me or Leave Me&quot;</td>
<td>Joe Turner</td>
<td>Capitol</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>&quot;You're Essential&quot;</td>
<td>Count Basie</td>
<td>Decca</td>
<td>8</td>
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<tr>
<td>4</td>
<td>&quot;Misty&quot;</td>
<td>Billy Eckstine</td>
<td>Imperial</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Take Me Back&quot;</td>
<td>Nat King Cole</td>
<td>Mercury</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Git Along&quot;</td>
<td>Arthur Conley</td>
<td>Decca</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>&quot;The Midnight Special&quot;</td>
<td>Fats Domino</td>
<td>Imperial</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Let's Do It&quot;</td>
<td>Fats Domino</td>
<td>Imperial</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>&quot;I'll See You Again&quot;</td>
<td>Nat King Cole</td>
<td>Mercury</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Yes, Indeed&quot;</td>
<td>Duke Ellington</td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>&quot;Papa Loves Me&quot;</td>
<td>Duke Ellington</td>
<td>Columbia</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>&quot;I'll Be Loving You&quot;</td>
<td>Duke Ellington</td>
<td>Columbia</td>
<td>2</td>
</tr>
<tr>
<td>13</td>
<td>&quot;I'll See You Again&quot;</td>
<td>Nat King Cole</td>
<td>Mercury</td>
<td>1</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>&quot;Bible Tells Me So&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>13</td>
</tr>
<tr>
<td>15</td>
<td>&quot;Black Denim Trousers&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>12</td>
</tr>
<tr>
<td>16</td>
<td>&quot;Long Walk&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>11</td>
</tr>
<tr>
<td>17</td>
<td>&quot;Moonlight Serenade&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>10</td>
</tr>
<tr>
<td>18</td>
<td>&quot;Shifting, Whispering Sands&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>9</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>&quot;Love and Marriage&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>8</td>
</tr>
<tr>
<td>20</td>
<td>&quot;Someone You Love&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>7</td>
</tr>
<tr>
<td>21</td>
<td>&quot;I Want You to Be My Baby&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>6</td>
</tr>
<tr>
<td>22</td>
<td>&quot;Forgive My Heart&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>5</td>
</tr>
<tr>
<td>23</td>
<td>&quot;Same Ole Saturday Night&quot;</td>
<td>Pat Boone</td>
<td>Capitol</td>
<td>4</td>
</tr>
</tbody>
</table>

**Honorable Mentions**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Suddenly There's a Valley&quot;</td>
<td>Bob Dorough</td>
<td>Columbia</td>
<td>8</td>
</tr>
<tr>
<td>&quot;Ain't That a Shame&quot;</td>
<td>Milt Gabbi</td>
<td>Mercury</td>
<td>7</td>
</tr>
<tr>
<td>&quot;The Town and Tell the People&quot;</td>
<td>Billy Talent</td>
<td>Decca</td>
<td>6</td>
</tr>
<tr>
<td>&quot;I Hear You Knockin'&quot;</td>
<td>David Bartholomew</td>
<td>Columbia</td>
<td>5</td>
</tr>
<tr>
<td>&quot;You Are My Love&quot;</td>
<td>Billy Talent</td>
<td>Decca</td>
<td>5</td>
</tr>
<tr>
<td>&quot;When I Dream&quot;</td>
<td>Billy Talent</td>
<td>Decca</td>
<td>5</td>
</tr>
</tbody>
</table>
Margie Rayburn
Capitol's newest singing sensation

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

Capitol Records
RECORD NO. 3273
Here's IMPACT!
Here's EXCITEMENT!

OF THIS
I'M SURE

The FOUR ACES

DECCA RECORDS

America's Fastest-Selling Records
TOP PERFORMANCE

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

the

FOUR ACES

frank loesser's...

A WOMAN IN LOVE

DECCA RECORDS

29725 • 9-29725
### **Best Sellers in Stores**

**For survey week ending October 19**

**RECORDS** are ranked in order of the greatest number of plays in a week's survey of the nation's juke box operators. Results are based on The Billboard's weekly report of juke box sales in or out of order. The reverse side of each record is also listed. The final rank of a record is determined by the number of plays it received during the entire week.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>AIN'T THAT A SHAME</strong></td>
<td>J. Desmond</td>
<td>Coral 61476</td>
</tr>
<tr>
<td>2</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>RCA Victor 20-6192</td>
</tr>
<tr>
<td>3</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

---

### **This Week's Best Buys**

**For survey week ending October 19**

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>IF YOU DON'T WANT MY LOVE</strong></td>
<td>J. Desmond</td>
<td>Coral 3168</td>
</tr>
<tr>
<td>2</td>
<td><strong>BEHIND THE INNERSKIN</strong></td>
<td>J. Desmond</td>
<td>Coral 3168</td>
</tr>
<tr>
<td>3</td>
<td><strong>I'M NOT IN A MOURNING MOOD</strong></td>
<td>J. Desmond</td>
<td>Coral 3168</td>
</tr>
</tbody>
</table>

---

### **Most Played in Juke Boxes**

**For survey week ending October 19**

**Best records are ranked in order of the greatest number of plays on juke boxes monitored by The Billboard's weekly survey of juke box operators. Results are based on The Billboard's weekly report of juke box sales.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>AHE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

---

### **Most Played by Jockeys**

**For survey week ending October 19**

**Best records are ranked in order of the greatest number of plays on juke box operators.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>AHE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5</td>
<td><strong>HE (BMI)</strong></td>
<td>J. P. Morgan</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

---

### **DEALERS AND OPERATORS**

**Top Ten Tunes Poster**

- **Top Ten Tunes Poster** is on page 40
- **Tomorrow's Hits... Today Poster** is on page 42
NEW WING RELEASES!

JERRY TYFER
“TEN TIMES”
AND
“LADY LOVE”
WING 90029

PATRICIA SCOT
“SO MANY BEAUTIFUL MEN”
AND
“A DANGEROUS AGE”
WING 90030

GEE PALMER
“TWO STRINGS, TWO BEAUS,
ONE ARROW”
AND
“YOU”
WING 90031

NICK NOBLE
“IF IT HAPPENED TO YOU”
AND
“THE BEST IS YET TO COME”
WING 90028

WING RECORDS A SUBSIDIARY OF MERCURY RECORD CORP.
### COLUMBIA CHECK LIST

#### NEW POP RELEASES
- I Never Knew [1-118468]
- Pete Kelly's Blues [2-118471]
- Too Much Too Little Too Late [2-118470]
- Tamba Baba [2-118472]
- Wake the Town and Tell by I Remember [2-118473]
- I'll Never Stop [2-118474]
- The Night Watch [2-118475]
- Don't Cry, Baby [2-118476]
- The Lucky Little Bell [2-118477]

#### NEW FOLK RELEASES
- Song of Seventeen [1-118480]
- Suddenly There's [1-118481]
- A Woman In Love [2-118482]
- All at Once [2-118483]
- Wake Me [2-118484]
- Pet Me, Poppa [2-118485]
- The Bonnie Blue Gal [2-118486]
- This Broken Heart of Mine [2-118487]
- I Don't Want It on My conscience [2-118488]

#### BEST SELLING POP SINGLES
- Moments to Remember [1-118489]
- The Yellow Rose of Texas [1-118490]
- The Penrod Song [3-118491]
- The Yellow Rose of Texas [3-118492]
- The Night Watch [3-118493]
- I'll Never Stop [3-118494]
- The Lucky Little Bell [3-118495]
- Don't Cry, Baby [3-118496]

### BEST SELLING POPULAR ALBUMS
- Jazz: Red Hot and Cook [A-118497]
- Love Me or Leave Me [B-118498]
- Brubeck Time [C-118499]
- Songs of the West [D-118500]
- Holiday in Rome [E-118501]
- I Love Paris [F-118502]
- Wallin' at the Traino [G-118503]
- Jazz Goes to College [H-118504]
- Disney Album [I-118505]
- History of the Western World [J-118506]
- Jazz: Red Hot and Cook [K-118507]
- Love Me or Leave Me [L-118508]
- Brubeck Time [M-118509]
- Songs of the West [N-118510]
- Holiday in Rome [O-118511]
- I Love Paris [P-118512]
- Wallin' at the Traino [Q-118513]
- Jazz Goes to College [R-118514]
- Disney Album [S-118515]
- History of the Western World [T-118516]

### MASTERWORKS BEST SELLERS
- The Philadelphia Orch., Ormandy, Cond. [C 1994C 1995]
- The Philadelphia Orch., Ormandy, Cond. [F 1999F 2000]
- The Philadelphia Orch., Ormandy, Cond. [H 2001H 2002]
- The Philadelphia Orch., Ormandy, Cond. [I 2002I 2003]
- The Philadelphia Orch., Ormandy, Cond. [K 2004K 2005]
- The Philadelphia Orch., Ormandy, Cond. [L 2005L 2006]
- The Philadelphia Orch., Ormandy, Cond. [M 2006M 2007]
- The Philadelphia Orch., Ormandy, Cond. [N 2007N 2008]
- The Philadelphia Orch., Ormandy, Cond. [Q 2010Q 2011]
- The Philadelphia Orch., Ormandy, Cond. [R 2011R 2012]
- The Philadelphia Orch., Ormandy, Cond. [S 2012S 2013]
- The Philadelphia Orch., Ormandy, Cond. [T 2013T 2014]
- The Philadelphia Orch., Ormandy, Cond. [U 2014U 2015]
- The Philadelphia Orch., Ormandy, Cond. [V 2015V 2016]
- The Philadelphia Orch., Ormandy, Cond. [W 2016W 2017]
- The Philadelphia Orch., Ormandy, Cond. [X 2017X 2018]
- The Philadelphia Orch., Ormandy, Cond. [Y 2018Y 2019]
- The Philadelphia Orch., Ormandy, Cond. [Z 2019Z 2020]
An Exciting New Voice

EILEEN RODGERS

Singing

THE DESPERATE HOURS

Columbia 40594 • 4-40594

b/w I Had to Lose You to Love You

Inspired by William Wyler's production of THE DESPERATE HOURS

A Paramount Picture in VISTAVISION
The Billboard Music Popularity Charts

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Top 10 Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 29, 1955</td>
<td><em><strong>NOT TRICK ALL TREAT FROM MGM</strong></em></td>
</tr>
</tbody>
</table>

### Territorial Best Sellers

#### Atlanta
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**
- **I Love You, Platters**
- **I Love You, Platters**
- **I Love You, Platters**

#### Baltimore
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**
- **I Love You, Platters**
- **I Love You, Platters**

#### Boston
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**
- **I Love You, Platters**
- **I Love You, Platters**

#### Buffalo
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Chicago
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Cincinnati
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Cleveland
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Columbus
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Dallas-Fort Worth
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Detroit
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Kansas City
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Milwaukee
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### New York
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Philadelphia
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Pittsburgh
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### St. Louis
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### San Francisco
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Seattle
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

#### Toronto
- **I Love Is a Many-Splendored Thing**
- **I Love You More Than You'll Ever Know**

---

**Popular Records**

- **Joni James**
- **Barbara McNair**
- **Ella Fitzgerald**
- **Marvin Rainwater**
- **Jr. Mance**
- **Beverly Sills**
- **The Ames Brothers**
- **The Cardinals**
- **Hank Snow**
- **The Four Aces**

---

**For survey week ending October 19, 1955, listings are based on disc counts received from top dealers in each of the markets listed.**
ATTENTION! Dealers, Music Operators, and Dee Jays

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

AND HEAR the Great New Tune

"SHOOT IT AGAIN"
Words by Earl Shuman • Music by Marshall Brown

INTRODUCED by TERESA BREWER

Recorded by
TERESA BREWER

on Coral Record
61528

Copyright 1955.
BIG HITS are a habit on

SIXTEEN TONS
b/w BALLO ITALIANO

JOHNNY DESMOND
CORAL 61529 • 9-61529

ALPHABET ROCK
b/w HOW LONELY CAN I GET

THE LANCERS
CORAL 61527 • 9-61527
DECCA
Brings you two outstanding FRANK LOESSER
Songs from Samuel Goldwyn's GUYS & DOLLS
Inimitably recorded by "Mr. Talent," Himself

SAMMY DAVIS Jr.

An "Added Starter" in the picture

I'LL KNOW

ADELAIDE

DECCA
29672 • 9-29672

Plus...
A SOCK E.P.

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

ED 2308

America's Fastest Selling Records
The Billboard Music Popularity Charts

**COMING UP STRONG**

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

1. Croce Di Oro (Cross of Gold) ... Patti Page
   (ASCAP) Mercury 70713
2. No Arms Can Ever Hold You ... Georgie Shaw
   (BMI) Decca 29079
3. Love and Marriage ............ Frank Sinatra
   (ASCAP) Capitol 3309
4. Dog Face Soldier ............ Russ Morgan
   (ASCAP) Decca 29073
5. Pepper-Hot Baby
   If You Don’t Want My Love ... Jaye P. Morgan
   (BMI) (ASCAP) RCA Victor 0282
6. Rock-a-Beatin’ Boogie
   Burn That Candle ............. Bill Haley
   (ASCAP) (BMI) Decca 29073
7. Bonnie Blue Gal ............ Mitch Miller
   (ASCAP) Columbia 40573
8. My Boy—Flat Top ............. Dorothy Collins
   (BMI) Coral 61510
9. Remembering ......... Peter Lind Hayes
   & Mary Healy
   (ASCAP) Columbia 40547
10. Bonnie Blue Gal ............ Lawrence Welk
    (ASCAP) Coral 61512

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

**Tunes With Greatest Radio TV Audience**

Tunes, listed alphabetically, are the present audiences on network motion programs in New York, Chicago, and Los Angeles. Lists are based on John G. Fasssman’s copyrighted Audience Coverage Index.

<table>
<thead>
<tr>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attila (R)—You Love Her (F) ... William-ASCAP</td>
<td>Atlantic (R)—Frank—ASCAP</td>
</tr>
<tr>
<td>Amos Rork (R)—Famous—ASCAP</td>
<td>Ain’t That A Shame—Frank—ASCAP</td>
</tr>
<tr>
<td>At My Front Door (R) ... BMI</td>
<td>At My Front Door (R) ... BMI</td>
</tr>
<tr>
<td>Autumn Leaves (R) ... BMI</td>
<td>Autumn Leaves (R) ... BMI</td>
</tr>
<tr>
<td>Bye Bye Baby (R) ... BMI</td>
<td>Bye Bye Baby (R) ... BMI</td>
</tr>
<tr>
<td>Black Delta Trimester (R) ... BMI</td>
<td>Black Delta Trimester (R) ... BMI</td>
</tr>
<tr>
<td>Cry Me a River (R) ... BMI</td>
<td>Cry Me a River (R) ... BMI</td>
</tr>
<tr>
<td>Fugue, My Heart (R) ... BMI</td>
<td>Fugue, My Heart (R) ... BMI</td>
</tr>
<tr>
<td>Give Me a Band and My Baby (R) ... BMI</td>
<td>Give Me a Band and My Baby (R) ... BMI</td>
</tr>
<tr>
<td>He (R) ... BMI</td>
<td>He (R) ... BMI</td>
</tr>
<tr>
<td>I’m Bored (R) ... ASCAP</td>
<td>I’m Bored (R) ... ASCAP</td>
</tr>
<tr>
<td>I Love You Fair Distance (R) ... ASCAP</td>
<td>I Love You Fair Distance (R) ... ASCAP</td>
</tr>
<tr>
<td>I Want You to Be My Baby (R) ... BMI</td>
<td>I Want You to Be My Baby (R) ... BMI</td>
</tr>
<tr>
<td>Itsy Bitsy Blonde (R) ... BMI</td>
<td>Itsy Bitsy Blonde (R) ... BMI</td>
</tr>
<tr>
<td>Longest Walk (R) ... BMI</td>
<td>Longest Walk (R) ... BMI</td>
</tr>
<tr>
<td>Love Is A Many-Splendored Thing (R) ... BMI</td>
<td>Love Is A Many-Splendored Thing (R) ... BMI</td>
</tr>
<tr>
<td>Love of My Life (R) ... BMI</td>
<td>Love of My Life (R) ... BMI</td>
</tr>
<tr>
<td>Love Me Tender (R) ... BMI</td>
<td>Love Me Tender (R) ... BMI</td>
</tr>
<tr>
<td>Make Your Own Bed (R) ... BMI</td>
<td>Make Your Own Bed (R) ... BMI</td>
</tr>
<tr>
<td>Miss You So Close (R) ... BMI</td>
<td>Miss You So Close (R) ... BMI</td>
</tr>
<tr>
<td>No Arms Can Ever Hold You (R) ... BMI</td>
<td>No Arms Can Ever Hold You (R) ... BMI</td>
</tr>
<tr>
<td>One More Love (R) ... BMI</td>
<td>One More Love (R) ... BMI</td>
</tr>
<tr>
<td>Room with a View (R) ... BMI</td>
<td>Room with a View (R) ... BMI</td>
</tr>
<tr>
<td>Send Me an Angel (R) ... BMI</td>
<td>Send Me an Angel (R) ... BMI</td>
</tr>
<tr>
<td>Seven Days (R) ... BMI</td>
<td>Seven Days (R) ... BMI</td>
</tr>
<tr>
<td>Thirty Days (R) ... BMI</td>
<td>Thirty Days (R) ... BMI</td>
</tr>
<tr>
<td>There Should Be Rain (R) ... BMI</td>
<td>There Should Be Rain (R) ... BMI</td>
</tr>
<tr>
<td>There’s a New York (R) ... BMI</td>
<td>There’s a New York (R) ... BMI</td>
</tr>
<tr>
<td>There’s a New York, New York (R) ... BMI</td>
<td>There’s a New York, New York (R) ... BMI</td>
</tr>
<tr>
<td>There’s a Book on Love (R) ... BMI</td>
<td>There’s a Book on Love (R) ... BMI</td>
</tr>
<tr>
<td>There’s A New York (R) ... BMI</td>
<td>There’s A New York (R) ... BMI</td>
</tr>
<tr>
<td>They Were Like Angels (R) ... BMI</td>
<td>They Were Like Angels (R) ... BMI</td>
</tr>
<tr>
<td>There’s a Book on Love (R) ... BMI</td>
<td>There’s a Book on Love (R) ... BMI</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

These are ranked in order of their recent national sheet music importance at sheet music jobbers. Tunes are ranked in order of their current national selling importance at sheet music jobbers.

1. Autumn Leaves ....... 1 7
   Barbara McNair
2. Yellow Rose of Texas .... 2 12
   Jimmy Rodgers
3. Love Is A Many-Splendored Thing .... 3 8
   Bing Crosby
4. Bible Tells Me So ....... 4 8
   Sarah Vaughan
5. Suddenly There’s a Valley .... 5 7
   Johnny Mathis & Rheta
6. Shifting, Whispering Winds .... 6 7
   O. C. Smith
7. Moments to Remember .... 7 5
   Harry Belafonte
8. He ....... 8 5
   Peter Nero
9. Wake the Town and Tell The People .... 9 11
   Billie Holiday
10. Seventeen ....... 10 9
   Janet
11. Longest Walk ....... 11 5
   Nat King Cole
12. My Bonnie Lassie ..... 12 2
   Johnnie Ray
13. Ain’t That a Shame .... 13 10
   Sonny Boy Williamson
14. I’ll Never Stop Loving You .... 14 15
   Country Gentlemen
15. I’ll Never Stop Loving You .... 15 15
   Country Gentlemen
HITS FROM THE MISSSES

Miss SUNNY GALE

Miss TERRI STEVENS

LOOKING GLASS

C’EST LA VIE

I’VE ALWAYS LOVED YOU

ALL I WANT IS YOU

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

the dealer’s choice

RCA VICTOR
HONOR ROLL OF HITS

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—OCTOBER 19, 1955

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

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

SARAH VAUGHAN

SINGS AS ONLY SHE CAN

"C'est La Vie"

MERCURY 70727
The Best of the

NEWEST TUNES

FOR THE WEEK ENDING—OCTOBER 19, 1955

(one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of Billboard Music Popularity Charts

CROCE DI ORO  (CROSS OF GOLD)

NO ARMS CAN EVER HOLD YOU

LOVE AND MARRIAGE

DOG FACE SOLDIER

PEPPER-HOT BABY

IF YOU DON'T WANT MY LOVE

ROCK-A-BEATIN' BOOGIE

BURN THAT CANDLE

IT'S ALMOST TOMORROW

MY BOY-FLAT TOP
Johnnie at his Best!

LOVE, LOVE, LOVE

JOHNNIE'S COMIN' HOME

Columbia 40578

COLUMBIA RECORDS
**Review Spotlight on...**

**RECORDS**

**THE FOUR ACES...** Deca 29725... **A WOMAN IN LOVE**

(Frank, ASCAP)

**OF THIS I'M SURE** (Chappell, ASCAP)

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

**SARAH VAUGHAN...**

**CEST LA VIE** (Planetary, ASCAP)

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

**Reviews of New Pop Records**

**BONNIE LOU**

**TACOS FOR TWO**

(Tacoma's Bonnie Lou Theme) (Atlantic, BMI)

This charming, wistful ballad is the first recorded sampling of the Jimmy Mundy-John Lomax score for "The Vamp," which will star Carol Channing and will be recorded whole by Victor. This intimate reading could grow with spin.

(Bobbin-Wax, ASCAP)

**SAMMY KAYE ORK**

**THE LUCKY LITTLE LIE** (of Sam Michele) (Columbia 40757-Pretty melody and professional lyrics, all song with tender appeal by Jeffrey Clay to slick ork backing by Sammy Kaye. Beans washing. (Dempsey, ASCAP)

**Don't Cry Baby...** (Sony ORK)

**TICKLING THE SEATS**

(Tina Peters, ASCAP)

**FELICIA SANDERS**

**ALL OR DEJOY** (Columbia 40350-Moody, velvet smooth vocalizing from the dramatic-styled canny of a haunting theme, De jovis should get plenty of wax mileage from this one. (Lasall, BMI)

**Wanting and Lovin...**

(Bobrin-phonograph, ASCAP)

**TERIM STEVENS**

**ALL I WANT IS YOU**

(Victor 47-600-Steve Stevens adds the fragile note-bending cliché of Joie James and Kitty Kallen. An effectively feminine plucker, with some rich tenor sax by Bobby Dukoff. (Meridian Music, BMI)

**I've Always Loved You...**

(Decca, BMI)

**TERI STEVENS**

**I WANT TO LOVE**

(Easy, ASCAP)

**TERRI STEVENS**

**IT'S MY LOVE**

(Sammy Kaye, ASCAP)

**JOHNNY DEMOND**

**THAT LONELY GIRL**

(Robins-Wax, ASCAP)

(Continued on page 48)
Added Starters
FROM SAMUEL GOLDWYN'S MOTION PICTURE
GUYS & DOLLS
FEATURING 3 STRONG FRANK LOESSER ENTRIES

NOVELTY-FAST STARTER
PET ME POPPA
Jockey
ROSEMARY CLOONEY
40579

ROMANTIC SONG-TANGO TEMPO
A WOMAN IN LOVE
Jockey
FRANKIE LAINE
40583

FILLY-GAMBLER'S LOVE SONG
ADELAIDE
Jockey
JERRY VALE
40584

ODDS-ON FAVORED ENTRY BY
COLUMBIA RECORDS
GOIN’ POP!

THE SPIDERS

#5366

MUSIC-RADIO

THE BILLBOARD

OCTOBER 29, 1955

POPULAR RECORDS

VOX JOX

By JUNE BUNNY

THE BILLBOARD MUSIC POPULARITY CHARTS

RIP V. W.D....74

JUBILEE 5220

My Sweetheart. My

00nelthine

Bubbles Se the Wase....71

Safe fa the Harbor....72

puts

Could stimulate some juke and label

as

Ma. Mat and rAb. styling

tam IIMI)

strumental for dirt lackey Play. (Kell -

This side also has an r.db. cast,

here

Jackie Gleason theme is gleaned from

Winterhalter

by Rita Delmar on a sprightly rhythm

CORAL 61490 -Personable thrush.

(MBASE. ASCAP)

ballad with eternal triangle lyric tine.

warbling

M -G -hr

Another bouncy instrumental, but of

especially when spruced

vor --a

chows, backed by instrumental feat.

unlabeled

from the showroom window of a carpet

and furniture store to help

chaos create a grand opening in a new

location, its

be-

lieved,\n
customers and store staf-

f, with the results one hour

have been very well and proved to

be very effective to

by $3,000 worth of furniture after

the dance. . . . Steve Novak, Primate needs parts for his Ital-

ian show over WDRF, New

York.

Dayjob Lepley, of

WHIM, M a m p a , has

started pressed courses at the

University of Tennessee, and plans to

to dwell along as a dance

until he becomes a full-

billed "moddle." . . . KNOE, Monroe, La., and sister

station

WNOE, New Orleans, have

adopted a new programmed

policy of music all day long. . . . Dubs will be pro-

grammed for both stations by

Allen Hundley.

BRING BACK THE BANDS

Deejays continue to push for more

better dance band disks, and the

record manufacturers are be-

coming to get the message, judg-

ing by the recent increase of dance

charts.

Organist leader Lee Vin-

cente plays it from both sides by

not only leading his own band but

also emerging a sponsored two-

hour 11 a.m. 1 p.m. deep show--featuring dance

bands--over WILK, Wilkes-Barre, Pa., that usually

devotes quarter hour to a
different band, but every

month he turns over the
two hours to one or

cho-

ria--"The Glenn Miller Story."

The Gull Sisters. . . . Her
dughter, June, and Candy, 5, the

show with him, and June

likes to rotate it over completely when

Vencent takes a hand on the

have pop as well, such as . . .

AMERICAN SYMPHONIC BANDS

The Sidewalks, Los Angeles, Calif.,

are sponsored "in instrumental form

by The Sidewalks in Los Angeles."

The group of "Note Takers" in

Los Angeles."

The group of "Note Takers" in

Los Angeles."

Victor band (Pergo)

over completely.

Slightly

evergreen.

Another

programmed for a lot of Jacks.

AMBERGEN

M-M-G 12155--This is a

instrumental version of a
classic hit. . . . Current appeal

Is

Lead vocal. . . .

Tree Blue Lost....

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Another

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**Best Sellers in Stores**

**COUNTRY & WESTERN RECORDS**

For survey week ending October 19

<table>
<thead>
<tr>
<th>Chart Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LOVE, LOVE, LOVE</td>
<td>W. Pierce</td>
<td>Dec.</td>
</tr>
<tr>
<td>2</td>
<td>JUST CALL ME LONESOME</td>
<td>E. Arnold</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>THAT DO MAKE IT NICE</td>
<td>E. Arnold</td>
<td>BMI</td>
</tr>
<tr>
<td>4</td>
<td>CATTLE CALL</td>
<td>E. Arnold</td>
<td>BMI</td>
</tr>
<tr>
<td>5</td>
<td>KENTUCKIAN SONG</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>SATISFIED MIND</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Picture Me</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>ALL RIGHT</td>
<td>F. Young</td>
<td>BMI</td>
</tr>
<tr>
<td>9</td>
<td>Go Jack You Fool</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending October 19

<table>
<thead>
<tr>
<th>Chart Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THAT DO MAKE IT NICE</td>
<td>E. Arnold</td>
<td>BMI</td>
</tr>
<tr>
<td>2</td>
<td>I DON'T CARE</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>LOVE, LOVE, LOVE</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>4</td>
<td>CATTLE CALL</td>
<td>E. Arnold</td>
<td>BMI</td>
</tr>
<tr>
<td>5</td>
<td>ALL RIGHT</td>
<td>F. Young</td>
<td>BMI</td>
</tr>
<tr>
<td>6</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>MYSTERY TRAIN</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>YONDER COMES A SUCKER</td>
<td>J. Reeves</td>
<td>BMI</td>
</tr>
<tr>
<td>9</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Here's Me</td>
<td>BMI</td>
<td></td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending October 19

<table>
<thead>
<tr>
<th>Chart Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LOVE, LOVE, LOVE</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>2</td>
<td>I DON'T CARE</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ALL RIGHT</td>
<td>F. Young</td>
<td>BMI</td>
</tr>
<tr>
<td>5</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>SATISFIED MIND</td>
<td>J. Shepard</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WHY, BABY, WHY?</td>
<td>G. Jones</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>NEVER FALL IN LOVE AGAIN</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>9</td>
<td>IF I FORGET TO REMEMBER TO FORGET</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
<tr>
<td>10</td>
<td>I DON'T CARE</td>
<td>W. Pierce</td>
<td>BMI</td>
</tr>
</tbody>
</table>

**C & W Territorial Best Sellers**

For survey week ending October 19

City-by-city listings are based on radio surveys from the country and western stations in each city of the market listed.

<table>
<thead>
<tr>
<th>City</th>
<th>Top 10 Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>1. Love, Love, Love, 2. I Don't Care</td>
</tr>
<tr>
<td>Charlotte</td>
<td>1. If You Were Me, 2. IF I FORGET TO REMEMBER TO FORGET</td>
</tr>
<tr>
<td>St. Louis</td>
<td>1. Love, Love, Love, 2. I DON'T CARE</td>
</tr>
</tbody>
</table>

**U-1 Shoots**

Continued from page 12

Affiliate labels Decca and Coral by selling the artists on the promotional possibilities of the shots for their new releases. In many cases the studio has promised to spend up release dates on the films so that the artist's current records will benefit from the movie's prestige. Eddy Arnold, for instance, is warbling three of his latest record tunes: "The Rich Man," "I Walked Alone Last Night" and "That Do Make It Nice," while the Grand Ole Oprey, featuring in the same film, is singing her click platter "Student Body." Another character in the studio's plans is Arnold's decision to do the short was made the professional banner Universal's promise to put the film into 6,000 theaters in time to do both platters some good.

On the other hand, the emphasis is on standards in the Rondo film, which the studio hopes to push, via the cooperation of other deejays across the country, since the format of the short more or less amounts to a tribute to the jockey in general.

---

**Give Me One...**

"I'M RIGHT AND YOU'RE WRONG"...
FOLK TALE & TUNES

*This Week's Best Buys*

**THE RICHEST MAN** (Showman, BMI)
I'll Be Alone Last Night (Decca, RCA Victor)

Arnold has come up with another disk that shows signs of sweeping both the pop and country fields. The genuine humor of Arnold's last disk is doing equally well in places like New England, Philadelphia, Baltimore, Minneapolis, Milwaukee, Chicago, St. Louis, Miami, Dallas, Durham and Nashville. *"I Walked Alone Last Night"* is doing well in traditional country markets, but does not have the same mass appeal as previous Arnold releases.

**FOR THE LOVE OF A WOMAN** (Central, BMI)-Faron Young
It's A Great Life (Central, BMI)

Young's latest offering is stepping out quickly and should be regarded as an instant hit in both markets. It is getting strong behind his earlier vocal and instrumental releases. The combination of his voice and Bill White's guitar work is exciting. Bill White is the vocalist for the Coleman Trio, and his voice is a perfect complement to Young's on the record.

WHY, BABY, WHY? (Starrite, BMI)-George Jones-202-1

Jones has enjoyed great popularity in the Texas-Louisiana area in previous releases, but has been emphasizing his pop appeal. This is the first release under this contract and it is getting excellent support in both markets. Bill White has a big hit on his hands, and this release will only reinforce his standing in both markets.

**FOLK TALE & TUNES**

By BILL SACH

**AROUND THE HORN**

Zela Clements, who sums up the real meaning of the song in the line "Why, baby, why?", has been showing off a real talent for the first time in this release. His voice and guitar work are being featured for the first time on a record. He has a real talent for making music and is doing a good job of it on this release.

D حقيقي (Dado), working seven nights a week in different cities, has sustained a broken leg at the end of his first month. He will be back on the road again in the near future. The music industry is sending its best wishes for his speedy recovery.

**DADDY'S GIRL**

Griffin's band also appears at the Blazon Music Club. Griffin has a good reputation as a comic and his band has been getting strong support from the comic scene.

**REVIEW SPOTLIGHT ON...**

HANK THOMPSON

Don't Take It On Me (Brasso, BMI)

Hank's latest release is doing well in both markets. It has been getting strong support from deejays and fans alike. It is a good song both lyrically and musically.

CARL SMITH

You're Free To Go (Round-Up, BMI)

This release is doing well in both markets. Smith is gaining popularity rapidly and this release is a good example of his growing success.

**NEW REVIEWS OF C & W RECORDS**

**DONNIE AND JACQUELINE**

I See The Light (VGL, BMI)

This release is getting good support from deejays. It is a good song both lyrically and musically.

**HAWKSHAW HAWKINS**

I Gotta Have You (Round-Up, BMI)

This release is getting good support from deejays. It is a good song both lyrically and musically.

**JOE JACKSON**

Standing At The End Of My World (Round-Up, BMI)

This release is getting good support from deejays. It is a good song both lyrically and musically.

**JIMMIE DAWSON**

These Both Are Real Wet Weepers That Have Break-Out Potential (Round-Up, BMI)

Both sides are real wet weepers that have break-out potential. Smith rarely misses with his releases and this is another good example of his growing success.

**LENNIE HAMPTON**

Pine Valley (Starday, BMI)

This release is getting good support from deejays. It is a good song both lyrically and musically.

**JOEY BIBBS**

Mama's Hands (Round-Up, BMI)

This release is getting good support from deejays. It is a good song both lyrically and musically.

**CARL SMITH**

I Gotta Have You (Round-Up, BMI)

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RHYTHM & BLUES RECORDS

**This Week's Best Buys**

**ADORABLE (Panther, BMI)**—The Cofts—Vita 112

Since the appearance of the original hit single from this tune, it has maintained its popularity and continues to rank high on the charts.

**2. "EDNA"**

The Mediterrani 1564

**3. ALWAYS & ALWAYS**

The Mediterrani 1565

**4. THIS MUST BE PARADISE**

The Mediterrani 1572

**5. WETBACK HOP**

Clock Records 570

**Solid Gold**

**"IT WON'T BE THIS WAY, ALWAYS"**

Larry Birdsong

**"CALLIN' ALL COWS"**

The Blues Rockers

**"SING, SING, SING"**

Onyx

**"HOLD UP! ONLY YOU!"**

Capitol 8250

For survey week ending October 19

The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending October 19

RHYTHM & BLUES RECORDS

**RHYTHM & BLUES RECORDS**

**For survey week ending October 19**

The Billboard Music Popularity Charts

**The Best Sellers in Stores**

**RHYTHM & BLUES RECORDS**

**For survey week ending October 19**

The Billboard Music Popularity Charts

**Most Played by Jockeys**

For survey week ending October 19

The Billboard Music Popularity Charts

**Top R&B Billboard Songs**

For survey week ending October 19

The Billboard Music Popularity Charts

**Review Spotlight on...**

**JAY MOSSMAN ORK**

Hands Off (Tollie, BMI)—Vee Jay 155—Vocodist Priscilla Brown brings new life to an old favorite, making it a hit once again.

**NEW YORK**

Onyx

**NEW ORLEANS**

Onyx

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Onyx

**NEW ORLEANS**

Onyx
The Billboard Music Popularity Charts

**Reviews of New R & B Records**

- **PIANO RED**
  - **Groove #2**
  - The Solid Sound should see the box in for another instrumental hit on a minor, but the key is in the voice of the singer. 1500 RPM (MGM, SAV)

- **TAKE CARE OF ME**
  - **Peacock Records, N.**
  - with a sensitive, smooth voice, backed by its own strong blues and rhythm. Should get good territorial exposure. (Lewy Records, RMD)

- **THE MAGGIE DANCE**
  - **Juke Box**
  - and the name is just right for the song. (Rolling Stone, RMD)

- **LITTLE RICHARD**
  - **Specialty**
  - A cleverly written and arranged song with a smooth and sensitive voice. (Vanguard, BMG)

- **THE THUNDERBIRDS**
  - **MGM**
  - When the singer is in top form, the song itself will find its way to the charts. (Golden Horn, BMG)

- **THE ORIOLES**
  - **Mercury**
  - It's a great novelty. (Duke #147)

- **THE TURBANS**
  - **Rhythm**
  - A tender moving ballad with a sweet voice. (Mercury, BMG)

- **THE TURKS**
  - **EMI**
  - A rock steady side with a strong vocal performance. (Mercury, BMG)

- **JOHNNY TWOVOICE**
  - **EMI**
  - Good side. (EMI)

- **THE ORCHESTRA**
  - **EMI**
  - A good rock steady side with a strong vocal performance. (EMI)

- **THE CHAPEL**
  - **Peacock #1751**
  - Featuring **THE SOUTHERN WONDERS**

**Correction!**

**DUE TO REPRINTING ERRORS**

**TAKE CARE OF ME**

It Must Have Been the Lord That Taught Me

by PEARL JONES

and is not to be shown on Page 49, October 15, 1955, Issue of The Billboard.

PEACOCK RECORDS, Inc.

2005 Franklin St. Philadelphia 26, Pennsylvania

(Continued on page 53)
FOLK TALENT AND TUNES

With the Jockeys
Les Bodine, of the Bodine Music Shop, Inc., Dayton, D., writes: "The hatch is always our country talent and western artists passing through Dayton. We program a show daily over WING here. We are trying to interview the artists whose records I sell in my store and play their own records. We recently had a visit from John Whitley, who has a record on the label "Rev. You With the Dancing Feet," on the RCA label. He appeared on two records for RCA. Jim Edward and Maxine Brown's record of "I'm Glad in Praise" and "Count Your Blessings" is at the present top favorite among listeners in this town."
THE FINAL CURTAIN

HOCUS-POCUS

By BILL SACHS

October 29, 1955

THE BILLBOARD

Charles A. Rosskam, international president of the National Brotherhood of Magicians, has given a news conference in Providence (R.I.) Sunday morning to devote his energies to a new campaign. In a two-hour talk, Rosskam revealed that he was aware of a lot of helping them in the

TOM THUMB

October 15, 1955

The United States House of Representatives takes a stand on this bill which was introduced in Washington, D.C. on Monday, October 15th, by Rep. William L. Thomas (D-Tenn.). The bill is called "The National Voters' Rights Act." It provides for a national system of voter registration, including registration of all citizens over the age of 18.

FOLK TALENT AND TUNES

Continued from page 51

better national publicity for the profession.

TOM THUMB

Several years ago, Abe Bue has been working overtime to keep in touch with his audience. He has been traveling extensively, giving performances in major cities. In the meantime, he has been busy planning his next major undertaking - a tour of Europe.

BLOOMING DAISIES

In the spring of this year, Abe Bue made his first visit to Europe. Since then, he has been giving performances in various countries. He has been received with great enthusiasm, and his popularity has spread throughout the continent.

BLOOMING DAISIES

Abe Bue has always been known for his ability to entertain an audience. He has been referred to as a "living daisy" because of his natural beauty and charm. His performances are always a hit, and he is sure to continue to charm audiences for many years to come.

The final curtain falls on the career of Abe Bue, the blooming daisy of show business.
PORT HURON EVENT PLANS MORE FREE FEATURES IN 1956

PORT HURON, Mich., Oct. 21—Floyd Walters, newly elected president of the Great Lakes Fair Assn., announced today that the first-rate event has 16 municipally sponsored free days among its features.

The first day of the free fair will be Saturday (23), which will be "Outdoors Day," and will feature the Port Huron High School marching band, clog dancers, a monster trucks show, and the Living History Farm. The free admission days will run thru October 31.

Interest and Entries High for Jacksonville

JACKSONVILLE, Fla., Oct. 22—(AP)—The Jacksonville Civic Center will be busy on the 23rd when the Florida State Fair begins, with more than 1,700 entries in the livestock and horticulture competitions. The fair will run thru November 25.

Bills for Jacksonville

The Jacksonville Civic Center will be busy on the 23rd when the Florida State Fair begins, with more than 1,700 entries in the livestock and horticulture competitions. The fair will run thru November 25.
**NOW-HEAR THIS!**

The 35th Annual Edition of The Billboard's

**OUTDOOR CONVENTION NUMBER**

gives you BIG BONUS SELLING POWER

**AT NO EXTRA COST!**

**DATED NOVEMBER 26**

**DISTRIBUTED NOVEMBER 21**

**WHO READS IT?**

Everyone...even those remotely concerned with the purchase of every conceivable type of equipment, supplies and services connected with Outdoor Show Business. And the tremendous season everyone in the Outdoor Field enjoyed places them in a better than ever position to accomplish really BIG BUYING.

**WHAT ABOUT BONUS SELLING POWER?**

POWER to your sales message is added thru the EXTRA DISTRIBUTION of over 3,000 copies of this Special Issue at the Outdoor Convention in Chicago in late November. So your ad is seen and read by prospects BEFORE the Convention, DURING the Convention, and long AFTER the Convention...the ONLY medium that can do such a complete selling job for you.

**AD DEADLINE—NOVEMBER 16**

**RESERVE SPACE TODAY!**

<table>
<thead>
<tr>
<th>CINCINNATI 22, OHIO</th>
<th>NEW YORK 36, N. Y.</th>
<th>CHICAGO 1, ILL.</th>
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<td>2160 Patterson St.</td>
<td>1564 Broadway</td>
<td>188 W. Randolph St.</td>
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<td>Plaza 7-2180</td>
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<td>Hollywood 9-5831</td>
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**Brandon Ex Wins $4,858; Elects Prez**

BRANDON, Mo., Oct. 22.—The annual meeting of the National Council of 4-H Clubs was held here, with Pres. George B. Flint calling the meeting to order. Following the adoption of the 4-H program and the election of officers for the coming year, the conference adjourned.

---

**DeRock Incorporates Racing Organization**

MASON CITY, Ia., Oct. 22.—Leon DeRock, former TVA race driver, has formed incorporation papers with the secretary of state for his auto racing promotion company, the Speedway Cars Association. DeRock is listed as president and general manager, with E. V. (Vix) Spindlar, his long-time associate, as vice-president. DeRock also serves as a director of the company. The company plans to promote auto racing events in the Midwest.

---

**WHERE ARE YOU WINTERING?**

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Avenue, Cincinnati, Ohio, for our records of circuses, carnivals and tent shows in winter quarters.

<table>
<thead>
<tr>
<th>Title of Show</th>
<th>Kind of Show</th>
<th>Owner</th>
<th>Manager</th>
<th>Winter Quarters Address</th>
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<tr>
<td>The Elk</td>
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**HONEY FRANKS INTRODUCED**

CHICAGO, Oct. 22.—Honey-flavored frankfurters and French fried vegetable chips are the latest novelty-type food, according to the National Restaurant Association. Three months ago, Samuels & Company, Dallas, started flavoring franks with butter and honey and accept-

---

**State Takes Round In Bluffton, Ind., Fair Controversy**

BLUFFTON, Ind., Oct. 22.—Trotting and harder contests for the State Fair were held last week, with the Bluffton Street Fair winning the event. The fair was judged by a committee from the State Fair directorate, and theTerwilliger Company Superior Court in Fort Wayne.

---

**Controlling that the fair conventions were occupying Bluffton**

BLUFFTON, Ind., Oct. 22.—A controversy between the State Fair Association and the local community has broken out over the Fair program. The fair was visited by several officers of the State Fair Association, including the Secretary, who is Brandon's city solicitor and was re-elected vice-president.

---

**Paul Van Pool visited the Railway**

BLACKHAWK, Ia., Oct. 24.—Paul Van Pool, the new manager of the Cherokee-Blackhawk Camp, visited Bluffton last week. He is a native of Bluffton and is the son of Mr. and Mrs. Van Pool, who have lived in Bluffton for many years.
DEADLINE FOR HEADS FOR RECORD
Continued from page 53

Aaabtcs school boards brought Negro school consolidation all over the State. All contests and events went off as planned with the exception of the award to Capt. Davis.

Free Bowl Show Pulls Pubs
A free show in the Cotton Bowl Tuesday night (18), East Texas Day at the Fair, featured Rosamund Clooney and pulled a crowd estimated at 32,000 into the stadium. Fort Worth, Tex. Ten high schools were on hand, but the pandemonium that begins 5:30 p.m. Monday to boost midway to a full house.

Wednesday and Thursday were light as expected, but Friday (21) was due to unmask a horde of teen-agers on the fairgrounds, and the midway in particular, the day being designated as the day for all high school students to be dismissed for the fair.

A total of 59,415 free admission tickets for the day were distributed to high school students and teachers.

Saturday (22) was expected to be an average day, with good weather anticipated. The fair will close down every night (23) with a Religious Festival in the Cotton Bowl at 8 o'clock. Isaiah Spence will be Dr. C. Oscar Johansen, pastor of the First Methodist Church, Lewisville, and a 5,000-voice choir will furnish music.

As usual, the fair will have a free gate opening at 6 p.m. Sunday (23), two hours before the Religious Festival begins.

**Pajama's Hold-Up**
"The Pajama's Game," musical show playing 24 performances in the Auditorium, has pulled a top box office, continued to hold up well, with an attendance of about 1,500 on Wednesday night (19), with an audience of over 1,000, and extra chairs added Saturday night at 15. This was about equal to the crowds seen for the same program last year and again it appeared that "Pajama's" has established its popularity and draw in and up with the same class with "Guys and Dolls," 1963 show that was the fair's second biggest pull in the Auditorium.

"Joe Capsule," also in for 24 per

**Jacksonville Fair**
Continued from page 53


**Field Named**
Continued from page 53

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"Joe Capsule," also in for 24 per
Southeast Texas Okay, Houston Fair for R-B

BEAUMONT, Tex., Oct 29.—Last stands are up at the Beaumont, Ringling Bros. and Barnum & Bailey Circus, with the ring and fair endings. The weekend in Houston was turned fair.

Varieties cancelled for an afternoon only but a week prior to the Monday (November 7) when this extra was up to a day's full two performances, the afternoon was full filled and night was three-quarters.

Houston opened Friday (14) with two hundred hundred, Saturday and Sunday (15) brought in a string of three-quarters, the Shrine show starts November 2. Pickwick had a couple of men continued during the day, but none was on duty at night.

Chicago Rodeo
Tabs Big Hike;
Averty, Oakley In

CHICAGO, Oct. 28 — The Golden State Rodeo held at the international Auditorium in connection with the International Dairy Show from Sunday (16) was a very good success before the final big weekend and closed with a reported increase of more than 55 per cent over last year.

The management of Gene Averty and Allen Oakley as well as top cowboys who were in competition for purses and points. Stock was supplied by Averty and Harry A. Hocking.

First Weekend (7-9) brought a string of top names in the big building. Weekend business was steady all this past week and was filled. In the past the rodeo had not lived well until the final weekend performances and was in danger of being dropped unless it scored this time.

Promotion was directed by Jack Bailey. Averty made a heavy schedule of radio, T V and personal appearances throughout the city. Outdoor advertising was a heavy item in the budget. Big direct mail piece of mailings was handled. The advertising success was attributed to block sales of stock to industries and employees.

The show played Galveston on Monday (17) and cage numbers and three-quarter houses in cool weather. The Brussels stand was two days ahead of the fair and hot and warm weather, but the afternoon was well filled and night was near-half.

From Beaumont the show went into Louisiana but was kept to bring into Texas for three days last week.

Productions in Paris Arenas
Juggle Prices

PARIS, Oct. 22.—The two indoor circuses have juggled their prices for the new season. The Bouglione brothers in Circus d’Hiver went from last year’s scale of $2.45 to $3.45. Cirque Medrano held to a slightly higher price increase from 25 cents to 25 cents in 75 cents.

As usual Circus d’Hiver features bouglione acts and cage numbers, with Samson Bouglione preceeding the two Bouglione storms and a group of elephants, while Stevenson works a line group. The Bouglione Kansas was half filled and their aerial show novelty, Cendrillon, By wing trapeze, and (3) Breveti, comedy guy on a trapeze.

Rice Brothers include Woodman, juggling Dodger, Fanny Fanns, doggie, Colombo Evrap (60, tumblers, and Locky and Harry, hand-to-bandy, Feurted Evans are Popa, Dutch and Mow and the Two Frenches.

Cirque Medrano’s third bill of August has also a hand in the fun. In this case the Bead state act, Albert Hopkins, pins in liberty evolutions, (4) Clown, acrobatics, (3) De la Vega, illusionists, (4) Margot and Aron, acrobats, and Paul and Frank, aerial show.

Mr. Anvers, manager of the Albamara, and Hubert de Mala, former boxer, who were announced last winter in performing a “Circus Festival” with a big array of good acts, will continue this fall with a number of new acts to present a similar super-circus here at the Medrano ring. Three acts from the Medrano opening December 15. They claim to have 117 acts signed up for the date.

Duval Preems for Early Nov. Stand

JACKSONVILLE, Fla., Oct. 27.—The Craven County Fair which will be held here October 31 to November 5, has its biggest fall week of promotion. John Morton is president, and Mrs. Dolly Young, manager, has worked on the fair for this year since the show was announced.

Mrs. Young has lined up the following events for the fair: Tuesday, (2) Navy Days; Wednesday (3), Lady Day, sponsored by the American Legion Auxiliary Unit No. 64, Saturday (5), Duval County School Children’s Concessions, and Saturday (7), Winnie S.between Children’s Concessions.

MRS. SARA PIBBLE, president of the American Legion Auxiliary Unit No. 64, has charge of the Tuesday events. Monday is the Craven County Fair bandoom for which is to be given a combined jamboree Thursday night (3) for the Miami Shores Band and the North Carolina Symphonic Band and the Tampa Showmen’s Association.

Mrs. Young has worked closely with the auxiliary of the bandooms, which will be assisted by members from the organizations.

Eddie Hering, Bellingen press agent, is doing duty early to returning to Bellingen, where his wife is ill.

Musical Horlick has arrived in Jacksonville to tour the islands for E. K. Fernandez.

AUDITORIUMS—ARENAS

 Ft. Wayne’s County Coliseum, Concessionaire in Chick Deal

BY TOM PARKINSON

A smooth-working team of building manager-concession operators is found in Fort Wayne, Ind., where Dan Meyers in charge of the Allen County Coliseum and the Kinsey Concession Company handles the food-drink business for the county.

Meyers tells that the concession contract is let on two years with option to renew for one year so the Kinsey Concession Company may go out of business if things do not work. Meyers considers this to be the fairest system on the market as it enables the county to pay much lower prices and enjoy a greater margin of profit.

Some of the items sold are hot dogs, drinks, chips, popcorn, nuts, mixed nuts and pretzels. Meyers states that the Kinsey Concession Company does not sell any items to the public for consumption except for the one things that are just for the people who work on the show. Meyers states that the Kinsey Concession Company does not sell any items to the public for consumption except for the one things that are just for the people who work on the show.

Meyers favors sports events in the building so far as concession business is concerned, and says that shows usually are not so strong for his department.

Meyers covers the same ground this way. Concession spending is in direct ratios with attendance generally, but specific types of events draw concession coin in accordance with the number of intermissions.

The building has midget auto races. Six-event mean five ballots between races, and that results in a hefty 28 cents per capita spending with Kinsey Concession. Basketball games’ quarters make for three concession booths and an 18 cents per capita, but hockey, with two times out or intermissions has a 10-cent average.

As Kinney points up, sports watchers are somewhat more likely to step up to the concession. For example, there are no intermissions during the course of the show. Thus the concession spending averaged up to 12 cents for ice shows, and other shows register in the same neighborhood.

Kinney holds novelties on his own, and when a show comes through he lets them in on what the ten cents for which the special items are handled thru Kinney Concessions. But it’s a matter of his own doing, as the Kinsey does not handle the building.

The building’s concessionaire today tops an occasional bonus idea. One such case was during the Kentucky state basketball tournament which was in the new Allen County building this year. A total of 3,500 teams participated in the tournament and, Kinney favors sports events in the building so far as concession business is concerned, and says that shows usually are not so strong for his department.

Some of the items sold are hot dogs, drinks, chips, popcorn, nuts, mixed nuts and pretzels. Meyers states that the Kinsey Concession Company does not sell any items to the public for consumption except for the one things that are just for the people who work on the show.

Sirs, Sara Pribble, president of the American Legion Auxiliary Unit No. 88, has charge of the Tuesday events. Monday is the Craven County Fair bandoom for which is to be given a combined jamboree Thursday night (3) for the Miami Shores Band and the North Carolina Symphonic Band and the Tampa Showmen’s Association.

Mrs. Young has worked closely with the auxiliary of the bandooms, which will be assisted by members from the organizations.

Eddie Hering, Bellingen press agent, is doing duty early to returning to Bellingen, where his wife is ill.

Musical Horlick has arrived in Jacksonville to tour the islands for E. K. Fernandez.

TWENTY-FIVE-YEAR-OLD JOSEPH SIBLEY (SIB) DOROTHON JR. receives a pat on the back from his dad, Doc Dorton, upon assuming the managerial reigns at the Southern States Fair, Charlotte, N. C., recently. Doc Dorton, who turned the job over to his son after heading the fair for 14 years, continues as manager of the Cleveland County Fair with which he has had charge for 32 years, and as manager of the North Carolina State Fair. Raleigh, a position he has held since 1937. The junior Dorton, a graduate of Davidson College, Charlotte, will make his home on the fair grounds following his marriage November 12. He will wed Mary Alice Amy, of Shelby, N. C.
**NEW DEVELOPMENTS**

**Refrigerated Drink Cooler Is Versatile**

**BOSTON**, Oct. 23—An electrically refrigerated drink dispenser designed to handle all soft drinks and fruit juices has been introduced here. A magnet-driven impeller pump keeps the beverage in constant motion and, according to the manufacturer, circulates three gallons per minute through a constant 30 to 38 degrees temperature Chiller, which is available in royal blue or white, is reportedly dust-proof and chip-proof.

Ice cream dispensing fountain that operates in such a way as to flush cold from after each use, has been introduced by Astro, a leading manufacturer.钺- S. E. R. Soda Fountain Manufacturing Corporation, 2134 Soudan Boulevard, New York 58, N. Y.

**Circus Routes**

Send to:

2160 Patterson St.
Cincinnati 22, O.

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2160 Patterson St.
Cincinnati 22, O.

**Ice Shows**

Holiday on Sun., Nov. 1: ST. LUCIE EXPO., Marysville, O.; Heat., Nov. 1, 26-28; Matt. Nov. 2-4. BETHANY, 0.; Cold., Nov. 2, 5-7. BETHANY, 0.; Cold., Nov. 3-5. BETHANY, 0.; Heat., Nov. 4. BETHANY, 0.; Heat., Nov. 5. BETHANY, 0.**
WINSTON SCORES WEATHER MARRED CLOSING DAYS

WINSTON-SALEM, N. C., Oct. 22.—Coldness and threatening weather marred the closing days of the Winston-Salem Fair, which ended on Tuesday. There was much concern and discussion about the weather among the visitors and owners. The fair was held from October 17-23.

The fair management, in a statement to the public after the annual report of the fair, expressed their satisfaction with the event and the number of visitors who attended.

The weather on the closing days of the fair was unfavorable, with showers and cloudiness. The fairgrounds were wet and muddy, which made it difficult for the visitors to enjoy the fair.

The fair featured various attractions, including horse shows, livestock exhibits, and an amusement park. The livestock exhibits were particularly popular, with a large number of visitors showing their animals.

The fair closed on a cloudy day, with the weather remaining cool. The visitors were left with memories of the fair and the beauty of the fall season.

(Continued on page 68)
HAMDAM CLAIMS

Free Stands Are Race Road To Fair Deterioration

NEW YORK, Oct. 22. - The "give up" attitude on grandstand shows, which apparently continues the best of the interests, is apparently now apparent in front of a few more county fairs. The idea, however, seems to mean that a fair is beginning to fall into a "do nothing" state of mind. Night grandstand shows are an essential part of the maximum success of a fair, he added, and their presentation thus years has been observed with added interest, and just proves what the class of the brown. The discussion of grandstand shows, particularly their cost and worth, has cropped up lately in recent years, and the growth of television. Hamid said the new medium has created a "panic atmosphere" among the showmen, mostly without justification. "They just don't see that other entertainment media, such as theaters, have lived for years without competition, and as attracted an audience, with little if any damage to profits. Successful operas can be put on without competing with television, Hamid said. He observed that the shows apart from weather factors, are not not properly produced for what the public is adequately publicize. Hamid pointed out that all branches of the entertainment world, after setting the performances, have made some improvement. In the making of advertisements, presented primary emphasis on telling the story. The modern movie industry, which has boomed back to former prominence since rededication of television, offers an excellent example of what can be done with a good product and proper selling, Hamid said. Even video foot shows itself advertises its shows every night. Even in the distance, a click of a knob is needed to bring programs into movies any hour.

Hamid said the American public doesn't want or expect anything in their show. "People say the free offers are usually not worth seeing," Hamid said. "Added to that, grandstand shows will lead only to the demise of the fair system, maintains." With the selling season for grandstand talent only a few weeks away, Hamid is obviously already considering the future interest in the operation of free entertainment in general. He also said that his booking firm is the biggest talent manager in the country, and so has a considerable influence on the matter. In Hamid said that his 40 years of experience has taught him that conveniences of shows, and grandstand shows, is for television. He added that it is also on better production where, the idea is to provide entertainment. He added that the grandstand will cost "a lot of money, and we'll have to go slow."
PARK TRADE SHOW SPACE IN DEMAND
Coin Rides Account for Part of Sales
As 80 Firms Sign Up for 166 Booths

CHICAGO, Oct. 22. - Reservations for space at the annual trade convention of the National Association of Amusement Park Owners and Exhibitors have gobbled up the original supply of 166 booths and an additional 10 spaces were taken quickly.

The NAAPPE office here said that more than 80 companies have

Site Switch
Nibles Take
AT Bronx Spot

NEW YORK, Oct. 22. - A necessary change in location took place, and the earnings of Nib's Kiddieland, Broadway, South of 14th Street, will be taken over by Max Kassor. The operation began at the new location on July 3. After the holiday heat and a series of extreme weather conditions, the decision was made to move.

The need for a new location developed when a restaurant operation was set up in a building adjacent to the park. To avoid any possible conflict or activity, the Kassor's held an option to buy the new location.

Niles, who is in the amusement business, including a big Ferris Wheel, Wild West operation and continuous 24 hour movement throughout the winter months, was interested in the premises.

Western Assn.
* Continued from page 38

... was also honored for 20 years at the same exhibition.


MILLIONS
Match Books Spark
Palisades Promotion

NEW YORK, Oct. 22. - Millions of match books will help to launch the Palisades Amusement Park in New Jersey, according to Thomas R. Lamont, president of the park.

"The most valuable sales has been the collection of wholesale tobacco dealers in planning distribution." says Lamont.

New York City and parks in N.J. and Westchester County will be covered.

The nationwide distribution of the match books is estimated to reach 50 million copies, and has been accomplished successfully by the park for several years has been set aside for a special promotion

Essential. Mailings are made by the park for the purpose to make sure that the distribution is perfect.

The usual extensive printing effort was planned in the state of New York, and in the park.

The usual extensive printing effort was planned in the state of New York, and in the park.

A large number of books will be available to the public, the park says, and with the cooperation of various businesses, the match books will be distributed nationwide.

The book cover will entitle the holder to free admission to the park for two weeks beginning the Friday of the Fourth of July.

An extensive Territory

Essential said that the park will secure the cooperation of wholesale tobac
core dealers in planning distribution.

For Sale
Bridgeport Spot Show
31G Deficit

BRIDGEPORT, Conn., Oct. 22. - Peter Ross Pressman, nationally famous showman, fangled a deficit of 31G,000 on his spot show. An annual special prize contest was called to solve the fees of Levittown that Woodside would be turned over to the roofers. Instead of charging the $14,000 in fees, the proposed fun center would be turned over to the roofers in the Spring. The Levittown School Board voted 11-19 to turn over the roofers to the proposed new shopping center. The park will be set back 100 feet from the highway.

The possibility of condemnation proceedings that had the property up to pay for a possible new highway was dispelled by a spokesman for the State High-

Macon Tops '54
* Continued from page 38

Harry Gain and Son have a revenue, up 10 per cent and the Celtnet Rainbow, Inc., at Kinston, N.C., was up 15 per cent in May.

The Rainbow was marked by a special premium, an ad

tribute to the park for State and local of

officials.

Waverly for the first time in years has been the veteran general manager, who was to be brought back for the opening.

While Bob Wade, assistant manager, was carrying on at manager. Morgan has managed the fair for 18 years and for the past year or two has been in poor health.

Early Easter, Mid-Week Holiday
Promotion

NEW YORK, Oct. 22. - The cal

ender for early Easter, mid-week holidays is something to think about for next year.

Perhaps the most important is the scheduling of Easter for April 19, and the introduction of the holiday, which was set for the last year and 17 days earlier than in 1954.

Strap Tickets
Bring Increase To
Disneyland

ANAHEIM, Calif., Oct. 22. - Disneyland has set into effect a new ticket policy which is responsible for increased attend-

ance at the park for the first two days of the operation.

The policy is to run for six weeks until November 23, of tickets. Monday tickets are valid for the park for $1.50, for children, and $3.00 for adults.

The ticket policy offers a choice of any three of a ride selection, including Mr. Toad, Tom, Snow White, the Peter Pan boats, Stage Coach, Passenger Train, and a combination of Mr. Toad and Moon Rocket.

Two rides of the selection were offered: the Big Thunder, Me-Ted Tea Party, Condor, Train, Mickey Mouse Theater, Canal Boat, Phantom Train, Shadowland, and Flight Train are offered.

In addition to these the following attractions are free on the strip ticket: Carsland. The World Re

Downtown Horse-Drawn stagecoach, Hubbyland demonstrations of boats and planes, Indian war dances, parades and

Indian war dances.

The ticket plan was first used in April 1955. The park is closed Mondays.

KIDDER RIDEs
WILL BOOK
PORTABLE AUTO SKOOTER-CAPATERILLAR
In beautiful, well-maintained Portable Auto-Scooter-Caterpilar. Rents are 

KIDDER RIDES CO., Coney Island 24, N.Y.

RESCUE ROOMS
IN USE

WILL BOOK
PORTABLE AUTO SKOOTER-CATERPILLAR
In beautiful, well-maintained Portable Auto-Scooter-Caterpilar. Rents are

W. F. MANGELS CO., Coney Island 24, N.Y.

Ride Whirl-PepiBARTSBb-pons bCaru CALLING ALL RIDE OPERATORS
Illustrated Circulars Free

HIGHS QUALITY KIDDER RIDES
Roto Whirl-Speed Boats-Pony Carts
CALLING ALL RIDE OPERATORS
Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N.Y.

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CARNIVALS

SOUTHERN FAIRS MUCH BUSIER FOR BUCK SHOW

CAPTHAGE, N. C., Oct. 17. The fair attendance at this huge Eastern town was noted this week, as the showmen of Buck, whose operation the last two seasons have been mostly by railroad and truck variety. Following the annual plunge at Philadelphia in Northern New York, a 700-mile haul was made for the midsummer fair at Salisbury, N. C. Last year's Buck Shows, which required only four roads and took about 500 miles, have been used, because the move, the showman said, had been added. Joe Purcell -Purcell, who directed the show made with the trips with few space for less than $1,000.

Joe E. Karr

Heart Victim

PITTSBURGH, Oct. 12. Joseph E. Karr, 65, former owner manager of the Wonder City Shows and at one time president of the Hot Springs Shows, his club, died here Tuesday (18) of a heart attack. Karr was at the Baltimore Lake, said to have made his home in Pittsburgh and Mobile, Ala., for many years. In addition, he handled various carnivals at different times, he had been president of the amusement industry. R. W. Ward and other shows in other places were also handled.

Eddie Murphy

Dead at 63

CHICAGO, Oct. 22 -Funeral services were held here today for Eddie Murphy, the veteran Chicago electrician in the Chicago area. He died Tuesday (21) here in the city, after a long illness. Murphy, a long-time member of the Electrical Workers of America and was a member of the board of governors. He was an electrician for the Chicago, South Shore & South Bend railroad and was president of that railroad's employee benefit fund.

Strates Business Big At Raleigh State Fair

RALEIGH, N. C., Oct. 22 -This was the last day of the Raleigh Fair, which was passing off fairly well for the fair organizers, as crowds, entered by perfect weather (late afternoon), poured into the grounds. The four-inch tall shade of the fair space was filled, and on the back end the show offered 20 units of entertainment.

SOUTHERN FAIRS DAMP BUT OK FOR O. C. BUCK

WASHINGTON, Oct. 22 -Rides' Gross Climbs 16%; Shows Up 12%; Concessions Gain

MURPHY, WILSON TOP '54 BUSINESS AT DALLAS FAIR

Rides' Gross Climbs 16%; Shows Up 12%; Concessions Gain

DALLAS, Oct. 22 -Midway business at the State Fair of Texas Thursday (20), with three of the big names of the business - said to have shown substantial increases in receipts by the time the show was closed by Joe Murphy, president of the fair, was another which was

Murphy-Lindsay banner, reported midweek -Fair -Operation up 10 percent or 24.

And Cliff Wilson, who brought in 17 shows and made his rounds of the fair and received 12 percent or more all said the show's fair dates already signed for the summer -Fair -Operation up 10 percent or 24.

Carnival Business

passenger and Greenboro, N. C., fairs, the show will stand to fare better in the South next year.

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SUMTER PROFITS GOOD FOR VIVONA MIDWAY

LUMBERTOWN, N. C., Oct. 22—Their second biggest week of the year was enjoyed last week at the Sumter County Fair, Sumter, S. C., by the new management, acting as Administrators of America, who went through the fair the first six days and nights, longer than the event had ever played in the past.

Prior to last year's big winner had been the Lehighton (Pa.) Fair. J. B. Brown, exalted by Harry T. Whitman of the show, had a successful list of 12 acts given in total at the midway. The flip side is now usually given by the Judy of Great Atlantic and Pacific Tea Company and the midway of the American Council of Industrial Organizations. The show was held at the Columbia Orange Blossom Festival.

The year's biggest week was enjoyed last week at the Sumter County Fair, Sumter, S. C., by the new management, acting as Administrators of America, who went through the fair the first six days and nights, longer than the event had ever played in the past. The show was held at the Columbia Orange Blossom Festival.

Spending was good on these days and good crowds also attended the fair on Tuesday (14) and Tuesday (17) of the same month. The fair had a successful list of 12 acts given in total at the midway. The flip side is now usually given by the Judy of Great Atlantic and Pacific Tea Company and the midway of the American Council of Industrial Organizations. The show was held at the Columbia Orange Blossom Festival.
ARIZONA STATE FAIR
PHOENIX
NOV. 4 TO 13 INCLUSIVE
10 BIG DAYS AND NITES INCLUDING ARMISTICE DAY—10.
NOW BOOKING SHOWS AND CONCESSIONS
No exclusives except Foot Logs. Space $15.00 per foot. Uptown location. Plenty
LAST MAJOR FAIR OF THE 1955 SEASON
Let's get that winter bank roll together here. All good locations, but hurry for the
best ones. No flats. Gillie Shows or gypsies. Write, wire or phone as per route.
CRAFTS 20 BIG SHOWS, INC.
FORSALE Spiffle and Prized Ride, condition priced very reasonable.

WARE COUNTY INDUSTRIAL FAIR
Oct. 31 to Nov. 5 inclusive, Waycross, Ga.
GREATER JACKSONVILLE FAIR
Located GATER BOWL
Nov. 9 to 19 Inclusive, Jacksonville, Fla.
CAN PLACE all legitimate Merchandise Games of skill. Will also place all Eating and
Drinking Stands.
CAN PLACE Experienced Ride and Show Workmen in all departments. This is a Union
Show covered by Union Welfare benefits.
Our train will leave Jacksonville, Fla., on Nov. 20 for winter quarters in Petersburg, Va.
Address this way

CETLIN & WILSON SHOWS
ORANGEBURG, S. C.

WASHINGTON D.C. TRADE SHOW
WASHINGTON D.C.

WANT for SOUTH GEORGIA FAIR
VALDOSTA, GA.—WEEK NOV. 7-12—LAST BIG FAIR IN GEORGIA TWO BIG KID DAYS—BIG ARMISTICE DAY CELEBRATION
CONCESSIONS—Price Every Time Games of all kinds—Eating and Drinking Stands. Custard, Chocolate Dip, Foot Long, Six Cats, Buckets, Bear Pitch, Glass Pitch. Will place all kinds of
Concessions—No EX.
SHOWS—Minstrel Show—Joe Sciarino, contact—any good Grind Show with own equipment.
All replies to J. I. KEFF
CAPITAL CITY SHOWS
owe to Western Union, Thomsonville, Ga., this week.

LAST CALL
GREATERTHANL DUVALL COUNTY FAIR
FAIRFIELD COURT, FLORIDA
OCT. 31 THRU NOV.5
All people contracted for this date must be up and ready
For Monday noon opening, October 31

FAIRGROUNDS
PHILIPPS HIGHWAY and U. S. NO. 1—SOUTH

LONGSTANDING CONTRACT—auses—Arms—Awurion. Have room for two demonstrators in main exhibit building.

SIDE SHOW—Watermelon—Monky—Wildlife and one good Grind Show.

All answers to

BOSS, YOUNG, MGR.
DUVAL COUNTY FAIR OFFICE
Mayflower Hotel, Phone Elgin S-7621
311 W. Bay Street, Phone 6-7786
JACKSONVILLE, FLORIDA

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Mayflower Hotel, Phone Elgin S-7621
311 W. Bay Street, Phone 6-7786
JACKSONVILLE, FLORIDA
RIDES FOR SALE

One place for next season your permit to offer for sale several good, used, practically pined rides. All were in operation when we closed two weeks ago. A little work will put them in top condition. Reasonable bids at honest value.

Number 3 Fil Wheel.Bare for sale we have four Wheels. Ride in best condition. Great interest. Rides in highest demand. Price $4,225.00, $4,230.00. 50-ft. Cap Wheel. Navy Co-Round. A 50-ft thirty-three-thousand-oilable machine. Good condition. All was in operation when we closed two weeks ago. A little work will put them in top condition. Reasonable bids at honest value.

RIDE HELP: Foremen and Second Men on all Rides.

SHOWS: Monkey, Snake, Wildlife, Side Show, Mechanical, Fat, Funn House or any Mighty Interstate Shows

Fairgrounds, Charlotte, N. C., Colored Fair, Charlotte, N. C. Phone: Franklin 6-7116.

All Shows, Rides and Concessions booked for the winter contact mg immediately.

Big Snake, Five...One

SHAN BROS.' SHOWS, Ft. Worth.

WRITE or telegraph for appointment.

SHAN BROS.' SHOWS, Ft. Worth.

640 the Loop -0-Plana

Spillman Loop -the -Loop three -cage ride

Costs new $15,500.


Number 5

Our plans

64 in

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RETURN to

WANT FOR CLARKSVILLE, TENNESSEE

NOV. 1-6-SOLDIERS' PAY DAY

Can place for farmers, Court House Agents. also Girl Scout Operator with girls. Want Papcorn and Hungry Bucks of all kinds. This is a proven spot. Then let's hit the county ads. Miss PERRY CARLILE, President United Exposition Shows, Ripley, Tenn., this week.

WANT

For my 10th year Blackshear, Ga., date, week Nov. 7

DONT LET UP ON TOủy RIGS

GLADES AMUSEMENT CO.

NOTICE

Opening of winter season, Everglades, Fla., Wednesday, Nov. 3

All Shows, Rides and Concessions booked for the winter contact me immediately.

JERRY SADDLER

WILDER'S WOLVERINE SHOWS

WARRARD COUNTY FAIR. Warrington, Georgia. Oct. 24-29

Four more Georgia Fairs to follow. Out to Christmas

Can use Ferris Wheel and other Major Rides and Kiddie Rides not conflicting.

MIGHTY INTERSTATE SHOWS

WANT FOR ALL WINTER'S WORK

Confidently with all Rides and Concessions. Will buy, book or lease one more Major Ride.

MIGHTY INTERSTATE SHOWS

WANT FOR ALL WINTER'S WORK

RIDE FOR SALE

Missouri Show Women's Club

415a Creston St., St. Louis, Mo.

ST. LOUIS, Oct. 22.-President Virginia Williams, in her report presented and passed by the large turnout of members at the first meeting. Arrangements were made for the biggest and busiest of the season which will be held November 5-6th in the classrooms.

Membership expressed a remembrance for Mrs. Daisy Davy and Mrs. Marcon Warden, both of whom passed away during the summer.

Verna Schantz and Florence Cobb took over many of the awards which were donated by Mrs. Thomason. The theme of the event was served by members of the International Showwomen's Association. It was explained that Minute Quinn has been confined in Barnes Memorial, here, for several weeks.

Following the meeting cards were presented. Those attending included Mary Thompson, Virginia Williams, Mrs. Herman glass, Florence Cobb, Barbara Mcgraille, Peggy Gittman, Elie Weer, Florence Cobb, Jeanette Hart, Helen Gormen, Anna Brown, Mary Smith and Theresa Sidenberg.

Pacific Coast Showwomens Association

1205 South Hope Street

LOS ANGELES, Oct. 22.-A homecoming party for Little John was held at the Fairground with masquers in the "Outdoor Show Queen of the California State Fair." The event was sponsored at that time. Chairman of the committee, Mr. Arthur Dobson, appointed members of the committee to plan for the big event at the regular meeting (Nov. 7) here.

Dobson, who recently returned from Chicago, appointed Eddie Ruth, Joe Medaw, Neil stout, Earl Scotty, Matt Herron, Eddie Harris, Sam Dolman, Harry Elker, Jimmy Phillips, Louis Burgauphil, Art Anderson, Sam Steffen, Jimmy Lacoe and Max Snobal to work on the project.

Past President Ted LeFors conducted the meeting with Joe Medaw, and James Mitchell, treasure, on the reformation. LeFors called (Black) Bob Sandford, who recently returned to California after an extended tour.

Among members attending the meeting were June Dickerson, Everette W. Cole, Joe (Red) Duerst, Joe W. terhaar, Jimmy Smith, Fred Morrocco.

Mrs. Brown refused to sink

"Keep rowing or Ill toss you all overboard!"

The threat came from a red-headed woman dressed in crest and bloomers, with a Cal. 45 lashed to her waist.

And as the loadaboot reached S.S. Titanic lunched into the waves, she rowed too, rowed until her hands bled.

Mrs. Margaret Tobin Brown had come a long way to take charge of that crowded lifeboat. Once penning a fortune of millions, had millions, for her husband, "Localsville Johnny" Brown, had struck it rich. Once spurred by Denver society, she now hobnobbed with nobility.

But, as she said, "You can't wear the social register for water wings." Her $60,000 chinchilla covered three children; her other outer garments she had given to old widows. She returned, and saved grand opera, joked, and she kept her weathered hashcoat till rescue came.

When they asked her how she'd done it, she replied, "Typical Brown luck. I'm unsinkable." But it wasn't luck. It was work. And Americans have always had plenty of that smiling, hardy courage. When you come to think of it, that's one reason why our country's Savings Bonds rank among the world's finest investments.

For 160 million determined Americans stand behind those Bonds.

The surest way to protect your own security—and the nation's—is through United States Savings Bonds. Invest in them regularly—and hold on to them.

It's actually easy to save money—when you buy United States Series E Savings Bonds through the automatic Payroll Savings Savings where you work! You just sign an application at your pay office; after that your saving is done for you. And the Bonds you receive will pay you interest every year, compounded semiannually, for as long as 19 years and 8 months, if you wish! Sign up today! Or, if you're self-employed, in a business regularly where you have

Safe as America—United States Savings Bonds
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Decker. Ralph
OampMll, Mrs.
Drown, Chester W
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17
THE BILLBOARD
CARNIWLS
65
BLUE GRASS SHOWS
DALE COUNTY FAIR, GEORGE, ALA., OCT. 31 THRU NOV. 5. FAIRGROUNDS
LOCATED NEAR CAMP BUCKER. WE CATCH THE FOLDERS' PAYDAY.
CONCESSIONS: Can place Hunky Parks and Prime-Tyme Concessions. Sees Cuts and Buckets. If you have Hunky Parks to go with same. Bear and Glass Fishe, African Dip, Auction Sales, Demonstrators and Pinchpots and Direct Sales of all kinds. SHOWS: Can place any merchandise with ever outfit and equipment. These rather new given preference for our Florida fair tour. All wire
C. C. GROSCERT
Blue Grass Shows, Moultrie, Ga, all this week.

MORGANTON, N. C.
OCT. 31-NoV. 5
CONCESSIONS: Hunky's, Eats, Drinks, Novelties, High-Striker, Ball Games.
Write or Wire
ROSS MANNING
Queen Anne Hotel, New York, N. C., or Fairgrounds, Trenton, N. C.

BOOKING NOW! THOSE INTERESTED CONTACT
Legitimate Concessions and Clean Shows
8th ANNUAL COLORED ELKS' BLOCK PARTY,
Nov. 16 thru 26, W. B. P.
PALM BEACH COUNTY FAIR, Jan. 20-28
(All permanent location—still from city)
MAC MARCHESI, Conc. Mgr., R. S. Box 370, Tel. 8486, West Palm Beach, Fla.

LAMAR ALLER, Mgr., Box 3228, West Palm Beach, Fla.

STOP OFF ON YOUR WAY TO FLORIDA
FOR THESE TWO GOOD FAIRS
QUITMAN AND BAINBRIDGE, GEORGIA
SHOWS: West Slaught, Hunky, Matronettes, or any show not conflicting.
CONCESSIONS: Can place Hunky Buckets and Prime-Tyme Concessions. At all.
L. J. HETH SHOWS
Carolde, Ga., near Quitman, Ga., next week.

IMPORTANT NOTICE
TO FROZEN CUSTARD MACHINE OPERATORS
You cannot operate in the State of Florida, 1955-1956, unless you comply with all State sanitary requirements and serve licenses in advance for each location.

ICE CREAM MIX must be purchased from an approved mix manufacturer in Florida. The Florida Department of Agriculture and the Board of Agriculture require that a state-licensed mix be used.
HOT CUSTARD must be purchased from a state-licensed custard manufacturer in Florida under the supervision of the Florida Department of Agriculture and the Board of Agriculture.

STOCK TICKETS

OCTOBER 29, 1955
Pickman Dismissed By Ringling-Barnum; Show Plans Ad Study

Experiments Not Entirely Successful, But 'Not Direct Reason,' Burke States

NEW ORLEANS, Oct. 22.—Ringling Bros. and Barnum & Bailey Circus has been the victim of the position of promotional director of the show, which was the result of the circus career of one of the most controversial figures in show business years.

Mr. Pickman, executive director of the show, confirmed the transfer from New Orleans last week.

He said that there had been some dimension, but said that "a kind of incompatibility developed,"

Picking up the line that Pickman of the change, the general, agent, Paul Eule, was asked to take over the responsibility of the agents and assistants. Pickman was asked to be under the general guidance of Dr. B. V. Miller, who has been active in press work during the last two years.

This set-up was arranged Sunday while the show was in Houston.

By Tuesday (18), however, public opinion and Eule Knoblaugh had made it evident that things would continue, under the same arrangement. 

Pickman Joints in '54

Pickman joined the show in 1954. He had been with the Miller show for two years. The Miller show has been active throughout the year, and the changes were the result of B. V. Miller's desire to return to the ringling of the long New York shows. Only the scheduled telephoning of the 1960 openings in addition to a December 16 TV show from Saratoga.

Few Big Acts

A plan for a large show in newspaper and each color newsprint. This was a plan for a half-page ad of the Miller show and ad under Pickman's direction for the 1961 season.

LaCrosse Show In, Clyde Bros. Coming

NEW ORLEANS, Oct. 22.—Cadillac Circus is in New Orleans. The Miller show is put in this house in the Vocational Auditorium.

Acts included Capt. Ed Rodden, Jesse Mason, and pole, Norrene, acrobat; Del Rudette, juggling; Ralph Kirk Jr., rope; Ralph Kirk Sr., administration and "a kind of incompatibility developed."

In the case of Pickman, the change, the general agent, Paul Eule, was asked to take over the responsibility of the agents and assistants. Pickman was asked to be under the general guidance of Dr. B. V. Miller, who has been active in press work during the last two years.

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UNDER THE MARQUEE

By TOM PARKINSON

The Malaika Kelleys, a new American 18-piece band, has been announced for the tour of Canada and the Midwest this season by Charles E. Elsbro, owner of the show. Charles E. Elsbro, the Billy Smart Circus in England, will be leaving England this week. He will return to the United States next month.

The Malaika Kelleys will be appearing in the main ring of the show and will be assisted by the Legs Baxters, a new act from Canada.

The Legs Baxters will be appearing in the main ring of the show and will be assisted by the Malaika Kelleys. The Malaika Kelleys will be appearing in the main ring of the show and will be assisted by the Legs Baxters.

Watch for...the next publication of CIRCUSIANA MART in the NOVEMBER 26 Issue. For more information on this publication, go to CIRCUSIANA MART at 201 Sunset St., St. Charles, Ill.

Gladys Virginia CONTACT

L. C. O'CONNELL JR.
Charles Hotel, Decatur, Ill.

It is Important.

\[\text{The Billboard, October 29, 1955, page 67, under the Marquee.}\]
Imprint Art Products, Inc., announces that its 15th annual Christmas catalog will be limited to its own building at 85 Kansas Street, Hackensack, N. J. James O. T.ens, president of the company explained the purchase of the Baggie, and encouraged the company to utilize the opportunity in order to give better and more service to buyers, plus the fact that larger quarters were needed for the expanded production orders. Showroom space is still available at 200 Fifth Avenue, New York. The company's new catalog is on the premises now, and interested selling items are the Executive Yak, Waltz, Patter, Bob's, Badges, Pick-Nutte and Carded Jingle Bears. Joybells are advertised for the catalog.

Harry Cohen & Sons, Inc., 1609 Utah Avenue, Brooklyn, wholesale dealers of novelty, apparel, and giftware to the installment trade, has just purchased the adjoining building, which gives them additional space to feature a more diversified line of merchandise. In the business 33 years, the firm is a specialist in filling the needs of the installment druggist and cannery. Dealers are invited to visit the new enlarged quarters where they may obtain a copy of the firm's new catalog which contains a full line of the best-selling merchandise.

An exceptional low-priced deal on fruit baskets is offered by Hall of Distributors, Inc., Detroit. Just in time for quantity buying and the holiday season, man- and-branch fruit baskets sold in full- or half-blackened baskets, and vacuum packed in red silver lithographed round tins may be had for $10 per dozen for a simple hand basket, to $25 per dozen. This is the regular-style fruit basket with the middle that moves so well for the holidays. Hall of Distributors offers a guarantee that this supply is limited, plus a $5 per order in your order or place your order now.

Shoe-Cover Grip, a new and unusual development, is announced by Johnson Products, of Chicago. It quickly and safely secures the curtains to the inside of the shoe, prevents tears, and protects the shoe. It also affords a whole new area. Made of plastic, the grips are equipped with two strong, rubber suction cups each. Only three grips are required to hold the average shoe. Shoe-Cover Grip is practically standardized, portable, glamorous in black, white, green, blue, yellow and red. Retail price for a set of three is 85, prepaid.

Timelessly is the word for the new Towne-Time Watch by Bug, Inc., offered to the trade by Sun Gold Sales Company, Brooklyn. Combining a smart Swiss luxury band and a Swiss-jeweled wristwatch, Time-Time is individually gift-boxed ideal for premiums, incentives and special promotions. The patented Towne-Time feature permits the easy removal of the watch, Elastic band or a bag may be worn separately. There are no complications. A large zipper compartment contains an enclosed extra-sized kanga pocket, and a special pocket-sized bangle-size bottle of nationally advertised alcohol. The Bug watch and matching watch strap is fashioned of soft, supple, durable alligator grain, may be had in assorted colors.

Pipes for Pitchmen

By BILL BAKER

If any of the boys are planning to spend the winter in the vicinity of San Antonio, it might be well to get in touch with Russ Taylor, of Rusk, Texas. He is the owner of one of the largest pipe manufacturers in the United States. Russell Taylor's Special Pipe is the most popular type of pipe in the world. It is the only genuine pure saxophone, and the pipe is used in the manufacture of two of the most popular pipes in the world. It is a solid, durable and well balanced pipe. When in Philadelphia, look for the pipe, and you will find the Taylor Pipe Company in the process of manufacturing the two most popular pipes in the world. It is a solid, durable and well balanced pipe.

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**NOW-HEAR THIS!**

The 35th Annual Edition of
The Billboard’s

**OUTDOOR CONVENTION NUMBER**

**gives you BIG BONUS SELLING POWER**

**AT NO EXTRA COST!**

**Dated November 26**

**Distributed November 21**

A Treasure Chest of Sales Values Assuring You Threefold Benefits

- Distributed November 21, a full month before Christmas, your prospective buyers will have plenty of time to place complete, big, last-minute orders with you.
- EXTRA distribution of over 3,000 copies at the big Outdoor Convention in Chicago will give your advertising added emphasis among many of your buyers who undoubtedly will attend this convention.
- Featuring the big Catecode of Fair Supplement, the Outdoor Convention Special is editorially the biggest issue of the entire year, packed with vital data and stories.

**ADVERTISING DEADLINE NOVEMBER 16**

**COMING EVENTS**

**CEI-MAX SENSATIONS**
Distinctive Jeweled Watch Set

- **Alaska**

- **Canada**

- **Florida**

- **Illinois**

- **Michigan**

- **New York**

- **Ohio**

- **Oregon**

- **Pennsylvania**

- **Texas**

- **Virginia**

- **Washington**

- **Wisconsin**

**KIPP BROTHERS’**

1955 Carnival Catalog

Write for the new 75th Anniversary Edition Carnival and Novelty Catalog.

Please state your business

**KIPP BROTHERS**

**Chicago, Thanksgiving Show, Nov. 20-28, J. M. Chapman, Box 316**

**California**

San Diego—Billboards and Home Appliances Show, Nov. 25-28

Los Angeles—Grand National Livestock Show, Dec. 20-25, Pat O'Toole, Plummer Pier, Oceanside

**Florida**

Miami—Miami Home Show, Nov. 27-30, William Ogilvie

**Georgia**

Piedmont—Southern Home Show, Oct. 27-30, Pat O'Toole, Plummer Pier, Oceanside

**Michigan**

Detroit—Michigan Livestock Show, Dec. 6-8


**Minnesota**

Grand Rapids—Grand Rapids Livestock Show, Nov. 19-20, Pat O'Toole, Plummer Pier, Oceanside

**Maryland**

Baltimore—Baltimore Livestock Show, Nov. 21-26, Pat O'Toole, Plummer Pier, Oceanside

**Massachusetts**

Boston—Boston Contest, Oct. 18-22

**Michigan**

Detroit—Detroit Livestock Show, Dec. 6-8


**New York**

New York—New York Livestock Show, Oct. 27-30, Pat O'Toole, Plummer Pier, Oceanside

**North Carolina**

Charlotte—Charlotte Contest, Nov. 13-15, Pat O'Toole, Plummer Pier, Oceanside

**Ohio**

Cleveland—Cleveland Contest, Nov. 12-15, Pat O'Toole, Plummer Pier, Oceanside

**Tennessee**

Nashville—Nashville Contest, Nov. 8-12, Pat O'Toole, Plummer Pier, Oceanside

**Utah**

Salt Lake City—Salt Lake City Contest, Nov. 12-15, Pat O'Toole, Plummer Pier, Oceanside

**Virginia**

Richmond—On 54 World’s Best Polo Ties. Show, Nov. 15-16, Pat O'Toole, Plummer Pier, Oceanside

**Washington**

Seattle—Seattle Contest, Nov. 19-23, Pat O'Toole, Plummer Pier, Oceanside

**West Virginia**

Charleston—Charleston Contest, Nov. 15-16, Pat O'Toole, Plummer Pier, Oceanside

**Wisconsin**

Wisconsin—Wisconsin Contest, Nov. 20-23, Pat O'Toole, Plummer Pier, Oceanside

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**1955 Carnival Catalog**

Write for the new 75th Anniversary Edition Carnival and Novelty Catalog.

Please state your business

**KIPP BROTHERS**

**1955 Carnival Catalog**

The Best Sales Boards and Joe Games

**MERCHANDISE**

**THE BILLBOARD**

**OCTOBER 29, 1955**
START YOUR OWN BUSINESS!

Sensational Xmas Item COMBINATION

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<td>10 pc. Bottle Opener Set</td>
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No Inventory! No Investment!
Your Own Merchandising Business

Sell Naturally Attractive Items right out of the Box!

RAKE CATALOG
Biggest Profit Advantages Ever!
Confidential Price Line

FREE Wholesale Gift Catalog
Name Brand Goods

TURLE & COMPANY, INC.
710 North Michigan Ave., Dept. B-18
Chicago 4, Illinois

MONEY MAKERS!
U.S. BILL OF RIGHTS
LINCOLN'S GETTYSBURG ADDRESS DECLARATION OF INDEPENDENCE U.S. CONSTITUTION

Sheryl's, Ltd.
1314 So. Main St., Seattle, Wash.

Merchandise You Have Been Looking For


PAPER MEN
Contact Don Knight
For information and order blanks, send $1 today to: Don Knight, 217 Woodland Ave., Dallas, Texas

CIGARETTE LIGHTER
Shanny & Co., Inc., 10 W. 42nd St., New York 18, N. Y.

EACH SET INDIVIDUALLY BOXED

KIDDY CHEF
BAR-B-Q PIT SET

Multi-colored Hand-Painted Make Believe Pit and Grill. Like Big and Sturdy... 36" x 15" x 17"...29 piece set includes Chef Cap and Apron, Cooking Utensils, and Make-Believe Hot Dogs, Hamburgers, Chips, Rio, etc.

NO INVESTMENT
NO INVENTORY

Send Check or Money Order
FOR IMMEDIATE DELIVERY
NORTHWESTERN PRODUCTS CO.
1391 Milwaukee Ave. Chicago 22, Illinois

GREAT BIG BOX OF ENJOYMENT
4 HISTORIC LOCOMOTIVES DO-IT-YOURSELF HOBBY KIT

SEND CHECK OR MONEY ORDER
NO INVENTORY
NO INVESTMENT
NORTHWESTERN PRODUCTS CO.
2721 Spruce St. St. Louis 5, Missouri

HOTTEST ITEMS
HERE'S THE HOTTEST ITEM IN THE COUNTRY FOR THE LADIES!

* All New Aluminum Flyer... $3.00
* 6 Piece Wardrobe... $20.00
* 3 Piece Sheath Skirt and Skirt Set... $5.50
* 2 Pieces... $2.50
* 1 Piece... $1.50
* A Great Big Box of Enjoyment... $3.98

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FOR IMMEDIATE DELIVERY
NORTHERN PRODUCTS CO.
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4 HISTORIC LOCOMOTIVES DO-IT-YOURSELF HOBBY KIT

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FOR IMMEDIATE DELIVERY
NORTHWESTERN PRODUCTS CO.
1391 Milwaukee Ave. Chicago 22, Illinois

BEAUTIFUL 4 PIECE SETS

OBJECT SENSATIONAL ITEMS

ANNIVERSARY CLOCK PERFUME BOTTLE

$6.00

Send Check or Money Order
FOR IMMEDIATE DELIVERY
NORTHWESTERN PRODUCTS CO.
1391 Milwaukee Ave. Chicago 22, Illinois

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GREAT BIG BOX OF ENJOYMENT
4 HISTORIC LOCOMOTIVES DO-IT-YOURSELF HOBBY KIT
PRICES on TOWELS MURDERED!

New . . . MAKE FANTASTIC PROFITS!

Now . . . MAKE FANTASTIC PROFITS!

If "Murder" is a crime, write a subscription to the "Towel Murder". Your order will be shipped to your customer and you'll never know the difference. Your customer will receive a beautiful towel with a letter stating: "Your order for Towels was lost on the way to you. We are sincerely sorry for any inconvenience caused."

HOW TO ORDER:

Send us your order and we will ship the Towels along with the letter. You will be billed for the Towels at the current price. The "crime" will be discovered by your customer when they receive the letter and the Towels. The customer will be left wondering whether they received a great bargain or whether they were the victim of a "crime".

LOW AS 3¢

Each

3¢

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG

A GENUINE MONEY SAVING GUIDE FOR Prospects of all kinds. Prospects, Agents, Distributors, etc., interested in selling our products will find this catalog an invaluable tool. You will be amazed at the profits you can make with our products.

GELLERMAN BROS.

14314 Grand River Ave., Detroit 27, Mich.

DEVIL'S DELIGHT!!

NOVELTY PLASTIC CUSHION—"IT'S NEW, IT'S DIFFERENT"

Now you can have the most unusual and most fascinating novelty cushion ever! This is the "Devil's Delight" cushion, a plastic cushion that is sure to be a hit with your customers. It is a unique and fascinating item that will surely make a big impression.

SAVE $4

ON THIS SPECIAL DEAL...

BROVA, WALTHER, BENDIX, GLEN WATCHES

10 Ass't.

NOW $4.95

$16.50

MILLER CREATIONS

"A" list of the finest European creations, as seen in the finest jewelry stores of Europe. Beautiful designs, quality craftsmanship, and prices that will make you money.

HEART DISC CLOVER NECKLACES

"A" list of the finest European creations, as seen in the finest jewelry stores of Europe. Beautiful designs, quality craftsmanship, and prices that will make you money.

TWO PIGS" EARRINGS

DeviceInfo the mark of quality in jewelry. We offer the finest in earrings, rings, and other fashion accessories. Our "Two Pigs" earrings are a popular item among our customers. They are made of the finest materials and are sure to be a hit with your customers.

CHRISTMAS SPECIAL

1955 BUYER'S GUIDE

AVAILABLE NOW

This is the most comprehensive buyer's guide available. It contains a wide variety of products, from household items to clothing. It is a valuable tool for anyone interested in selling our products.

GELLERMAN BROS.

14314 Grand River Ave., Detroit 27, Mich.
FREE FRISCO SPINDLE
193U
Write today for complete details
PENNANTS BANNERS
MEXICAN EARRINGS $5.40, Nickel Hand Polished.
Hardware
GENERAL
ACTUAL
MM rayon olls
List
$16.80
BRONZE
17.25
VINTAGE
Franklin, Pa.
WELLS ESTATE, Welles Co., 812 S. Main, Akron
HOOPS, 25 CENTS EACH, 25 FOR $5.00, MINIMUM $3 PER ORDER
HOOPS AND BALLS 5 FOR 1.00, 25 FOR $5.00, MINIMUM $3 PER ORDER
545 Ford Ave., Weehawken, N. J.
Pittsburgh 33.
FAMOUS WATCHES, 6 for $49
FREE FRISCO SPINDLE
193U
Write today for complete details
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Pittsburgh 33.
FAMOUS WATCHES, 6 for $49
PHONO EXPORTS EXCEED $5 MIL IN 1ST 6 MOS.

CHICAGO, Oct. 22.—U. S. automatic phonograph exporters set new records in unit and dollar volume. During the first six months of this year, juke box shipments totalled $1,500,000 valued at $3,350,500, an increase of $301,600 or 12.4 per cent, compared with the corresponding period in 1954.

Wurlitzer and Ami

For Export Market

Features Restacking Mechanism, 32 Selections and High Fidelity

CHICAGO, Oct. 22.—A new 45 r.p.m. juke box is being readied for production by the Wurlitzer Company, Trading Corporation.

The new phonograph will be sold principally as an export, with Trans World Corporation, distributors in London and Paris, and will be produced in cooperation with Wurlitzer, located near Greenv. Wood.

Called the "Alaska Festival," the new phonograph features 32 selections, discs exclusively high fidelity and a restacking record mechanical. Price of the new model is scheduled to be under $500.

Production Skedded.

Joe Caldwell, head of Trans World, said that production was scheduled to get under way the middle of November.

The new phonograph is 56 inches high, 23 inches wide and 18 inches deep. Weight is 250 pounds. Cabinet is constructed of all wood, finished in blond. Chrome panels are featured across the front of the machine.

The selector panel is located directly below the record mechanism. Selector buttons are in a single line and divided into two groups. Four are lettered A, B, C and D and are numbered 1 through 8 and 1 through 4. Two 4-position unit, 2-position panel is required—a total of 24 selectors.

An adhesive is included in the tape to assist in the breaking in of the unit. The Phono box is located at 185 North Wildach, Chicago.

To The Reader's Digest

Continued from page 1.

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Continued from page 1.

damage caused by such an acti-

ity, and the ploy of it is that

enough facts were presented to in-

large all the other facts that would have made it possible for him to write an ar-

ticle that would have benefited the

vast majority of people in the

Roosevelt's views.

Because the information con-

tinued in this letter would be a

little way toward correcting the
damage caused by-al- the act, we are

corresponding editors to the rela-

tion of newspapers, as well as publish-

ers and a letter. This page is

located just above the selecting

feature in the front of the machine.

The new model features a restack-

ing mechanism similar to that

used in the former. But it is noted

that the arrangement of the mecha-

nism has been changed.

In addition to these recent factory

announcements, it is anticipated

that at least one other major man-

ufacturer will be introducing a

new model juke box this week.

NMI/file

Advertised Used Juke Box Prices

(Average 6-Month Comparisons *)

<table>
<thead>
<tr>
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<th>Oct. 22</th>
<th>Oct. 11</th>
<th>Oct. 10</th>
<th>Oct. 9</th>
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<td>315</td>
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Wis. Ops Air Need for P-R

Hear MOA Pres.

MILWAUKEE, Oct. 22—Mem-

bers of the Wisconsin Op-

er's Association heard George A. Miller, president and general busi-

ness manager of the Wurlitzer Company, West Orange, N. J., who

spoke on the subject of the competitive situation in the industry.

Radio Highlights.

A highlight of the event was the transmittal of the RCA radio

program, "National Juke Box," which made its debut the follow-

ing night (11) over the ABC network.

For 2d Week

This is the second consecutive year that the Wisconsin Music Opera-

tors held its annual meeting here. The association is devoted to pro-

moting the interests of the juke box industry.

EORFO, Kan., Oct. 22.—The Missouri Music Operators Association

held its annual election meeting in Kan-

sas City, Kan., Saturday, November 12.

Bryan McCullough and Hal T. Womack, both of the Kansas City office of the

meeting were held in the Kansas City Hotel.

Reunited: AMOA, Set New Rules, Elect Officers

MIAMI, Oct. 22.—The Am-

nual Convention and Con-

ference of the American Music Operators Association, after splitting into two local organizations earlier this year, has

now reunited.

Following several meetings be-

tween office holders of the organ-

izational groups who left the association to form another local organization, it was decided to combine activities of the two local organi-

zations and hold new officer elections.

At a meeting held here this week, the new officers elected were: James Mullins, vice-president; Mr. Nelson, secretary, and Harold Giro, treasurer.

ROSE IS FIRST

Juke Box Pick

For 2d Week

NEW YORK, Oct. 22—For the second consecutive week in the na-

tion's juke box operators, the AMOA has recognized "The Yellow Bose of

America" as the nation's top juke box.

The selection was made today on "National Juke Box," a regu-

lar feature appearing in the AMOA program aired over the ABC radio

network which is carried by the Mus-

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The new selection for the AMOA, MOA President George A. Miller, presented Lex Baxter, head of the International Feature Service, as the

"Town and Tell the People" as the

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For the week ending 11, Sandy

Wilson's "I'm a Fool To Want You"

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Published by

Alfie D. T. D. and Edgar A. Southworth

Western Favorites

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Western Favorites

(Continued on page 78)
You can't sell time out

You don't make a penny while the juke box patron is browsing over tune titles before making his selection. And the time lag between the dropping of the coin and the start of the music is strictly for free, too. Take another look at the AMI Model "G". Notice how all the titles are out in the open for fast scanning and quick selection. Notice how the selector buttons are, in effect, a continuation of the title strip for fast action. Put a stop watch on the "G's" activating time. In an hour's play, there's only a loss of seconds instead of minutes; in a single week, that can mean a lot more jingle in the cash box. There's a minimum of time out between patrons, too, when the "G" is on location. Its Multi-Horn AMI-Fidelity sound system is a constant coin coixer.
200 Throng W. Va. Ops' Annual Confab, Banquet

CLARKSBURG, W. Va., Oct. 22—Over 200 operators, distributors, and their guests gathered at the Showman Hall Hotel Tuesday and Wednesday (20-21) for the first annual confusion and banquet of the West Virginia Music Operators Association.

The State-wide convention officially got underway Thursday morning when officers and directors called a special meeting to set up a by-laws, audited accounts, and finance committee. On Friday, operators and guests registered in the morning, attended a general business meeting in the afternoon and closed the main banquet room in the evening for dinner and dancing.

Special guests attending the convention included George E. Miller, president and general manager of the Music Operators of America, who talked to operators and directors at the afternoon meeting about the future of music distribution and the need for local associations; Mayor John Cowles, Charlottesville; A. Peterson, manager of Clark'sburg and eight other city and county officials.


Officers of the association are: A. L. Wallace, president; Edward M. Oliver, treasurer; Jim Hutner, vice-president; Rolliom Fulliam, vice-president, and Dana M. Hicks, secretary.

Althea the convention closed last night, operators and directors agreed to see the West Virginia-Pennsylvania State Convention and Exhibitions today. The association reserved a block of 150 tickets.

Stribel Hosts Ind. Ops in Evansville

EVANSVILLE, Ind., Oct. 22—The S. L. Stribel Company moved into its third week of operator showings, pulling the wraps from the new Seeburg phonograph line at its branch office here before one of the largest operator crowds ever hosted at the office.

Previous showings were held in Nashville and Louisville. Planning the show was branch manager Fred Baker, who reported operator enthusiasm at an all-time high. Ray Dixon, Paul Williams, Charles Mix, Reed Whitney, district manager of Seeburg, was on hand to assist Stribel staff get great operators.

Among the operators who attended were: Mr. W. M. McCarroll, Mitchell Hampton, W. C. Browner, Tom Shafer, Mr. W. W. Anderson, Arthur Johnson, Elvis Hughes, Mitch Calif, Tommy Woods, Frank Shrim, Bob Wheeler, Urban Thelden, Clay Cussan, R. M. Sig, Big, Charley Miller, Larry Williams, Rudy Kuthler, Walter Yarburgh, Mr. W. E. Affing, Norman Proctor, L. B. Ott, Bill Harer, H. A. Top, 69, Oliver Bough, John Schedler and Jerry Arden.

A CONTINUING STORY OF FEATURES, ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD. YOU MISSED THESE AND OTHER IMPORTANT NEWS ITEMS PUBLISHED IN THE BILLBOARD, AND '56 AIMS. Nation-wide public relations campaign foremost on operators' minds. (Page 73, The Billboard, October 22.)

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Moa Execs To Discuss Ns Aims, Nation-wide Public Relations Campaign Foremost on Operators' Minds. (Page 73, The Billboard, October 22.)

If the other manufacturer of Seeburg wanting equipment to be put to its best advantage, it will take time to produce enough machines for the public to buy. It was never thought possible to put together more equipment in a short time than is available now. When the public wants better phonographs, they will have to wait. But this year and next year, when the public wants more record players, they may wait for longer than usual. When therefore the public wants more record players, the public wants more machines, it will take time to produce enough machines to answer the public's demand.

MAJOR Go STRONG ON POOL

The general consensus is that operators will hold off for at least another month. Seeburg's 500,000 machines, for instance, have only 500 operators and distributors equipped to handle new machines, but many others bring out similar machines in the near future. The public wants machines, and the public wants more machines, but it will take time to produce enough machines to answer the public's demand.
ROCK-OLA
HI-SPEED PROGRAM SELECTION
with the exclusive ROCK-OLA
Hi-Speed Selector Panel

Fast, Functional, Fool-Proof!
Displays 40 selections on standard, easy to read title strips in a single row.

No Blurring!
A light touch of the glowing red program selection button and "Presto" - 40 new titles appear to choose from.

No Lost Time!
To play, simply push button directly under the song title selected.

No Combination of Numerals!
and Letters to Remember! No risk of confusion and "wrong numbers."

Worth More When You Buy
Worth More When You Trade

ROCK-OLA MFG. CORP. 800 N. Kedzie Ave. Chicago 1, Ill.
More Speaker Cone Area Than Any Other Juke Box

Plus...

The Perfect Balance of Wurlitzer's Dynatone Sound System produces the truest High Fidelity Music in the Industry.

Wurlitzer 1800
Wurlitzer

The Official Musical Instruments in Disneyland

Leader in Beauty—in Tone—in Earnings

The Rudolph Wurlitzer Company, North Tonawanda, New York Established 1856
VENDING MACHINES

Communications to 118 W. Randolph St., Chicago, Ill.,

New Coin Changers

Make 7 to 48 Sales

Coin-A-Matic Bowls 10 Models; Dual Unit Included for Exterior Mounting

By H. F. REYES

DETOIT, Oct. 22.—A revolution in the possibility of automatic vending is made possible by the full-scale introduction of a complete line of coin changers developed by Coin-A-Matic. Inc., allows, for the first time, full freedom of selection in prices of vend articles from a vending machine.

Unique feature of the Coin-A-Matic development is that not just one, but a complete line of five different models of coin changers has been developed, to permit vendings at different price levels. In addition, it is possible to select different price levels for single or two nickel returns, or to set the entire price range using a nickel and two cents.

In the new units, Model 6100 will cover prices of 26 to 30 cents, Model 6200 will cover 30 to 35 cents, Model 6300 will cover 35 to 40 cents, Model 6400 will cover 40 to 45 cents, and Model 6500 will cover 45 to 60 cents.

For and a quarter it brings relief from asthma, hay fever, and food allergies, and for a nickel it dispenses dispenses to the user a rush of carbonated water. The unit also dispenses dispenses hot milk, or a glass of water, or a cup of coffee, or a glass of milk, or a combination of two or more of these items.

This unit, which is made of steel, is designed for use in vending machines, and vending machines of various sizes and shapes can be adapted for use in vending machines with this unit. It is also possible to use this unit in schools, hospitals, and other places where vending machines are used.

Vending to Prominent Role in

Theater Concession Convention

Tyrer to Make

Champion Milk, Beverage

Units

NILES, Mich., Oct. 22—Tyrer & Company, the mail order florist chain which has entered the vending machine field by acquiring the Cleveland-based Home Queen Company, will continue to use the Champion name and to sell the Champion milk and other beverages.

Candy Sales

Moe Glasser, vice-president of the Automatic Concession Company of America, will discuss the role of the vending machine in candy sales at the convention.

First Step

Simms bases the regulation on a report that small, coin-operated machines are being operated in various locations, and that these machines are being operated in violation of state laws and regulations. He has instructed his agents to investigate these machines, and if they are found to be in violation of the law, actions will be taken against the operators.

No Problem

Simms did not mention the 72-hour hour requirement, which is a common problem in the vending machine business, as it is not a problem in the state of Michigan. He also indicated that the problem of non-compliance with state laws and regulations is not a problem in the state of Michigan.

Beiler Named NAMA Attorney

CHICAGO, Oct. 22—Herbert L. Beiler, of Chicago, has been named the attorney for the National Automatic Merchandising Association, it was announced by the association.

Beiler received his B.S. degree from the University of South Carolina, Columbia, and his LL.B. degree from the University of Illinois. He is a member of the Illinois bar and is admitted to practice before the United States Court of Appeals for the Seventh Circuit.

Day-Glo Sparkle

Builds Bulk Sales

By RAY C. THOMPSON

Editor's Note: This is the second in a series of articles relating to an operator's experience in bulk vending and how he overcame his machine's Day-Glo Sparkle and black lightning.

BELLEVUE, Ill., Oct. 22—My start in bulk vending, like many other vending operators, was not a successful one. I have been selling milk and other beverages in bulk vending machines for the past five years, and I have found that the Day-Glo Sparkle and black lightning have been a problem for me. But I have overcome this problem and have built a successful business.

I started my business in 1955, and I have been selling milk and other beverages in bulk vending machines ever since. I have had a lot of problems with the Day-Glo Sparkle and black lightning, but I have overcome them and built a successful business.

A Clear Head

By J. A. P. BAUM

Make it a habit to check your machine daily, and keep it clean and in good operating condition. This will help you overcome the problem of Day-Glo Sparkle and black lightning.

(Continued on page 98)
FIVE STAR BABY GRAND DISPLAY VENDOR
(1c PLAY)
GETS THOSE PENNIES FAST!
For fast turnover of merchandise and long profits, you can’t beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast pay off feature. Order your Five Star Display Vendors and Filled Macaroon Displays today! For details on complete line, see your nearest Victor Vending today.

VICTOR VENDING CORP.
3701-13 W. Grand Avenue Chicago 25, Il.

---

CIGARETTE, CANDY AND DRINK MACHINES!

ROWE CIGARETTE VENDORS

Model T & E, 180 Cap. $25.00
Model T & E, 240 Cap. $35.00
Model E, 120 Cap. $25.00

CANDY MACHINES

ROWE LANTYPHERIENT

D.S. Cap. $10.00
7 Cols., 15 Cap. $165.00

UNEEEDA CIGARETTE VENDORS

Model T & E, 180 Cap. $21.00
Model T & E, 240 Cap. $30.00
Model E, 120 Cap. $20.00

WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED

All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

Uneeda Vending Service, Inc.
“The Nation’s Leading Distributor of Vending Machines”

134 Monroe Street, Brooklyn 6, N. Y. & Upper 3-6959

---

CIGARETTE VENDORS

Rowe

Candy Vendor

Water Model $10.00

Candy Vendor $15.00

Rowe Candy Vendor $75.00

---

VENDORS’ NIGHTMARE

Gas Engine, Log Book Are Op Requirements

NEWARK, N. J., Oct. 22.—New Jersey municipalities are currently enacting new legislation in their drive to ban outdoor milk vendors. The latest wrinkle, enacted by Woodbridge, provides that an operator can place a milk machine on location if the operator is a partnership, corporation and the operator can and get by with a minimum of sleep.

The law provides that each machine have a temperature-recording device with an indicator on the outside of the machine. The owner of the vendor, or any employee of the location or operator-most persons normally keep a log of the temperature.

He must make four entries a day in the log—8 a.m., noon, 4 p.m. and midnight. The operator is not allowed to delegate these tasks.

In addition, each milk vending machine must have in addition the standard electrical refrigeration unit—an auxiliary gas engine which would go automatically in the event of a power failure.

If the operator can meet these requirements, he is free to place as many milk vendors in the town—annual license fee of $300 each. Woodbridge, which had placed a restrictive milk vending ordinance, has set November 2 as a public hearing date and has asked E. W. Stach, executive director of the New Jersey Automatic merchandising Association, to appear then.

The Creddel town fathers said they will study the NJMA model ordinance with an eye to amend putting a law which will regulate, but not prohibit or tax unfairly, outdoor milk machines.

Elsewhere in the State, Jersey City is known to be planning a tax on outdoor milk vendors, while Clifton, Belleville and Irvington have banned them outright recently.

---

Producer Pricing Christmas Items

NEW YORK, Oct. 22.—Paul A. Price, local churn manufacturer, has prepared two items of the Christmas four-ounce ball and Santa Claus rings. Price said that advance orders of the latter items are already in the millions.

He added that the firm has 20 new models for plastic charm items, with production set for late 1955 and early 1956.

---

Pennies Pay Off

ALMOST UNBELIEVABLE PROFITS are being amassed in many business everywhere with this new Keeney Hot Coffee Vender. This has 300-cup capacity, minus all labor, ingredients, and costs to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patronize in quantity or quarter and correct changes return automatically at the cash box fill up fast. Machine meets all local health requirements. For free literature and sample, write: New York, 19t W. 13th St. X. D. 15; M. H.

---

The Keeney Deluxe Electric CIGARETTE VENDER

Penny, quarter, dime, nickel dispensing regular or special merchandise. 1. Use withoney or corner, or 4020 pasting 2c change optional. 2. Ring for-Coin operated. 3. Up any item you want. 4. Push and you get it. Visit Keeney’s Booth, Room 502, N.A.M.A. (conced Hilton Hotel)

---

GIVE TO DAMON RUNYON CANCER FUND

---

WHITFORD—zinnium 9 weeks. No kinder or harder to turn. 100% automatic, holds 10,000 pennies, stainless steel front door with each weight: one for each month, 14" x 9" x 4" stainless steel doors, back door. Double check reliable and back money refund; stainless steel mounts; choice of red, blue, green, 10% deposit, $20 deposit. Write for literature.

AMERICAN SCALE CO., INC.

C-8, 206 42nd St., New York 1, N. Y.

---

BRAUN MANUFACTURING CO., INC.

1525-57 N. Keating Avenue, Chicago 37, Illinois. Phone: Bismarck 5-6000

---

THE BILLBOARD

THE VENDING MACHINES

OCTOBER 29, 1955

80
HARTFORD, Conn., Oct. 22.—Connecticut’s excise tax division reported cigarette revenue for September was $771,916, up $10,000 over the figure of a year ago.

Sales for the first three months of 1955 totaled $2,214,887, or $200,000 down from the all-time peak established in 1954, but down about $200,000 over the figure for the year ago.

WATER SPURTS
Sensational — kids love them. Perfect vending. Stickers supplied.

ASSORTED CHRISTMAS CHARMS & SANTA
SURE LOCK — the perfect cap-
$2.50 and receive 100 high
quality filled capsules.

HARTFORD, Conn., Oct. 22.—The ruling was handed down by Judge Martin Toohey of Superior Court, Law
Division, Union County.

Judge Toohey ruled that the action of the community in banning outdoor vending was "unconsti-
tutional and invalid." He added that the ruling was "too broad in scope."

However, the jurist told the Hill-
side attorney that the community could still restrict outdoor vend-
ing by passing zoning restrictions.

90-Day Period

The court ruled that for 90 days Tentral Sales, Dari-Matic and Deba Sales — the three operating firms involved in the litigation — would be prohibited from selling new locations in Hillside. How-
ever, they could continue to opera-
tate their existing locations.

The 90-day ruling was handed down to give Hillside an opportu-
nity either to appeal the decision or pass zoning restrictions. How-
ever, the ruling does not apply to firms not operating in Hillside.

The judge pointed out that Hill-
side could pass no zoning regula-
tions which would ban machines on existing locations.

Never Enforced

The Hillside ordinance was passed nearly a year ago and was aimed at outdoor milk vendors, and the three operators involved were milk vendors. Meanwhile the NJAMA Thurs-
day (20) will appeal a tax assess-
ment case before the Essex County Tax Board. The organization charges that in some communities vending machines are assessed at 100 per cent of valuation, while other business property is assessed from 20 to 40 per cent of valua-
tion.

BILLBOARD ADVERTISING

For Tops in Profits

VICTOR

Standard

Topper

CASES OF 4 @ $50.00

10 Day Money Back Guarantee

100 or More

No Deposit on All Orders

Write for Specials on

CANDY, BILLS, MILK — CRUMBS

SIDSOR VENDING CO.

2157 PATTEN AVE.

ST. LOUIS 1, MO.

Tele.: NELSON 1-2469

America's Best

Standard

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BALL GUM VENDOR

$12.50 Each

$12.50 Each

100 or More

No Deposit on All Orders

Write for lowest prices on

VENDCO SALES CO.

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Mandell Guaranteed

used machines

Traffic. Coiner. 6 columns

or more. For Wide Selection.

Well Maintained.

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NORTHEASTERN SALES & SERVICE CO.

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Write or phone

Complete Details

The Northwestern Corporation

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Morris, Ill.

POPPERETTE
FULLY AUTOMATIC POPCORN MACHINE

· POPPS FRESH FRAGRANT POP-
CORN ON INSULATION OF COIN
· CLASS BOWL ON TOP FOR RAW CORN RESERVE
· AUTOMATICALLY SEASONED
· 10C PLAY = BIG PROFIT MARGIN
· 5 FEET 5 INCHES HIGH

TERMS: 1/2 down with interest. 24 mo. PAYMENTS BELOW.

PRICE $149.50

Write, Wire or Phone

Mayflower Distributing Company

2218 University Ave.

Paul, Mo.

Midway 6-7091
Bulk Op Earnings Good for Hustlers

By BILL MASLOWE

CHICAGO, Oct. 22.—Investment-wise, there are four enter-
prires offering the great opportuni-
ties for those in that of operating a
chain of bulk vending machines.

That is the opinion of Tony Tortorici, a veteran operator with
more than 20 years of experience and owner of T.T. Vending Sales
Company, a distributor and sup-
plier of nuts and charms.

"There is always another nearby
profitable bulk outlet waiting to
be tapped," says Tortorici, who
operates more than 6,000 vendors
and more than 20 years of experience
and owner of T.T. Vending Sales
Company, a distributor and sup-
plier of nuts and charms.

"There is always another nearby
profitable bulk outlet waiting to
be tapped," says Tortorici, who
operates more than 6,000 vendors
and more than 20 years of experience
and owner of T.T. Vending Sales
Company, a distributor and sup-
plier of nuts and charms.

The new Apex, Wash-a-Matics,
was introduced by Walter M. Ho-
rt, president of the Apex Electric
Machine Company of Cleveland.

A. C. Scott, Apex vice-president,
recently has been installed in
housing developments, apart-
ments and other places where beer
is sold. Thus a further increase in
sales," Tortorici said.

The operator should visit new
locations several times a year to
learn how to operate his out-
established customers, or sometimes
by just moving the vendor to
another spot may produce the
desired results.

Tortorici cautions newcomers to
be patient in establishing their
routes and not to expect big
sales on the first day.
La. Bulk Ops

Cite Need of PR Campaign

By Sam Abbott

LOGAN, Okla., Oct. 22.—Local bulk vending machine operators are launching an intensive promotion campaign by equipment manufacturers and suppliers which they hope will educate the public as to the services being rendered. On the other hand, the vending operators do not think factory representatives can be of any assistance in selling new units or determining sales potential.

Operators also believe the matter of filling or half-filling globes at the outset of an installation is a problem which operators can solve. They argue each location is different and it is up to the individual operator to know and understand the spots in which he is placing machines.

W. H. Single, Bellflower operator, contends an educational campaign by manufacturers and suppliers that products are available through vending operators can solve many problems of fitting to vending machines on the basis that the products are not of the quality or freshness desired.

Leo Weiner, a Los Angeles operator, goes along with Single's views, saying that in many instances the operator can do much to correct this type of thinking.

Operators here are unanimous in their opinion that factory representatives can be of little help in building sales. One operator went so far as to say that such help would be a hindrance.

There is an exception to that stand, however. If the representative has been a successful operator in the area, he is probably running a large operation and can quickly see the difference between the two types of operations. The contention is that the main thing an operator has to sell is confidence.

Once this is done, the similar products and machines offered by competing operations will not get very far. The reason, according to the Single, is the fact that the customer is one that cannot be duplicated.

The matter of globe filling is one that can only be solved thru the operator's own standards of quality. Some center that half-filled globes will serve fresh nuts or candy and offer sufficient quantity to sell whether the spot is a good one. It is pointed out that half-filled globes sometimes create the question of freshness to be raised and answers and sales can be lost because of this.

Generally speaking, operators evolved into their present size thru trial and error. As they first worked with a few machines, estimating potential in a careful manner, most of them are proficient in arriving at potential thru experience.

UL Sets New Electrical Plug For Outdoor Units

CHICAGO, Oct. 22.—Use of a new self-grounding, three-prong electrical plug for outdoor refrigerated beverage vending machines has been recommended by the Underwriters' Laboratories.

In setting up the new classification for beverage vending, Underwriters' officials said the recently approved recommendations did not apply to machines used exclusively indoors.

The new requirements for the outdoor refrigerated beverage vending were specifically designed as safety measures against dangers of exposed wires and other electrical components.

Ideal to Change

BLOOMINGTON, Ill., Oct. 22.—Ideal Dispenser Company will comply with recent recommendations made by Underwriters' Laboratories in the use of refrigerated beverage venders outdoors, James S. Colmer, sales development manager, announced.

Underwriters, in order to conform with the regulations and qualify for the Underwriters' seals of approval, will equip its venders with new self-grounding, three-prong electrical plugs. It will also provide free of charge, an adapter plug which permits use of the new plug in existing outlets, Colmer said.

BE THERE...

at your industry's

Cavalcade of Service!

WHERE

when

November 6-7-8-9, 1955

CONRAD HILTON HOTEL
CHICAGO

VENDING'S OUTSTANDING EVENT

PLAN NOW TO ATTEND

THE GREAT 1955 N.A.M.A.
CONVENTION-EXHIBIT

Send for information on hotel reservations.

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
7 South Dearborn Street, Chicago 3, Illinois

Please send me the Official Hotel Room Reservation Application.

Name: __________________________

Company: ________________________

Address: _________________________

City: ____________________________ Zone: __________ State: __________
Outlook for Coin Machines

Quarterly Reports on World Outlook for Coin Machines

CHICAGO, Oct. 22—Members of The Billboard's editorial ad-
nunciary group on the world coin ma-

cine market—the International Coin Machine Executive Board—

reported on the whole busi-

ness was up during the third

quarterm.

Severe import restrictions and high taxes, as the stories in this sec-

tion indicate, and as the numer-

ous point out, continue to hamper future development of the world market.

Here are their exclusive reports:

Variety Hikes Canada Sales

CANADA, Oct. 22—Diversifica-

tion is the keynote of the rapidly

modem governmental restric-

tions and higher employment.

Acceptance of vending machines

is becoming more and more favor-

able in Alberta, according to D. M.

Johnson of Dominion Sales and

Exporters Ltd., of which he is

president.

The Mark V Enterprises is the

parent holding company of a group

of operating companies which have

spurred development of food and

beverage vending in the Province.

Revive Statutes

Thus far the Metro Coin holding

company, review of its modified out-

boarders were brought about in

Alberta, permitting the vending of

hot and cold beverages, cigarettes,

candy, gums, ice cream, milk, and

pastries, was also successful in

lifting restrictions on motor

vehicle operation.

Lifting of further restriction on

coin-operated games is expected,

and the acceptance of dime play

on juice boxes has been increased

allowance of 20 cents per game per

cent, Johnson reported.

Sales of the Dale firm are up

130 per cent for the third quarter of 1955 as compared to the pre-

vious period, and up 150 per cent

over the 1954 three-month quarter.

Rapid Growth

Providing better equipment and

heating purpose of the restriction

increased the Toronto Trading Post,

Ltd., sales 120 per cent, Albert A.

Lavelle, reported. This is an increase

of 20 per cent more in comparison

with third-quarter figures. Lavelle

predicted sales will jump considerably as cooler weather sets in and the demand for indoor

Recreation increases.

A slow but steady increase was

reported by M. Manonnich, Win-

nipeg Long Coin Machine Company, in

juke box sales due to the availabil-

ity of new equipment and opera-

tion.

The firm's sales were up 35 per

cent in the third quarter of 1955, compared to the previous period, and 2 per cent higher than a

year ago.

Top three popular records in the

juke box field, he reported, were

[Blank], Don't Touch (Coral), Yellow Rose of Texas, by Johnny Damascus (Coral), and Hula Eyes, by Frank Laine (Columbia).

British Sales Tied by Govt.

ENGLAND, Oct. 22—Import

restrictions will continue to have

some effect on the coin machine

business in Great Britain, according
to Fred Vass, of Arcadia Amuse-

ments, Ltd., an affiliate of Mark V.

Enterprises Ltd., of which he is

president.

These restrictions are a demand

for new juice boxes and coin-oper-

ated games. Britain's English pub-

lic has also been slowed due to the

25 per cent rise in material and

labor costs.

However, the reports, sales for

the third quarter of the year were

30 per cent higher than the pre-
nium three months, but down 15 per

cent as compared to the third

quarter of 1954.

Current Trend

The current trend, Vass believes,

due to the use of pre-war equip-

ment being used. Operators, he said,

continue to keep machines in

24-month period, but work a

handicap on operators.

Sales, he reported, for 1955 were

up about 50 per cent over 1954

figures, and are expected to con-

tinue, in case to face the seasonal

increase in business.

Vass reported that his firm handle
buxes, amusement games and vend-

ing machines in addition to the

original purchase price, the firm

gains on up 30 to 50 per cent more

from the first 3 months of govern-

ment taxes; 20 per cent from contin-
ent for rental of vending

machines.

Eighty-five per cent of its juice

boxes, 60 per cent of the amuse-

ment games, and 95 per cent of

vending machines are purchased

new by the company.

U. S. Imports Vital: Sweden

SWEDEN, Oct. 22—New juice

boxes from the United States were

responsible for the 24 per cent

increase in sales of the Aktiebolaget

Seniirm Company during the third

quarter of 1955, according to Evert

Jornvall, orer.

However, Jornvall forecast a
downward trend due to the tightening

of credit restrictions, claiming it

is virtually impossible to obtain new

forms in Sweden.

Sweden's nationalized apple

juke boxes are enjoying the biggest play ever experienced in Sweden, he said, stressing the fact imports from the

U.S.A. are vitally important to the

industry.

Clarence Miller, Louis Armstrong,

David Earl, Bert Dickie, Billy Gil-

neppe and Harry James are the

popular recording stars, too.

Tax Hike Could Hurt PR Boom

PUERTO RICO, Oct. 22—The
current rapid growth of the Puerto

Rico coin-operated machine indu-

try may be somewhat affected by

government plans to increase import

taxes and license fee, dividends.

Currently two firm reports sales

increase of 49 and 150 per cent

for the third quarter of 1955, compared to the previous three

months.

In addition to the sales of vending

machines by location owners

was (Continued on page 86)

Venezuela for Easier Credit

VENEZUELA, Oct. 22—More

liberal credit terms from importing

curriers and exporters would help

the country, according to Pedro

D. Molina, new executive of Diaman-

tos, Inc., Santurce, looks

the outlook.

The payment terms, he said, that

local businesses extend up to a

clip of about $11 million a month.

But the barely interest exhibited

in juice boxes by multiple owners, in

some 45 countries is mere not

amply reflected in even this pat-

tern of growth. The 177 million

International Monetary Fund, in

issuing his annual report of 1955,

year, reported "a widespread desire
to achieve a freer exchange sys-

tem and a strong international position that does not require money

restrictions."

When this desire de-

velops into a reality, it is to be

expected that the sale of a

juke box can expect a boom that will

shock the present one.

And judging from quarterly re-

ports received by The Billboard

from leading juke box distributors

and exporters in countries around

the world, the real market for the

juke box has truly not yet been

scratched.

U.S. firm exporting machines can

easily testify to this. The Ve-

ishing Export Company, New York,

for example, shipped $250,000 in

juke boxes and accessories to

Colombia, and $200,000 to

Puerto Rico in 1954, expect to

ship $500,000 this year.

After Molina Company, distrib-

utors with offices in London, New

York, Tokyo and Caracas, left Cuba,

in exchange, to 1,000 buyers in 44
countries.

Electrification Ahead

A good example of the tremen-
dous success American-made juke

boxes are having—despite such

stalices as governmental restrictions

on imports, high equipment costs

and lack of rural electrification—

in Colombia, is due to the import-

ing countries of U.S. juke

bogs.

There are currently about 10,000

juke boxes operating in Colombia

and 7,000 more are installed last

three years. Because of ex-

pensive equipment is imported broken down into 3,500

parts and assembled within

the country.

Yet even with this saving,

a new U.S. machine still will

require the equivalent of 3,000

dollars, or the equivalent of a

story in the coin machine interna-
tional section.

Still, business in Colombia and

Puerto Rico, while not look bright

because of restrictions and taxes.

But it shows better than anything else the rightful place which coin-

operated equipment occupies in the lives of millions of the

world's peoples.

We are confident that free and open competition between national manufactured vending machines, joke boxes and coin-

operated amusement machines will greatly further the develop-

ment of the coin machine business.

The U.S. manufacturers and exporters would help to achieve a freer exchange system, they have grown strong in the

industry, and now it is due to the use of pre-war equipment, the firm

will be established which will herald a

new era of growth and development for the world coin machine

industry.

The present outlook in some countries—such as France—does not look bright because of restrictions and taxes.

But it shows better than anything else the rightful place which coin-

operated equipment occupies in the lives of millions of the world's peoples.

And the over-all record of sales as reported by members of

The Billboard's Coin Machine International Board in many countries makes the future appear very promising.

U.S. Juke Exports Up Despite Blocks

U.S. Juke Exports up Despite Blocks

1955

1. Continued from page 1

(Continued on page 86)

(Continued on page 86)
Add 9 Key Execs to BB World Coin Panel

REX BELL, 45, owner of the Kiwi Novelty Company, Pty., Ltd., Sydney, is now president of the World Coin Machine Manufacturers Association which operates the Coin World Coin Panel at the Chicago Coin Convention.

The expansion of the Panel this year is the result of the World Coin Machine Manufacturers Association's recent acquisition of the Coin World Coin Panel which was operated by the Coin世界 Coin Panel. The Panel is now open to all coin machine manufacturers and distributors who wish to participate.

The Panel will be held at the Chicago Coin Convention which will run from October 29 to November 2.

The new Panel will include a wide range of coin machine manufacturers and distributors, including:

- The Kiwi Novelty Company, Pty., Ltd., Sydney
- The World Coin Machine Manufacturers Association, Chicago
- The Coin World Coin Panel, Chicago

The Panel will provide a forum for the exchange of ideas and information on the coin machine industry, and will be open to all coin machine manufacturers and distributors who wish to participate.

The new Panel will be held at the Chicago Coin Convention which will run from October 29 to November 2.
**Coin Machine Exports**

(Leading Countries)

January-June, 1955

<table>
<thead>
<tr>
<th>Country</th>
<th>Exports 1955</th>
<th>Exports 1954</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$304,972</td>
<td>$295,283</td>
<td>3.1%</td>
</tr>
<tr>
<td>Canada</td>
<td>$168,972</td>
<td>$176,789</td>
<td>-4.4%</td>
</tr>
<tr>
<td>France</td>
<td>$176,872</td>
<td>$196,389</td>
<td>-9.8%</td>
</tr>
<tr>
<td>Italy</td>
<td>$102,789</td>
<td>$112,389</td>
<td>-8.5%</td>
</tr>
<tr>
<td>Germany</td>
<td>$95,872</td>
<td>$102,389</td>
<td>-6.3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>$75,872</td>
<td>$82,389</td>
<td>-8.1%</td>
</tr>
<tr>
<td>Japan</td>
<td>$70,872</td>
<td>$65,389</td>
<td>8.5%</td>
</tr>
<tr>
<td>Argentina</td>
<td>$67,872</td>
<td>$72,389</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Chile</td>
<td>$59,872</td>
<td>$54,389</td>
<td>9.9%</td>
</tr>
<tr>
<td>Mexico</td>
<td>$52,872</td>
<td>$50,389</td>
<td>4.9%</td>
</tr>
<tr>
<td>Australia</td>
<td>$47,872</td>
<td>$45,389</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

**TOTAL** | $1,345,382 | $1,320,389 | 1.9%            |

**European Coin Pool Games**

To Enter U.S.

CHICAGO, Oct. 25—O. O. Mallegg, president, O. O. Mallegg, Inc., has called this the 20th year when plans to import coin-operated pool games produced in Germany, Austria, and Belgium.

Mallegg said his firm represented the firms of Schillfert, Vienna, Austria; Nolding, Berlin, Gold & Gambling Co., Switzerland; and Thalman, Antonberg, Belgium. The coin pool games are sold in ranges from $30 to $125, L. A. N. Beckett & Co., Inc., Mallegg said the game is approximately 20 years old, and is manufactured by a large number of European firms.

The pool games are expected to be in the U.S. in the near future.

**American Juke Box Is Factor in Colombia's Industrial Revolution**

NEW YORK, Oct. 22—The American juke box is responsible for an industrial revolution in Colombia, according to Lois O'Byrne, and Leopoldo Franco, executives of Importadores Co., Ltd., Wurlitzer distributors in Bogota, the capital of the South American country.

O'Byrne and Franco are currently in New York visiting Howard and Cresenberg, president of the Viking Export Company, who exports juke boxes to Latin America. Cresenberg even owns a chunk of Imporadores Medanti, Ltd., which is the Wurlitzer distributorship for the central section of Colombia.

The visiting Colombians said that about 10,000 juke boxes are currently operating in their country, with most of them placed in the last three years.

**Juke Box Break**

Continued from page 94

***At least 25 per cent down and the balance in 24 or 30 months***

Play is the Argentine equivalent of 2 cents. Of course, no $3,000 juke box can operate profitably at 2 cents, nor can it operate at 10 cents.

But that doesn't bother the juke box businessman, as long as he can operate to expect to operate at a profit.

The operating company puts their machine in the pockets of the tanners. The operators are just customers, and the company spends their profits at a bar which happens to be near where they want to locate.

When one bar installs a box, the competition had better follow suit, or theirears will be mocked empty.

**Cartridge Trade**

Continued from page 94

The next step is to straighten out the coin pool games in an establishment by entering the twirl of tired pool games. At this point the patrons deposit their quarters without grumbling.

Viking has been shipping new Wurlitzers to Colombia for two months at the rate of 25 a month. The firm maintains facilities in Medellin, Bogota and Cali, where the machines are refurbished and reconditioned using machine parts. The firm shipped $250,000 in juke boxes to South America, and the figure is expected to double this year.

**British Sales**

Continued from page 94

**Tax Could Hurt**

Continued from page 94

**Fore the Finest in Reconditioned KIDDER RIDGES**

**For European Used Phonographs**

**For Export**

**Monduin Commercial Corp.**

Division of Amusement Games and Automatic Machines

MANUFACTURERS EXCLUSIVE REPRESENTATIVES

SPECIALISTS

WORLD WIDE EXPORTERS

for ALL COIN-OPERATED MACHINES

CONSULT US BEFORE BUYING!

MONDIAL COMMERCIAL CORP.

EMPIRE STATE BLDG.

NEW YORK CITY

Cable Mondrobin, New York
Scandinavian Demand High for Games, Jukes

COPENHAGEN, Denmark, Oct. 22—There is a need and a demand for new games and coin-operated amusement machines, as well as for used machines, in Scandinavia and other Nordic countries. The demand is not only for the latest models but also for older games and machines that are still popular.

Denmark has a number of good coin machine manufacturers, but their production does not cover all demands as many of the raw materials and basic elements must be imported from “hard currency” countries.

It is still difficult to import any amusement games from such countries as the United States or Great Britain, but it is possible to bring in some American Arcade items via Belgium and Germany.

Germany has been able to get a foothold here in the Arcade field. Arcade items from Germany are mostly wall-box type coin-operated skill games or American-made coin-operated games and kiddie rides.

Germany has an advantage in that there are a number of big game companies in Germany that produce excellent games.

As a result, it has chalked up phonograph sales in 45 countries, and has served more than 1,000 overseas buyers—most of whom are now carried on the firm’s books as “repeat customers”—and has one of the smoothest export departments in the country.

Heading this department is Nate Feinstein, who also holds the post of sales manager of the firm’s Chicago office. While Atlas Music Company, Seeburg distributor, operates offices in Pittsburgh, Cincinnati and Des Moines, as well as in Chicago, all phonograph export transactions are cleared and okayed via Chicago and Feinstein’s desk. Export Policy

In commenting on his firm’s export policy, Feinstein remarked: "We simply believe that by supplying good equipment and good service we build good customers and good business. Atlas handles only one type of equipment in the export market, and that’s phonographs. Owners Morgan and Eddie Clauser set the one-line policy when they entered the business and have stuck to it in the letter.

When a phonograph has been selected by an Atlas staffer for an overseas buyer, it’s rare when an export customer has a chance to see his merchandise before it’s unloaded on some distant dock. Hence it undergoes one of the most thorough overhauls possible.

The record mechanism, including all wiring, is removed from the cabinet. Each goes its separate way, the record mechanism to the service department, the cabinet to the refacing shop.

Service Inspection

The service department is responsible for checking every moving part as well as all electrical equipment before shipment.

(Continued on page 91)
Europe, S.A. Want Juke, Game Exports; Laws Favor Home Mfg.

Continued expansion of international trade in coin machines—juke boxes, amusement games and vending machines—bodes well for the future. A key country in this trend is Brazil. According to Mallegg, the Chilean coin machine exporter, Brazil, according to Mallegg, is in the forefront of the South American countries as a large coin machine market. If restrictions were eased, Mallegg believes the country would import more juke boxes than any other market.

Currently, Brazil is a high income country, and its import licenses are for consumer goods, not goods for the amusement industry. The country is expanding its coin machine market and is looking for licenses to bring in machines. Mallegg believes that Brazil could become a large market for coin machines and vending machines in the future.

EDOLITE PRODUCTS

Tested in Michigan 6 Months

EDOLITE's TEn Hi TWO HOLE-BUMPER POOL
Best Steady Money Maker

If It's Profit You're After...

FOR MORE SALES AND PROFITS TO MATCH
A game with consistent year in, year out appeal
FOR THE DISTRIBUTOR... THE OPERATORS... AND LOCATIONS
One of them may be you... for complete information write
NATIONAL SHUFFLEBOARD COMPANY
Orange, New Jersey

U. S. Sales to World Market To Hit 6th Straight Record

Exports of U. S. coin machines and amusement games are soaring as never before. The games and vending machines exported have been in great demand in foreign countries in recent months. The volume of exports during the past six months of 1955 hit $7.7 million.

Since dollar volume in the amusement game fields has been so strong, according to a survey of the very active makers and operators of coin-operated billiard machines, there are Theodore Bergman & Company, Hamburg, and William G. Maltz, who operate a large number of machines in Europe, S. A. (The French) and the German distributors, and Mallegg, who operate a large number of machines in Brazil, have done a fine job of building up the game business there.

For the first half of 1955, U. S. distributors report sales of over $7.7 million in coin-operated machines. This is a record for the first half of any year.

For 1955, the growth of the coin-operated amusement business continues to be very strong. The volume of exports during the first half of 1955 was $7.7 million, which is a record for the first half of any year.

For the second half of 1955, the volume of exports is expected to be even higher. The growth of the coin-operated amusement business continues to be very strong. The volume of exports during the second half of 1955 is expected to be even higher.

Can. Distrib. Seek Improved New Juke Sales

TORONTO, Oct. 25—Canadian juke box distributors report lower sales for the first six months of this year, compared to the same period last year.

For the first six months of 1955, juke box sales were $1,543,583, compared to $1,777,097 for the same period last year.

Despite the drop in dollar volume, the game business is still strong, according to distributors.
MEETS SALES CHALLENGE

Expanding Kiddie Ride Firm Outlines Success

DENVER, Oct. 22—A good job of “selling” both the public and prospective locations on coin-operated kiddie rides has led to extensive expansion in the operating fields of the Alfred Beffie & Son Manufacturing Company.

When Alfred Beffie and his son Robert, president of the manufacturing business, they had little or no experience with coin machines. New operating fields were explored in the Western States.

As a result of their operations they had faith in kiddie rides-

New England
 Ops Hit Again
By Rain, Flood

BOSTON, Oct. 22—New Eng-
land operators once more were hit by ele-
ments that brought floods last week.

Conditions were especially critical in
Massachusetts and Western Massachusetts
where flash floods inundated low-lying
roads and rampaging rivers

Millions of dollars in damage
were poured and it was feared that
inundation might continue this
week. Rain fell heavily again. Rain
for five days the previous week,
or last weekend.

Rain and flood waters in the
Southern New England States were
expected to spread that ship-
ments would again be tied up.

BOWLING TEAM RIVALRY

New Chi Coin Shuffle Features Competition

CHICAGO, Oct. 22—Bowling games
will be a big feature of the latest
Chicago Coin Company shuffle game, Bowling
Rex, which is now being shipped.

The game is the first of its kind
in the coin-operated amusement
industry. A tournament plan
will be offered as a prize
for ten weeks for the
top ten players in the
area.

Bows 3 Models
United Ships
Top Notch, New
Shuffle Game

CHICAGO, Oct. 22—United
Manufacturing Company shipped
its latest tournament 设备 Top
Notch, its first shuffle bowling
extra-large puck and pin

Three different models of
the game are being shipped, regular
model, shuffle model, and shuffle
which is equipped with
two large pucks and pins as

Early in September, Chicago
Coin Machine Company adopted
a one-size-coin playfield for its
new Top Notch, a one coin
slotted shuffle bowling game with in-line
scores.

The shuffle game offers differently
colored shuffle games and

Williams Ships
Regatta, New
Five-Game Ball

CHICAGO, Oct. 22—Regatta, a
new five-game ball game, was
shown to distributors this week
by Williams Manufacturing Com-
pany. The game features lighting
rollers and hitting targets, and
ring out the name of the
game, “Rolling the ball on the
backglass.”

On a target range, the
name is spelled out and
to the total for the team,
which is registered separately on
a Nally tagger.

Edelco Preems
New Pool Unit
For 3-Side Play

DETROIT, Oct. 22—Edelco
Premiers Manufacturing
Company unveiled a new model
coin-operated pool unit
that is expected to be
sold by distributors
in three sizes for
pool game operators
in the future.

The unit, known as
“Top Notch,” a
five-foot high and
a larger and heavier
ball game with in-line
scores. The shuffle game features
two new shuffle games,
with two large pucks
and pins as standards.

The shuffle game offers differently
colored shuffle games and

Y’WANNA GET US KILT?

N. Y. Bar Patron Frowns on Shuffle Player’s Heroism

NEW YORK, Oct. 22—An un-
identified shuffleboard patron is
probably the bravest man in
New York, alas his courage
doesn’t always appear at the
correct time. The Barbiturates
were followed in the bar
and the shuffleboard player
When five customers were
quietly slipping their
refreshments, and the unknown
hero was testing his

The shuffleboard player, who
was moving to call off the barbitu-
rate and cajoling the
patrons, turned to him:

Five minutes later he returned,
renewed his efforts to
collect his barbiturate and
stunned him in Ninth Avenue.

The barbiturate appears
that it is a very dangerous
drug used by the

The unknown hero simply turned
off the barbiturate and
then removed barbiturate
from the gun

The shuffleboard player
fired. The man
had used barbiturate
and the upon the
the gun

The shuffleboard player
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The shuffleboard player
fired. The man
had used barbiturate
and the upon the
the gun
**Advertised Used Coin Machine Prices**

**MOST ACTIVE EQUIPMENT**

(For four-week period ending with dates dated October 1, 1955)

<table>
<thead>
<tr>
<th>Arcade</th>
<th>Music</th>
<th>Skee-Games</th>
<th>Vending Machines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARCADE EQUIPMENT</strong></td>
<td><strong>MUSIC MACHINES</strong></td>
<td><strong>Skee-Games</strong></td>
<td><strong>VENDING MACHINES</strong></td>
</tr>
</tbody>
</table>

**PINOY GAMES**

(Manufacturers of two or more games listed below)

<table>
<thead>
<tr>
<th>Games</th>
<th>United</th>
<th>Williams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Surf &amp; Surf</td>
<td>1. Fighter</td>
<td>1. Fighter</td>
</tr>
<tr>
<td>2. Beach Kiddie</td>
<td>2. Sailor</td>
<td>2. Sailor</td>
</tr>
</tbody>
</table>

**SALLY GAMES**

<table>
<thead>
<tr>
<th>Games</th>
<th>United</th>
<th>Williams</th>
</tr>
</thead>
</table>

---

**Pinball Games**

- Chicago Coin
- Genco
- National Coin
- Gottlieb
- Williams

**Arcade Equipment**

- AMI
- Williams
- EXCELSIOR
- Williams
- EXCELSIOR

**Music Machines**

- Jukebox

**Skee-Games**

- United

**Vending Machines**

- Northwestern 33, East Gen.
25 Years of Success for Atlas

Cost, important in both the domestic and export market, as well as in all businenss, is the fourth factor. For shipping, it is the difference between a "sale" and a "job." Atlas offers two types of equipment to its customers: "Repair-conditioned" and "as is."

In this respect, Atlas Music's operation is unique. By utilizing all of its offices--Chicago, Pittsburgh, Orlando and Des Moines--large orders can be filled without delay. Often, an exporter's biggest problem is not getting the order, but getting the equipment to Ill. or Minn. At Atlas this problem is a rarity. All orders are allocated to all four offices.

A portion of Atlas' exports leave Chicago via the Lake. The slight inland delay is more than offset by the longer time of shipping by water in comparison to rail. The bulk of the orders, in which equipment designates how shipments are to be made, reach coastal ports by train.

The Billboard, Cincinnati 20, Ohio

Doubtful wiring, bulbs and fluorescent lamps is one of the things which meet the firm's standards, when requested. He adds quickly, however, that reconditioned equipment, which he points out, net Atlas no added profits when considering labor and parts, is by far the more popular among the firm's export customers.

Both manufacturers recommend reconditioned equipment, which "as is" is shipped in single crates to allow airlines to fill the cargo of the plane. The net profit to the customer is approximately 10 per cent.

American Coin Machine

American Coin Machine Company, 2160 Patterson St., Cincinnati 22, Ohio

Earn More Money with Bally Kiddie-Fun Equipment

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY

We have a Complete Collection of Automatic Equipment

Monroes Coin Machine Exchange, Inc.

CHICAGO COIN-AMI-GENCO-EXHIBIT

CHICAGO COIN BOWLER

COIN OPERATED AUTO-RIDE

SANITARY VENDING MACHINE HEADQUARTERS

Sons and Daughters of Little League Baseball

For only $10 you can buy the BALLY 78 r.p.m. record machine. With over 100 models to choose from, THE CHAMPION lateen, genuine cowboy saddle. A miniature top is clearly a novelty. Standard includes a base and a handle. On the base is a round of printing to accent the novelty.- Add an extra price to the basket with a $50 to $100 per hour.
**French Tax Spots Coins Sales**

- Continued from page 83

The 300 franc-to-the-dollar rate

The French government takes 60
cent in direct and indirect

taxes. It cannot be said this is
done to protect the French producer of
coin-operated machines, but the producer in
the Daillemont Marchand, who in
interrupted the manufacture of produc-
tions and floods to prevent it in
in 1955, a series of pinball games
to design and market a $7,000
tube box playing 50 records. Man-
chard is playing stocks for better

days.

**Low-Price Juke**

The president of the trade group
Daniel Lacombe, has himself built
a prototype of tube box with 20
selections which he says can be
built to series for $200 each and
retailed at $750, despite adminis-
tative difficulties. Lacombe, who
expects to interest an American
manufacturer, believes his box
would be manufactured in America
for less than $1000. This unique
French producer and this future
producer after so many oppo-
sition to the U. S. made tube.

Sales of coin-operated games
have been trained into obsoles-
cent until the first of next year, when
machines of pinball and football
games and pinball games in
tet a full year’s sale of the 80,000-
year-time frame-top-50-box tax which
they have to pay for the current
year operating each machine.
About 100 Gottlieb and Williams
boxes are imported by Universal

**New Keeney Pool Game Model Gets Added Features**

CHICAGO, Oct. 22—A newly
introduced model of the P. J.
Cenveney Company Equipment Pool
coin-operated game, has played a
role for more than others and
fared from the ends of the table
in a new Big Game which gives
players opportunities for better cashing
downs.

The game is now also available with make-up grain Forms table and table levels are standard equipment.

**Canadian Distributors**

- Continued from page 88

quarter last but that the coming qua-

t will be stagnant.

Another distributor of U.S.,
houses, Frank Kieke, said that business
was over last year at for with
prospects of a 600 to 500 percent
increase in the coming year.

Reg Gilchrist, R. C. Gilchrist
Company, Ltd., Seeburg distributor,
reported a continuing increase
in business, with “an ever increas-
ing business in prospect.”

Gilchrist credits new joke box
style and needed changes for the
improved business, with his main
problem in keeping up with de-
mand for new pieces.

Gilchrist said he continues to
look to the U. S. market for
business from new capital,

Fred Maloney has been
mending the game to avoid
cales of new machines and

Lipton agreed that games are
currently poor sellers, but games
and Arcade equipment conti-

rely because of restrictions

used only during the ex-

importing horses, which were made
in England, France, Mexico,

Dame Produce

- Continued from page 88

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currently poor sellers, but games
and Arcade equipment conti-

More and more shuffleboard owners are
now looking to American for their complete
supply and needs. Through constant
research American has developed a DEPENDABLE
line of products that offers highest quality
at least possible cost.
**Coin Changers**

**continued from page 78**

* collusion on old coin prices as well. The new coin-changing housing arrangement is designed to eliminate the extraneous sounds and motions on the exterior of a vending machine, and permits the coin changer to be connected therewith in a few minutes. It is controlled by a standard steel housing which, with choice of colors, coin rejection mechanism, coin selector, coin insertion slot, coin return cup and a Coin-A-Matic changer of whatever model is selected.

**Easy Servicing**

All Coin-A-Matic changers are constructed on a similar basic design, so that the same standardized components given paramount attention. A changeover from one pricing plan to another may be made in five minutes on any model, and requires no electrical work according to R. S. Sedals, general manager. Coin-A-Matic is planned to make servicing easy, and a special feature is a built-in protection against "jackpots" on all coin combinations.

*Coin-A-Matic* says the machines have been used in some 2,500 installations around the country since the invention of the unit, and is prepared to handle any additional business which may develop.

A few words from R. S. Sedals, responsible for the Coin-A-Matic, suggests that the future of coin-operated merchandise is promising in this country as well as in foreign lands.

"Coin-A-Matic has made a substantial contribution to the field of coin-operated merchandise, and in the coming years, will continue to lead the way in the development of new and better vending machines."
Valley Draws Play Rules

3. In the event a player quits or is dropped from the team, he shall not play with any other team or league for a period of two weeks after notifying the league secretary. No man may play on more than one team, and only in one league.

4. Any new player taken on by a team must be accepted by the league secretary before he may play.

5. Players or teams dropping out forfeit claim to all money paid in.

6. The playing team shall consist of eight men. (However, a squad will be permitted to start with six men.) If at least seven men do not appear by 9 p.m. one hour after the starting time, all 12 games may be canceled and played at a later date. Note: There will be no forfeits, all 12 games must be made up before the end of the season.

7. Starting time for all matches is 9 a.m. each Tuesday and Thursday unless the scheduled games cannot be played due to other activities. Cancellation of any game must be agreed upon by all captains. Cancellation is due to sudden weather conditions or other causes. No man can play more than one league in any one week. The league secretary shall be notified immediately of the date for rescheduling the cancelled game and the game must be agreed upon within seven days.

8. Each player is limited to a maximum of three games per week. A team must be full to make a match. If a team is short of players, the opposition is entitled to select players to fill in or play the game at the discretion of the league secretary. In either case, the league secretary must be notified immediately. The date for rescheduling the cancelled game and the team must be agreed upon within seven days.

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10. The total of $15 (per team) must be left at the league establishment to be turned over to the league treasurer within 24 hours of starting time for each game. This money (Rule 10) is to be deposited in the bank, along with the sponsor's entry fee for the payment of prizes, trophies and administrative expenses.

11. Points above control team standings. Each game won counts one point. Prize money at the end of the season will be paid on the basis of so much per point, depending on the amount of money left in the treasury after trophies and expenses are deducted.

12. Any changes or additions to rules or regulations, or disagreements, to be discussed by the executive board and accepted by the captains.

Marathon New Gottlieb Two-Player 5-Ball

CHICAGO, Oct. 22.—D. Gottlieb & Company shipped to distributors this week a new two-player five-ball game, Marathon, with match play features that award players up to 100 free games.

Each player gets a chance to match his score with number lighting up at the end of the game. In addition, with each player matching the number, extra the full 100 free-game award. If either one of the players matches the number, each gets 15 free games.

Each player's score is recorded on separate scoring reels on the backfield. Players take turns shooting one ball at a time.

A bonus score builds up during the game when players make bumpers and rollovers. Numbers from 1 to 50 light up to advance the bonus, which can be collected by landing a ball in a center hole, a hole above or below it, or a hole above which awards 10 times the bonus score. If both players match the light-up number at the same time, a special high score is made.

Other play features are button-operated ball-flippers which shoot balls back up the playfield, two ball kicker mechanisms that fire balls into each other for counter-action, alternating light rollovers, and many mystery scorers. Marathon is adjustable for three or five-ball play and bets are played at 10 cent, 20 cent or 50 cent game.

The Chicago Five, which is staged in mid October, is a week of tournament play. Thereafter, 50 cents will be deducted from each entry for each league won.

In 1954, 407 leagues had entered the season. This time around, about 10% increase is expected.

In the latest National League—Thurs. at 8 p.m. and Saturdays at 4 p.m.—the players are:

Marathon—Elliott, W., Seattle 99, Wash., Ph.: Alder 0414

The district No. 1 league of the National League will have its first meeting in mid October.
when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!
SKILL POOL

WITH ALL THESE QUALITY FEATURES!

ONLY EXHIBIT IS MAKING AND Q1 -1-1-3/4-R-1-11-6

EXHIBIT SUPPLY COMPANY

THE BETTER BUY

by Exhibit

ONLY EXHIBIT IS MAKING AND DELIVERING

SKILL POOL! WITH ALL THESE QUALITY FEATURES!

BAKED PHENOLIC RESIN BALLS
For extra liveliness, long life and true rolling action

AUTHENTIC BILLIARD TABLE CLOTH
For extra long wear. Rubber backed to give life and accurate ball action

PURE GUM RUBBER RAIL & BUMPERS
Maintains bounce "live-action." Does not deaden under stress of long wear

CHEAT PROOF, POSITIVE ACTION BALL RELEASE
Fast, smooth, sure. Speeds up play. Eliminates tampering

RUBBER LINED BALL TROUGH
Smooth, silent. Completely jam proof

IT'S THE QUALITY OF THE PRODUCT
THAT GIVES YOU LONG-TIME PROFITS...

Call Your Distributor Today!

EXHIBIT SUPPLY COMPANY
Established 1901

4218 W. LAKE ST. CHICAGO
PHONE: VA 6-3100

Price Index

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<td>St. Louis King 1540</td>
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<tr>
<td>$105.00</td>
<td>Ball Set 1540</td>
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</tbody>
</table>

FINEST RECONDITIONED GAMES

WURLITZER

BALLY PALM SPRINGS

BALLY DUDE RANCE

BALLY GAR \times

BALLY GAYETY

BALLY GAR \times

BALLY GAR \times

NEW ELECTRIC SCOREBOARDS

Pla-Pool

Marvel's Sensational LARGER Bumper-Type Pool Game...

EXCLUSIVE CHICAGO DISTRIBUTOR

CUE-STAR by FISHER

For Sale

MID-STATE CO.
The Beffies believe that competition among operators, much along the lines of the Music Operators Association, would strengthen the position of each individual operator and would help in getting new locations and keeping up public relations.

The firm has shop facilities in Denver, having leased space in a building which gives them a large loading dock and warehouse personnel to help with check-in and equipment or other odd jobs at no extra cost. Sales in the shop can be almost completely disassembled, then reassembled, given new parts, and the equipment employed. They do the necessary minor repairs on the spot and are able to handle the weekly cleaning task in the area. These servicing men are men who have served the stores before and are familiar with the stores' management and layout.

The Beffies believe that greater intercommunication between operators in different parts of the country would be very helpful to all concerned. Exchange of equipment in hand, comparing of notes on merchandising procedures and the nature of requests by locations for equipment, and many other problems could be stifled and filled for everyone's benefit.

As an example, the Beffies have a standing arrangement with another Denver concern which, for all purposes, should be a great comfort. "We respect his locations and allow him to expand, and he respects ours as a result, we both equal and benefit."
Bows 3 Models
Continued from page 89

from 60-40-10 in the first, to 600-
400-300 in the last frame. In addi-
tion to these scores, a strike ad-
Dances the potential bonus score
200 points, a space advances the
bonus 160 points.
The final frame is also the bonus
frame. If the player makes a strike
in this frame he collects the full
acumulated bonus score, if the
player makes a spare, he collects
half the bonus score if the bonus
number is even—half the bonus
score, plus 20, if the bonus number
is odd.
Separate scoring
reels next
to
each player's regular
score reels
record and total bonus
scores made
in each frame. In the final frame,
players shoot until
they
fail
to
make a
strike.
Bonus points are
added to a player's
score when he
finishes shooting his
game.

Edelco Preems
Continued from page 89

side play. The kit lists to distribu-
tors at $10.
Edelco sells
the Ten -Hi game
thru county distributorships around
the country. Edelman said he
expects to keep till his coin pool
ship-
ments "for the next three years."
He said the firm is currently pro-
ducing from 45 to 50 coin pool
games weekly.
Edelman reported steady
busi-
ness
also
for the Edelco shuffle
bowling game conversion
units.
These units are used to convert
used shuffle games to games with
more up-to-date play features.

Milwaukee Ops
Continued from page 89

that any offerings of prizes auto-
matically makes a machine illegal.
Using that frame of reference, op-
erators seem agreed that "it isn't
the machine itself as a role that
makes for illegality; it's the way
they are used."
One operator voiced an opinion
that "it's pretty difficult to make
out without giving players some
incentive. Especially when one has
to pay around $600 for a new
game."

Distributors state that they
are
shying away from handling
any of
the machines labeled by authori-
ties as illegal..
Says one: "We've
got too much to risk if
we get in
trouble." A list of machines apt to
be labeled
illegal by the police,
says this distributor, includes some
new types of shuffle bowling games
and some new novelty games.

COBRA CARTRIDGES
ELECTRONIC INDUSTRIES
P. O. Box 1594
Tucson, Arizona

Use The Billboard
classified
pages for
RESULTS!

WICO CORPORATION
2913 N. Pulaski
Chicago 41, Ill.

COIN MACHINE
PARTS & SUPPLIES
THE WAY TO BIGGER PROFITS
WITH THE ONE AND ONLY
LIGHTED POOL GAME...

GENCO MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

Copyrighted material

WICO'S 1956 CATALOG
A GOLDMINE OF INFOR-
MATION & KNOWLEDGE
COIN MACHINE
PARTS & SUPPLIES

HERE IT IS!
The New Edition!

TRIUMPH PRODUCTIONS, INC.
1711 Santa Monica Blvd.
Los Angeles 26, Calif.
ATLAS MUSIC COMPANY OFFERS THE WORLD'S MOST COMPLETE SELECTION OF JUKE BOXES FOR EXPORT!

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ABC bowler

WITH MATCH-SCORE FEATURES

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KING-PIN BOWLER

WITH TRIPLE MATCH FEATURES

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PLAYERS SCORE TEAM SCORE
2 2 8 1ST TEAM 5 4 3 5

TEAM SCORE
2 TEAMS OF 5 PLAYERS CAN PLAY
2 TEAMS OF 10 PLAYERS CAN PLAY

8 9 10

PLAYERS SCORE TEAM SCORE
2 6 0 2ND TEAM 6 0 9 0

TEAM SCORE
1 TO 20 PLAYERS CAN PLAY

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