NOVEMBER 3, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

### Bigger Cars and No Space to Park 'Em

Big Events Face Serious Problem; New Models Reduce Parking and Attendance

By JIM McHUGH

NEW YORK - Promoters of exodus. show business, sports and other out of right now as the glamorous. When the manufacturers were but also longer, wider and lower, pressed to supply the demand, as space-devouring 1957 car models opposed to today's marketing con-

Any outdoor-indoor event, including those fed by subway lines, dependent upon crowds of 1,000 or more, suffers at its box-office heart if parking facilities are inadequate. Few of the nation's regular crowd-gathering centers can boast of surplus space. Any such extravagant condition is likely to be short calamity, one of the worst things lived, with the emphasis continuing that could happen to an event, on bulkier vehicles.

Ford Length

The Ford Motor Company tacked as much as seven inches onto some of its new models. This could mean at least another foot for parking and perhaps as much as two additional feet to make exiting on demand possible. Other makes are wider and will also require more side space. Wider doors - some encompassing virtually the whole side of an automobile-require a clearance of several feet at least between cars.

The immediate postwar cars, turned out on prewar dies to meet a crushing demand, would squeeze about 75 to an acre under supervision. In the past five years, as small cars began to resemble big cars in dimensions, at least, acreage capacity has dipped by at least 10 cars.

Exits, Too

in it is accessary to allot 4 feet for the bumper to bumper parking of two cars plus an additional 20 feet for exit roadways. The width of the lanes approximates only the length of today's automobile and the unskilled driver has his hands full if he

### Danbury Still **Needs Room**

DANBURY, Conn .-- More than talf the acreage owned by the Danbury State Fair is devoted to parking, and its still not enough. The October event hit its saturation point by mid-afternoon on its first Sunday with 16,000 cars parked, an increase of more than 3,000 over last year made possible thru the reclamation of swamp lend at a cost of \$18,000.

The need for additional parking facilities is such, however, that John W. Leahy, general manager, keeps the reclamation project at the top of his priority list where it has been for several years.

attempts to leave before a mass

Apart from the ominous fact crowd - attracting events, which that acres today hold fewer cars have been desperate over the park. than they did five years ago, the ing problem for years, could be cars themselves, on the average looking for high windows to jump bring only half as many people. are hitting the nation's show rooms, cept of two cars per family, promoters often counted an average of five patrons per car. Today the figure is often pegged at two and or e-half persons except on Sundays, when freedom for the entire family may hike the average to three persons.

> Apart from a weather or event especially of an annual or periodical nature, is to hit the saturation or turn-away point in parking. Once having invited the public to attend, thru the medium of announcements and advertising, it fellows that the operator must make it possible for them to

Turned Away

A group which makes an effort to attend only to be turned away in the face of congestion by highway police will be most difficult to reclaim in the future. The immediate loss projected could lead to stunt d growth, if not an ultimate death sentence for the event.

Any new structure or location totes up the parking possibilities at the very beginning of its planning. New York's new Coliseum, blessed with the best of modern transportation at its very doors,

### \$870 MIL. FOR PARTICIPATING **FUN IN 1954**

WASHINGTON -- Americans spent a lively \$870,000,-000 on participant amusements in 1954, the Department of Commerce reported Tuesday S(t) in its falls of service businesses, which is part of its first over-all census of American business since 1948. Among the recreation spots, bowling alleys topped the list with a take of \$197,000,000. Amusement parks took in \$82,000,000, and pool and billiards racked up \$75,000,-000. Carnivals and circuses took in nearly \$53,000,000, and skating rinks \$31,000,000, while swimming pools grossed \$10,400,000 in 1954.

Where comparisons are possible between the later and earlier census figures, the Commerce Department offers these contrasts: In the 1948 census, 4,485 bowling alleys made \$38,000,000, as against 5,062 alleys making \$197,000-000 in 1954. The number of pool and billiard parlors shrank from over 9,000 in 1948 to 7,639 in 1954, but receipts in the earlier year only \$65,600,000 as against \$75,000,000 in 1954. There were only 1,379 skating rinks in 1948, grossing \$21,800,000, as against the 1,799 rinks taking in \$31,600,000 in the later census.

Total take of amusement parks, plus shooting galleries and rides, came to about \$68,-000,000 in 1948, as against \$82,200,000 spent for these amusements in 1954. Swimming pools numbered 482 in the earlier year and took in \$7,300,000, as against the \$10,400,000 take of 652 pools in 1954.

### Easier to Try White House Than Getting On TV Quiz Shows

### Contestant Screenings Rival FBI, Harvard, Miss America Pageants

By BOB BERNSTEIN

NEW YORK-It's tougher to get on a good quiz show today than to become President. The exams are stiffer than Harvard's, the investigation is more thorothan the FBI's and the personality requirements higher than Miss America's.

The carefree days when residence in Brooklyn or being a grandmother was sufficient to welcome you to contestant ranks are over. The era of big cash prizes and psychologically chosen players has flowered, and with it the corps of interviewers, the questions in the locked vault and the casting techniques of the Broadway theater.

Big Staffs

visit and recommendation. The ing room. standards are ruggedly high, but Of qualities desirable in a conthe pool from which to draw is testant, there are these three:

identical methods of selecting con- no longer emphasized. testants. As synthesized from Barry-Enright, Entertainment Pro-

First, a battery of perceptive as-

sistants weeds out potentially poor quizees by interview and simple tests. Second, oral and written exams eliminate the uneducated. Third, an associate producer discards the unappealing. Fourth, inquiries to lawyer, doctor, minister, employer and civic leader catch the ill, the unreliable and the crooked. Fifth, the producer removes the less exciting finalists infavor of the chosen few.

Many Trips

This process means a minimum of four trips by the applicant to the producer's office and hours of tension and work. Nobody seems to mind, and hardly anyone remembers the radio era and the infancy of TV when the only effort needed was to fill out a card in Packagers and producers are the studio. Nor does passing five now running complex, large staff tests end the ordeal. Some hopeoperations for the express purpose fuls have waited as much as a year of picking a handful of intelligent, to get on the air, and most have representative, charming people endured voice, costume, acting and out of tens of thousands who ap- make-up sessions designed to make ply via letter, post card, telegram, them welcome in the viewer's liv-

Knowledge, character and person-Each program places emphasis ality. But the greatest of these is on different qualities, but all big personality. Faith, hope and charquiz shows have developed almost ity-virtues of former seasons-are

New Era "The \$64,000 Question" ushered ductions, Goodson-Todman, Wolf in the period of fresh staging and Associates and other leading quiz gimmicks. John Doe must have a producers, the procedure follows healthy heart to stand the insistent drum beat, the crescendo, the lowered lights, the soundproof booth and the many devices which heighten his tension onstage. Audience empathy, the size of the jackpot and moral integrity of contestants feed this tension, which is

### NEWS OF THE WEEK

Texas State Fair Hits New High in Face of Bad Weather . . . The State Fair of Texas, Dallas, despite drought conditions, again established a new all-time attendance record. The big event pulled a whopping 2,672,253 thru its outside

Smaller TV Sponsors Find Good Deal on Web Daytime Video . . .

Smaller national advertisers peddling women's products are finding that their place in network TV is during the daytime hours. Contiguous rates make the purchase of a vertical block of three quarter-hours extremely economical. ...... Page 2

First-Run TV Film Series Pile Up at Small Stations' Doors . . .

The many small TV markets have never even scratched the surface of the industry's TV film supply. Despite the shortage of new first-run series in the major markets, an estimated \$20,000,000 worth of film sales have never

Probe of Disk Industry Continues, But No Dire Results Anticipated . . . Justice Department is continuing with its probe of the record business, initiated 10 months ago. Probe considered pricing, manufacturer-

distributor relationships, etc. A Justice Department spokesman indicated, however, that there could be no prognostication of the outcome 

Quantity of LP Releases at Peak; Holiday Buyers Get Wide Choice . . .

Graphic proof of the number of different LP's coming on the market comes to light with a check of album material submitted for review in The Billboard. In one recent week, album total equaled singles total. For three-week period, albums received hit 80 per cent of singles received for review. Pace expected to

DEPARTMENTS AND FEATURES Music Pop Charts-Parks & Pools ..... 59 

### Shows Drop Pro Quizees

NEW YORK--Professional contestants, studio-goers who usually have no occupation, have been successfully eliminated from al- major TV quizzes, according to producers. "Their faces become familiar to us very quickly," says Jack Barry, of Barry-Enright Productions, "and those few who might worm in are frightened away by the exhaustive exams and interviews."

There was a time when such 'regulars" were welcomed as colorful insurance against nights when the studio audience had dull members from whom to choose, remembers Alan Gilbert, of Wolf Associates. But today's big money prizes have attracted more entertaining people, says Gilbert.

Communications to 1564 Broadway, New York 36, N. Y.

BREAD & BUTTER STANZAS

### Sponsors Save Dough With Daytime's Contiguity Buys

NEW YORK-In this day of fits which are not obtainable at 1 It has been estimated by CBS trend for the average stanza, net- buying. work daytime TV has become the bread and butter buy for many riding the contiguity trail at CBSnetional advertisers who have a product to sell women. And con- son Oil. At NBC-TV the list intiguity rates available during the cludes Breck, Alberto Culver, day allow them to sell their prod- Welch, Pharmaco, Brillo. At CBS

Thus there is an increasing trend toward use of the contiguity pat- bell Soups, Bristol-Myers, Lever tem - that of buying successive Bros., Standard Brands, Best

MORE FORGE

### 20th-Fox Cuts **Behind Scene** Part of Show

NEW YORK-The behind-thescenes movie trailers presented on shows produced by major film studios will vanish entirely from network television shortly.

"The 20th Century-Fox Hour," the last show to use such trailers. has thrown in the towel and will no longer offer a nine-minute behind the scenes segment on its Wednesday night dramatic show for General Electric. The nine minutes will be used to give GE more commercial time and for added story values. The last "20th Century-Fox Hour" with a behindthe-scenes segmen will be presented on December 12.

Warner Bros. had a behind-thescenes segment on its ABC-TV shows but also gave up on it.

### Pan Am Airways Into NBC's News

NEW YORK -- Pan American World Airways, which recently dropped its part-sponsorship of

former 19, a considerable expansion of its coverage.

NEW YORK -- Bristol-Myers, for Vitalis, has bought an alternate sponsorship.

uncertain nighttime ratings which night because so few shows sales executives that the purchase seem to be riding a downward are fractionalized for quarter-hour of three daytime quarter hours can

Some of the smaller advertisers TV are Gerbers, Simoniz and Wesucts at even more favorable costs. they join such contiguity advertisers as Johnson & Johnson, Camptime periods—especially by smaller Foods, American Home Products, advertisers who thus secure bene-Swift and Procter & Gamble. At NBC the larger contiguity sponsors include Brown & Williamson, Toni and Procter & Gamble.

### The Principle

Contiguity works on the principle that vertical buying allows advertisers to take advantage of time savings of 25 per cent on the two-program rate, 331/2 per cent on the three-program rate and 371 on the four-program rate. NBC points out this can result in savings of 74 cents per thousand seasons. But the upbeat in NBC thousand viewers, including gross of contiguity rates, and an even gram rate.

give an advertiser a cumulative Nielsen rating of 19.0, which many sponsors of evening shows would be satisfied to get. But the costs run a fraction of nighttime charges.

An NBC daytime presentation makes some interesting comparisons between daytime and nighttime TV. Using 56 basic stations, the estimated cost of one half hour of evening TV, including time and program, is estimated at \$73,500. Three contiguous daytime quarter hours would cost \$39,600. Unduplicated homes would be 7,096,-Lehn & Fink, Miles Labs, General 000 at night; during the day, Foods, American Home Products, 6,694,000. Commercial minutes would be three at night and nine during the day. Cost per commercial impression would be \$3.82 in the evening and \$1.76 daytime. And selling personalities would be one at night as against three during the day.

### NBC Upbeat

CBS, of course, has been virtually SRO daytime for several gram's delivery at a \$2.42 rate per mainly based on taking advantage of the availabilities exist.

### BUMP UNPAID DEMO SPEECH

NEW YORK-The Democratic Party, which has had trouble paying for its TV cam-paign all along, finally was caught short last Thursday (25) when CBS-TV "bumped scheduled" a five-minute campaign talk by pediatrician Benjamin Spock because it was not paid. The Democrats blamed the failure on bookkeeping confusion. The price of the time, 3:25-3:30 p.m., was \$5,000. Viewers saw a film of the Vienna Philharmonic instead:

### Easy Aces **Needs Stars**

NEW YORK - "Easy Aces" will reach TV as soon as two stars have been found by Goodman Ace, producer-writer. Alan Young and Donald Cook are up for the Mr. Ace role, with Nanette Fabray the chief contender to play Jane Life." Ace. The famous radio success has been scheduled for TV several times, but casting difficulties have Pix Run Overtime scotched the project each time.

Ace and his wife appeared as themselves for a short time some years ago on the Du Mont TV viewers between the single pro- daytime buying this year has been Network series called "Easy Aces," whose format was old feature films introduced by brief live banter betime and program charges, and greater upbeat in contiguity buy- tween the two. The new series \$1.68 for the combined four-pro- ing is looked for there, where most will hew to the situation comedy format of the radio show.

### Ford Bids for Zane Grey 1/2

NEW YORK-The auto advertisers are moving further into alternate week sponsorship patterns. Ford last week was negotiating with General Foods to buy half of the latter's "Dick Powell-Zane Grey Theater." It would be paid for with money which was expected to be used to sponsor "Ford Star Jubilee," the auto manufacturers' CBS-TV spectacular reportedly washed-up after its second telecast "Wizard of Oz."

This would be the first time that Ford will have shared sponsorship of any network show. If the deal pans out, it will also be the first in the General Foods' plan to sell off half of all its fully sponsored pro-grams, including "Hiram Holiday," "West Point" and "77th Bengal Lancers.

Auto advertises have traditionally been jealous of their sponsor identification, but this attitude began to break down this season when De Soto let go half of its long-established "You Bet Your

### To Hold Viewers

DENVER -- KTVR, the indie with the big stock of M-G-M pletures, is coming up with a gimmick to fool the competition. It will run its movies three minutes past the hour or half hour, so that viewers who stay on to the end, having missed the start of the shows on the competing network stations, will be less inclined to tune away.

### Cost, Competition, Pix Call for Agencies' Re-Study—Keesely

The rising cost-per-thousand, the cause last year he hit 60." ever-growing fierceness of the competitive program struggle and the tive continues, "the combination of erage half-hour show now costing ratings impact of feature films rising costs and the new situation \$2,500,000 per year, dollar effimust inevitably lead to change in in which feature films seemingly ciency improves for the sponsor if agency and client thinking.

The trend away from solo to co-"Meet the Press," has bought the sponsorship is the first step, acalternate Thursday telecasts of cording to Keesely, who paren-NBC-TV's news strip, 7:45-8 p.m. thetically points out that color has The change gives Pan American nothing to do with the case. As a 90-station line-up instead of its with the arrival of Technicolor in movie theaters, color TV won't be much of a factor in determining whether one kind of show pays off better than another or whether TV is more profitable for advertisers than other media.

urday afternoons, beginning early to deliver circulation at low cost, in January. Carter Products has far lower than print media," says also bought into the sports pack- Keesely. "Television, tho more age for alternate week quarter costly than radio, is still below print media. The reasonable cost-

NEW YORK - A probing re- per-thousand today is an average hours and rating honors being examination by ad agencies of tele- \$4. While it's higher than the for- shared by as many as six stations vision as an advertising medium is mer years' figure of \$3 and is still in one city, that's impossible." predicted for 1957 by Nicholas E. climbing, TV can't be discounted. Among the programs that seem Keesely, senior veepee in charge of After all, you don't drop a ball to be falling by the wayside are radio-TV at Lennen & Newell, Inc. player who hits 40 homers just be- classical and institutional shows,

prestige spectaculars and wholly "On the other hand," the execu- sponsored stanzas. "With the avcan draw network audiences away he buys half of two programs (of

### from your client's series in top mar- similar ratings) instead of all of kets has made us aware that the one," says Keesely. "And that inlush years in TV are ending. Time creases his circulation, too." was when a good show could be He thinks program creators will slotted away from all competition. be working twice as hard in 1957 Today, with larger audiences at all

### NBC Maps Revamp week quarter sponsorship of NBCTV's pro basketball series on Saturday afternoons, beginning early to deliver circulation at low cost,

NEW YORK-NBC-TV is now placed half-hour strip probably working on a master plan to re- shifted to the 10-10:30 slot. "Ding program its two morning hours, Dong School" is reported on the 10-12 noon, by the end of January, way out. 1957. The major change would involve cutting "Home," now on 11-12, to a half hour show, which NBC has been in a weak commerwould be presented 11:30-12.

New strips up for consideration are a half-hour dramatic stanza, "True Story," to be produced by Wilbur Stark and Jerry Layton, and "Luncheon in the Clouds," which features Don McNeill. They would be in addition to "The Price Is Right," which has already been commercially, the network, accord-scheduled for 10:30-11 in late No- ing to trade sources, feels that it vember, replacing "Bandstand," must have more rating support "True Story" has been suggested than these shows have been able for the 11-11:30 position, and to give. Stronger ratings, the feel-"Luncheon" might go somewhere ing is, would attract greater chandlemer one pear, between 12 and 1, with the dis-sponsor interest.

Except for participations sold in "Ding Dong School" and "Home," cial position during the two morning hours. Its afternoon shows, however, have racked up consistent sales since the beginning of 1955 until it is now virtually three quarters sold out 12:30-5:30.

The both "Ding Dong" and "Home" have not done too bad

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

### Publishers

Reger S. Littleford Jr. William D. Littleford

E. W. Evans ................................ Fres. & Treas. 

### Editors

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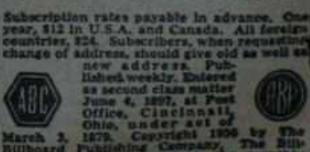
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over single copy rates). Foreign rate \$24.

### A.R.B. NETWORK RATINGS for September

For complete information on programs, ratings, audience size or coverage, please consult American Research Bureau, National Press Bldg., Washington 4, D. C.

### ARB Audience Composition Studies

### **Network Situation Comedies**

AMONG WOMEN
Wome
Rauk Show, Sponsor & Web Per Se
P&G (CBS)
1. Private Secretary
American Tobacco (CBS)1.1 3. People's Choice
Borden (NBC)1.1
Gen'l Foods (CBS)1.1
3. Honeymooners Buick (CBS)1.1
3. Our Miss Brooks Gen'l Foods (CBS)
6. Life of Riley Gult (NBC)
7. Joe and Mabel
Pharmaceuticals (CBS)1.0
7. Dear Phoebe Associated Products (NBC)1.0
7. Father Knows Best Scott (NBC)
10. Burns and Allen
Carnation, Gen'l Mills, B. F. Goodrich (CBS)
AMONG CHILDREN
Childre
1. Topper
Gen'l Foods (NBC)1.0
2. Hev. Jeannie
P&G (CBS)
Colgate, R. J. Reynolds (CBS)8
4. Father Knows Best
Scott (NBC)
4. Life of Riley
Gulf (NBC)
Buick (CBS)
7. Phil Silvers
R. J. Reynolds, Amana (CBS)7
8. Joe and Mabel
Pharmaceuticals (CBS)
8. Charlie Farrell
Gen'l Foods, P&G (CBS)

### Network Panel Quiz Shows

### SEPTEMBER RATINGS

Ran	k Show, Sponsor & Web Ratings
1.	\$64,000 Question
	Revion (CBS)44.9
	What's Mr I ina?
-	Remington Rand, J. Montenier
	(CBS)37.2
3.	I've Got a Secret
	R. J. Reynolds (CBS)37.1
4.	564,000 Challenge
18:01/19	P. Lorillard, Revion (CBS)34.9
5.	Best of Groucho
	Plymouth-DeSoto (NBC)30.4
6.	Do You Trust Your Wife?
CESSES,	L&M, Prigidaire (CBS)23.8
	Truth or Consequences
2000	Toni (NBC)21.2
	People Are Funny
	Toni, R. J. Reynolds (NBC)20.8
9.	Name That Tone
187	American Home, Whitehall (CBS) 19.6
	Two for the Money
	Sheaffer, Bulova, P. Lorillard
	(CBS)19.3
	AMONG MEN
	Men

	AMONG A	NEN	
		2011/02/0	lea
Rank	Show, Spousor &		
1. 564	,000 Challenge		
P.	Lorillard, Revion (C	BS)	99
2. Wh	at's My Line?	WILLIAM STATES OF THE STATES O	
Rei	nington Rand, J. N	fontenier	
(	CBS)		92
3. His	h Finance		
Me	nnen (CBS)		91
4. Tw	o for the Money		
	affer, Bulova, P. L.		.87
5. Do	You Trust Your V	Vife?	
	M, Frigidaire (CBS	)	85
5. \$64	,000 Question		
Re	lon (CBS)		85
7. Bei	t the Clock		
	rma Craft (CBS) .	<b></b>	84
7. Ma	squarade Party	SUB-GATE	
	ntheric, Emerson (A	BC)	84
9. I've	Got a Secret	200	72505
	J. Reynolds (CBS)		83
	t of Groucho	2003	30
Ply	mouth, DeSoto (NE	ic)	82
IU. Pec	ple Are Funny	00000000	200
10	il, R. J. Reynolds (	NBC)	82

WRCA-TV Issues

New 7/40 Plan

For Advertisers

### breaks, or participations, weekly, he is entitled to a 40 per cent discount. This discount is applicable where the 50 per cent discount applied under 14/50.

AMONG WOMEN

Show, Sponsor & Web

(CBS) .....1.27

P. Lorillard, Revion (CBS) ......1.25

(CBS) .....1.23

Plymouth. DeSoto (NBC) ......1.17

Lentheric, Emerson (ABC) ......1.16

Revion (CBS) .....1.16

Mennen (CBS) ......1.13

Toni, R. J. Reynolds (NBC) .....1.12

Toni, R. J. Reynolds (NBC) ..... 83

Amer. Home, Whitehall (CBS) .... .54

Toni (NBC) .......53

Plymouth, DeSoto (NBC) ........32

Revion (CBS) .....

Show, Sponsor & Web Per Set

AMONG CHILDREN

Remington, Rand, J. Montenier

Sheaffer, Bulova, P. Lorillard

1. What's My Line?

2. \$64,000 Challenge

4. Best of Groucho

5. Masquerade Party

5. \$64,000 Question

5. I've Got a Secret

10. People Are Funny

1. Beat the Clock

2. People Are Funny

3. Name That Tune

4. Truth or Consequences

Sheaffer, Bulova, P. Lorillard

4. Two for the Money

6. Treasure Hunt

7. I've Got a Secret

8. \$64,000 Question

9. High Finance

10. Best of Groucho

9. High Finance

5. Do You Trust Your Wife?

3. Two for the Money

Women

Per Set

Children

NEW YORK-Station WRCA-TV, here, has issued a new dis- Plymouth, Senatorial candidate count plan called the 7/40 Plan, Robert Wagner, Ideal Dog Food, which is a supplement to the for- Lestoil, Nestle and Lanvin are parmer 14/50 Sales Plan. The title ticipating. The plan makes posderives from the fact that if an sible a cost-per-thousand as low advertiser buys seven station as 28 cents.

### WGA's Strength To Effect TV's **Future Course**

18 self felt fully for another two or dends on the outlay. three years.

14 the major union to contend with, WGA may shortly equal it as a 14 incensed about what it considers arbitrary consorship powers by networks and sponsors, and there are reports that the pot is bubbling, the no one as yet has mentioned of the Ford strike.

Further, the Guild is now giving strong public backing to its mem-06 bers when they become involved in a dispute. Last week it formally chastized a staff member of a network TV program for what the WGA considered uncalled for remarks, the second time this partic-1 the same time, WGA is putting a L. A. stations the previous week, clamp on its own members who and extensive newspaper advertisstep out of line. A writer, Joel ing and billboard campaign, or Murcott, who complained that the other promotional outlays. being called on the carpet for pos- exec at the George Patton Adver-83 sible suspension.

age of material, because of the to garner a 80 to 85 rating, which, reluctance of producers to use according to him, would make it scripts from any but established well worth the cost, TV writers, nearly all are being It's the first time that any such paid considerably over minimum, program, spanning all seven staand the demand exceeds supply. Itions in a market, has been at-The resulting situation is that the tempted in Los Angeles, and, as writer today has gained a com- far as is known, anywhere. manding position he never enjoyed before, and which he may idea was first broached to the loultimately use to demand more cal stations the almost unanimous creative freedom.

### AREA SATURATION

### Coast Firm to B.R. 1-Shot Yule Spec

future, altho this may not make it- ing trade to pay off in big divi-

The advertiser is the Riviera Tho, in the past, SAG has been Sofa Company, makers of convertible sofa beds. In a one-time saturation effort, the sponsor will air factor. The Guild is particularly the program on all seven Los Angeles stations simultaneously, plus two channels in San Diego, Calif., two in Bakersfield, Calif., and one in Santa Barbara, Calif.

> It's by obtaining such a captive audience that the production cost of approximately \$45,000 can be borne by the local sponsor. Time charges in Los Angeles will run to about \$6,000, with the total cost adding up to \$55,000.

### To Air 700 Spots

ular show has been under fire. At which will be aired on all seven

Guild was not policing reruns, is Wally Sherwin, Riviera account tising Agency, expects the hour-The there is basically no short- long program, from 11 to 12 p.m.,

Sherwin admits that when the answer was "it couldn't be done."

HOLLYWOOD-A local ad- The original concept was to spot HOLLYWOOD -- Growing vertiser will spend approximately the program from 5 to 6 p.m. Satstrength of the Writers Guild of \$55,000 for a Christmas show here urday night, but CBS couldn't America, as evidenced by recent November 10 (Saturday), including clear the time. From 6 to 7 p.m. actions, is expected to have major a big name cast and network-type ABC was unavailable. All seven bearing on the course of TV in the production, and expects the result- channels were able to get together on the 11-12 p.m. slot, the the sponsor is paying a small premium for the time because of pre-emptions of other programs.

> Art Linkletter will emsee the show. Signed for featured appearances are Hildegarde, Paul Gilbert, Chiquita and Johnson, Gene Nelson, the Wiere Brothers, and Gogi Grant, with the David Rose ork supplying the music. CBS studios will be used for the origination.

Riviera, which has been in television for about two years, bankrolling such top shows as Paul Coate's "Confidential File," is not exactly taking a stab in the dark. Last August it tried such a saturation campaign in San Diego to kick off the opening of several new This does not include 700 spots stores. The results, according to Sherwin, were the most spectacular sales in Riviera's history.

> The November 10 date is necessary because in the furniture field Christmas sales are nearly all concluded by December 1. Riviera is also giving up part of its commercial time on the show to plug the Community Chest.

### 'Playhouse 90' VIUNS LUX

NEW YORK -- "Lux Video Theater" has been taking a drubbing from CBS-TV's new "Playhouse 90." The hour-and-a-half show, which gets a half-hour head start on Lux, has cut its audience almost in half compared with last Octo-

From October, 1955, to September, 1956, "Lux" had an average Trendex of 24.3. The four stanzas of "Lux" that have aired since "90" appeared on the other network have drawn an average Trendex of only 17.0.

That is a drop of 30 per cent. Even worse is the drop in the "Lux" share of audience, from 51.7 per cent average over the year preceding "90" to 32.2 in the four weeks opposite "90," a drop of 37.7 per

The situation may be deteriorating still further for "Lux." Last week its Trendex was the worst yet. It drew an average 14.5, while "90" had an average 28.5 during that same hour.

# Lanolin and GE

NEW YORK-The firm trend toward show-sharing continues to engulf TV, with General Electric looking to trade half its sponsorship of "Broken Arrow" for half of a second show, while Lanolin Plus wants to sell half of "Break the \$250,000 Bank" in order to buy into another series.

Liggett & Myers is negotiating with several advertisers to take over alternate weeks of "Do You Trust Your Wife?" or whatever property might replace it. Philip Morris is reportedly buying half of "Oh! Susanna" from the Nestle Company. Numerous other sponsors, particularly those with weak shows, are seeking partial relief

### Politico TV Wreaks Havoc With Ratings

political telecasts are playing havoe with rating patterns this fall. Because of audience antipathy to many politicians and their messages, viewers frequently turn to other channels where they can find programming more to their liking. Occasionally when their interest is sustained, they fail to turn back to their customary programming choices.

dip Thursday (11). The last half hour of "Climax!" the preceding show, received a 24.8 and a 47.2 (CBS) ...... hour of "Playhouse 90," after a

### CBS-TV Buys ABC's Hoss

NEW YORK — CBS-TV has bought "Snowfire," a new outdoor half-hour film series, from ABC Film Syndication. The show, produced by the McGowan Brothers, who did "Sky King" and "Death Valley Days," concerns a little girl So far, Lipton, American Chicle, and a white stallion named Snowlire.

frontier odds.

NEW YORK—The five-minute five-minute telecast had intervened, got a 17.0 and a 31.7 share of audience. "Playhouse" dipped 31.5 per cent in rating and 32.8 per cent in share.

> In the four weeks since "Playhouse" has been televised this was the only example of its suffering a loss of rating and share of audience, providing substance to the belief that the political telecast was responsible for its less favorable showing.

Similar break-ups of rating pat-An interesting case in point is terns have been caused by halfthe "Playhouse 90" Trendex rating hour political telecasts. Tuesday (23) Trendex rating of "Broken Arrow" on ABC-TV was a 22.8 to the 17.7 of Jane Wyman on NBC-TV. CBS, which normally presents share of audience. The first half Herb Shriner, pre-empted him for a Stevenson telecast which received an 8.0, accounting some-what for the impressive "Broken Arrow" showing, the highest rating in its history.

### 'Crusader,' 'Flicka' Serviced by L&N

NEW YORK--Lennen & Newell, Inc., will now service two nighttime shows for Colgate-Palmolive Company, "My Friend Flicka" and "Crusader," both formerly handled by William Esty Company.

"Crusader" goes off January 1 to The horse talks but only to the make way for Colgate's alternate girl. Her family is at first skeptical week sponsorship of "Mr. Adams but later comes to rely on the and Eve." "Flicka" has been reof 1957.

horse's messages in the fight against newed by Colgate thru the spring and wider circulation via showsharing.

Copyrighted mater

## Look at Look at these results: WBZ-TV TRIPLES RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES & POPEYES!

WBZATV 1170 SOLDIERS PIELD ROAD, SCITCH SA.

October 17, 1956

Associated Artists Productions, Inc. Mr. Bob Rich 345 Madison Avenue New York 17, N. Y.

Dear Bob:

This is the kind of letter I really enjoy writing. Our new "Boston Movietime"

program featuring those wonderful Popeye cartoons and "First Time on TV" Warner Bros. program leaturing those wonderful ropeye cartoons and "First Time on TV" warner are features more than tripled our ratings in September over those of August. reatures more than tripled our ratings in September over those of August. The Arkaverage in the Monday-Friday period (4:45-6:45 PM) leaped from a 4.3 up to 13.7! What's more, the very first time out, "Boston Movietime" beat "Mickey Mouse

Club" which runs against us for an hour in this period. Last month we pulled a 4.5 egainst a 15.7 for the hour. But look what happened with "Boston Movietime" — we get a 16.5 to the oppositionis 12.6 Yes, Popeye and Warner Bros. features have changed the viewing habit here got a 14.5 to the opposition's 12.6.

in Boston and New England. Families push their supper time back a little to enjoy this excellent television fare. And the audience composition is something, and and are are and are are a something and are are a something and are a something are a s This excellent television fare. And the audience composition is something, too.

"Boston Movietime" now boasts of an audience of 26% men, 41% women, and 33% children! In one week, the program drew 33,383 letters and postcards. And needless to

Of course, we knew these pictures were great. And we backed them with a say, we're completely sold out.

fine host, Alan Dary, and the biggest promotional campaign to hit New England.

When host all together hand and the biggest promotional campaign to hit New England. Wrapped all together, AAP's wonderful pictures produced these sensational results.

The future? "Boston Movietime" is growing every day. And as the season advances, we are confident these ratings will go even higher. We, and our sponsors,

couldn't be happier. F. A. Tooke General Manager

**Capture the Audience in** YOUR MARKET with WARNER BROS. HITS and POPEYE cartoons

Call or wire today

345 Madison Ave.

New York City

MUrray Hill 6-2323

Associated Artists Productions, Inc.

CHICAGO - 75 E. Wacker Drive - DEarborn 2-4040 DALLAS • 151 Bryan Street • RAndolph 6043 LOS ANGELES - 9110 Sunset Boulevard - CRestview 6-5886











"CONFIDENTIAL AGENT"

### New TV Spot Campaigns—

### Contracts Set in Every Region In Two weeks Ending October 13

This chart provides live sales leads for TV stations and their reps. and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)-Announcements; (ID)-Identifications; (Part.)-Participations; (Prog.)-Program Buy.

### On Eastern Stations

Alka Seltzer, Miles Labs thru Geoffrey Wade (Ann.) Amitone, Norex Labs thru Grey (Part.) Anahist thru Ted Bates (Ann.) Arrid, Carter thru SSC&B (Ann.) Bowey's Egg Nog thru Sorensen (Part.) Brillo Sosp Pads thru J. Walter Thompson (Part.)

Bromo Quinine, Grove Labs thru Benton & Bowles (Ann.) Carter's Little Liver Pills thru Ted Bates (Part., Ann.)

Chrysler Cars thru McCann-Erickson (Ann.) Coco Wheats, Little Crow Milling thru Rogers & Smith (Part.)

Comet Cleaner, Procter & Gamble thru Compton (Ann.) Dazy Air-Freshener, Drackett thru Ralph H. Jones (Part.)

Domino & Franklin Sugar, American Refining thru Ted Bates (Part.) Ford Cars thru J. Walter Thompson (Ann.)

Gilmar Records thru Martin Gilbert (Ann., Part.) Hunt Club Dog Food, Standard Brands thru Ted Bates (Part.)

Imperial Margarine, Lever thru Foote, Cone & Belding (Ann.) Lipton Tea thru Young & Rubicam (Ann.)

Lowell TV Games thru Atlantic Minute Maid Fruits and Vegetables thru Ted Bates (Part.) New York State Republican Committee

thru Marschalk & Pratt (ID) New York State Labor Committee thru

Paul Minor (Prog.) Peak and Norway Anti-Freeze, Commercial Solvents thru Fuller, Smith & Ross (Part.)

Phillips Milk of Magnesia, Sterling Drug thru Dancer, Fitzgerald & Sample (Ann.) Poligrip, Block Drug thru Grey (Ann.)

Pontiac Cars thru MacManus, John & Adams (Ann.) Purina Dog Chow, Ralston thru Gardner

(Ann.) Qwip, Avoset thru Harrington-Richards (Ann., Part.)

Rival Dog Food thru Charles Silver (Ann.) Silken Net, Revion thru Emil Mogul

(Part.) Staff Bread, Continental thru Ted Bates (Ann.) Tea Council of U. S. A. thru Leo Bur-

nett (Ann.) Vaseline Hair Tonic, Chesebrough thru

McCann-Erickson (Ann.) Van Houten Cocoa thru Albert Frank Gunther Law (Part.)

### On Southern Stations

Anahist thru Ted Bates (Ann.) B&B Mushrooms, Grocery Store Products thru Ted Bates (Ann.) Blender, NuTone thru Rand-Ries (Ann.) Bon Ami thru Ruthrauff & Ryan (Ann.,

ID Comet Cleaner, Procter & Gamble thru Compton (Ann.)

Domino and Franklin Sugar, American Sugar Refining thru Ted Bates (Ann.) Hometown Bread, National Biscuit thru McCann-Erickson (ID)

Kitchen Bouquet. Grocery Store Products thru Ted Bates (Ann.) L&M Cigarettes, Liggett & Myers thru Dancer, Fitzgerald & Sample (Prog.)

Maxim Knit Goods (Part.) Lipton Tea thru Young & Rubicam (Ann.)

Mounds Candy, Peter Paul thru Dancer, Fitzgerald & Sample (Prog.) Peak and Norway Anti-Freeze, Commercial Solvents thru Fuller, Smith & Ross (Ann.) Poligrip. Block Drug thru Grey (Ann.)

Prell, Procter & Gamble thru Benton & Bowles (Ann.) Red Band Flour, General Mills thru

Knox Reeves (Ann.) Religion, Rev. Jack Coe thru Reliab (Prog.)

Riceland Rice, Arkansas Rice Growers thru M. R. Kopmeyer (Ann.) Soltice, Chattanooga Medicine thru Noble-Dury (Ann.)

Schaper Plastic Games thru Mullen

Silken Net, Revion thru Emil Mogul

### On Midwestern Stations

Chrysler Cars thru McCann-Erickson (Ann.) Charles Antell Cosmetics thru Paul Venze (Prog.) Domino Sugar, American Refining thru Ted Bates (Part.) Ford Cars thru J. W. Thompson (Ann., ID, Part.) Hi Land Potato Chips thru Hurley (ID) Hit Parade Cigarettes. American To-

bacco thru BBD&O (Ann.)

Nestle's Eveready Cocoa thru Dancer. Fitzgerald & Sample (Ann.) Oldsmobile Cars thru D. P. Brother (Ann.) Pontiac Cars thru MacManus, John &

Adams (Ann., ID, Part.) Rolaids, American Chicle thru Ted Bates (Part.) Silken Net, Revion thru Emil Mogul

(Part.) Wonder Bras, D'Amour Foundations thru Erland

Listerine, Lambert, Hudnut thru Lambert

Qwip. Avoset thru Harrington-Richards

& Feasley (Prog.)

### On Southwestern Stations

Chrysler Cars thru McCann-Erickson (Ann.) Denise Hosiery (Part.)

Knickerbocker Plastic Toys thru Lance

Gallo Wines thru Doyle, Dane & Bernbach (Ann., Part., Prog.) Gilmar Records thru Martin Gilbert (Ann.)

Kellogg thru Leo Burnett (Prog.)

### On Rocky Mountain & West Coast Stations

Armour Frozen Meats thru N. W. Ayer (Ann.) Bon Ami Cleaner thru Ruthrauff & Ryan (Ann., ID) Citrold, Grove Lab thru Dowd, Redfield & Johnstone (Ann., Part.) Crescent Spices thru Honig Cooper

Folger's Doorbell Ringing Campaign thru Raymond R. Morgan (Part.) H. P. Sauce, Lea & Perrins thru Samuel Croot (Ann., ID)

Schaper Plastic Games thru Mullen (Part.) Silken Net, Revion thru Emil Mogul Lipton Tou thru Young & Rubicam

### (Part.) Morton Pies, Continental Baking thru Ted Bates (Part.)

Nestle Eveready Cocoa thru MCann-Erickson (Part.) Oldsmobile Cars thru D. P. Brother

Pacific Tele, & Tele, thru BBD&O Rise, Carter thru SSC&B (Part.)

### Largest Manhattan NBC Shows Color Studio Completed

NEW YORK-The largest TV studio in Manhattan has been completed and work has begun on two additional floors at ABC-TV's headquarters here. The ground floor studio, 176 by 73 feet, can be divided into two studios, with the city's largest door, 25 by 50 feet.

### TV Tape to Public

NEW YORK-On the Jonathan Winters show last Tuesday (23), NBC made its first public showing of its new color video magnetic tape. A specially recorded twoand-a-half-minute portion featuring Dorothy Collins was colorcast coast to coast.

The new floors f the TV Center to viewers and showed them a ably trust in good manners and building will be suspended from piece of tape like the recorded one. Dale Carnegie to win the confithe roof over the existing five sto- NBC has been field-testing and im- dence of the show's star performries, to be reached by magic brain proving operational techniques of ers. the system for about two years.

### **FCC Reaffirms** Okay for ABC **Mexican Affil**

broader program choice and increased network competition outweighed all other considerations in its debut. The two such series, the Federal Communications Commission's reaffirmed decision, last week, to permit ABC to take on a juana. San Diego, Calif., outlets since their starts. KFMB-TV and KFSD-TV, across the border from Tijuana, and primary affiliates of CBS and NBC respectively, protested the added competition in the San Diego area.

The commission brushed that off and ruled that the grant would KING-SHORE "improve ABC's ability to compete on a nation-wide basis with NBC and CBS, in that San Diego is the largest market in the U. S. to which only two VHF's are allocated."

American Broadcasting-Paramount Theaters, Inc., told the commission that time optioned to the other two networks on the existing San Diego outlets cost it sponsorship, because of the delaved basis for ABC programming. ABC said it needed an exclusive affiliation, rather than the shared arrangement, if it was to guarantee clear time for its sponsors. Permission for ABC to take on the Mexican affiliate was originally granted without hearing in November, 1955.

### ABC Preps Xmas Spec

under way for Art Linkletter to King-Shore was set up a few Hit \$600 Mil. done in black and white, from merly of Television Programs of working on the project.

### CARVING NICHES

### Ratings Solidify Place For 30-Min. Soapers

niche for itself on network TV durof Night," both sponsored by Proc-

Over a five-month period, May thru September of this year, "Edge of Night's "American Research Bu-

### **Group to Film** Congressional **Honor Series**

NEW YORK -- The Congressional Medal of Honor Society last week finally voted to allow a TV program to be produced about its members. It awarded the rights to the recently formed King-Shore Productions, which plans to lave a pilot film before the cameras in January. The pilot will probably be on Gen. Wild Bill Donovan. Color Billings The show will be shot on location

emsee an ABC spectacular, to be weeks ago by Charlie King, for-Disneyland as a Christmas show. America, and Sig Shore, formerly The web's program director, Bob of Cavanaugh-Shore Advertising. Lewine, currently on the Coast, is The firm is syndicating the "Errol

Flynn Theater."

### TOUGH TASK

### Better to Try White House Than a Quiz

Continued from page 1

grams just as for dramatic shows.

producers canvass civic, fraternal philanthropic and educational organizations to supplement their applicants. Trained personnel sifts the results of the exams and interviews, leaving in the end one out of 1,000. "We all reach for offbeat people who are basically just folks," sums up Ed Wolf, of Wolf Associates, whose "Break the Bank" was the first show to use holdover contestants.

"Break the Bank," until 1955 the biggest money quiz, has met the \$64,000 challenge by upping its stake to \$250,000 this season. "Useless information is now paying big dividends," notes Wolf. His staff is currently scouring New England and the South for ministers who love wrestling, crime-mad dowagers and Iron Curtain escapees.

The latest Barry-Enright entry. "Twenty-One," has a backlog of 12 good people today, a safe number in the opinion of Dan Enright. "It's not enough that we like them," explains Enright. "They must like us, in order to make relaxed, happy contestants." To that end, Barry-Enright staffers are on their best Winters introduced the system behavior at all times and presum-

Barry-Enright employs a flying often participating in the profits. TV.

the secret of success for quiz pro- producer who circles the nation giving tests in six or seven cities in To find the right raw material, each geographic area per week. The fear of most producers is that too many New Yorkers and not enough others will be available as contestants, and a healthy portion of every budget goes to travel expenses.

Another bugaboo is proper scheduling of players, so that given telecast won't have three elhobby is canning peaches. Since the producer can't predict exactly game, similar types must be spread as far apart and with as much flexibility as possible.

To keep his own types fresh and different, the producer must monitor all competing shows and disterrific people lined up, a child who knew stocks and bonds, a turned up with all three within two weeks, and he discarded his

It's a tough job to become a contestant, but it's a tougher job to find one, so there are no objections when producers tie up those

NEW YORK-The newest de- from a 2.8 to a 4.8. "As the World parture in soap operas, the half- Turns" began with a 3.4 ARB in WASHINGTON-The goal of hour strip, seems to have carved a May and had a 4.9 in September. While neither of the latest halfing the more than five months since hour soap opera ratings compare with those received by top daytime "As the World Turns" and "Edge stanzas, they do reflect a gradual increase in audiences. And it is alter & Camble on CBS-TV, have most an axiom in research circles Mexican affiliate, XETV-TV, in Ti- shown respectable rating increases that soap operas are notoriously slow in building audiences.

What do such shows have to offer sponsors? They can be produced slightly more economically. reau rating has almost doubled because many of the costs of the quarter-hour soaps, such as for settings, do not double on the halfhour stanzas. And their budgets allow for more money to pay tal-

> According to Werner Michel, producer of "Edge of Night," they also offer a chance for more scope in production. Michel presented a rooftop chase on one show and an outdoor remote on the streets in another. He also points out that the length of the program gives more time for story and character. development. His aim and that of the sponsor is to get nighttime quality in the series. Michel believes that by dealing with honest emotions he will achieve that aim.

# Pinkham Sees

CHICACO -- Richard A. R. Pinkham, newly appointed vicepresident in charge of advertising for NBC, prognosticated about color's future in a speech Tuesday (25) before the Association of National Advertisers here. By 1957, said Pinkham, advertisers will be investing \$150,000,000 in network color programs and \$600,000,000 by 1960.

He based these predictions, in part, on the preliminary findings "ColorTown," the color survey being conducted by NBC and Batten, Barton, Durstine & Osborn, Besides noting the commercial impact and remembrance factors, the survey indicated that desire for color sets centers around the younger age groups, which points to a growing color demand.

### Keesely Speaks

Continued from page 2

to develop properties which meet agency tests of artistic worth, fuvorable cost-per-thousand and station acceptability. As a man who played a key role in talking Jackie Gleason back into live TV, Keesely derly lawyers from big cities whose has a fondness for and faith in live programming, reflected in his 1956 recommendations to client P. Lorilhow long one will remain in the lard Company, the Gleason and Walter Winchell shows, which are etrong fall entries. Not Gamblers

With deep regret that opera, concerts and other classic formats prove unfeasible, the veepee decard used categories of players. scribes himself and associates as One producer recently had "three conservative buvers who rarely gamble. Keeselv's newest gamble, "Mr. Acams and Eve," starring Ida woman who had to be masked for Lupino and Howard Duff presafety, and a wrestler whose hobby mieres for client Colgate and alterwas flowers." Rival programs nate Reynolds Tobacco in January. "The best situation comedy I've screened this year," says Keesely, braving the trend against situation comedies.

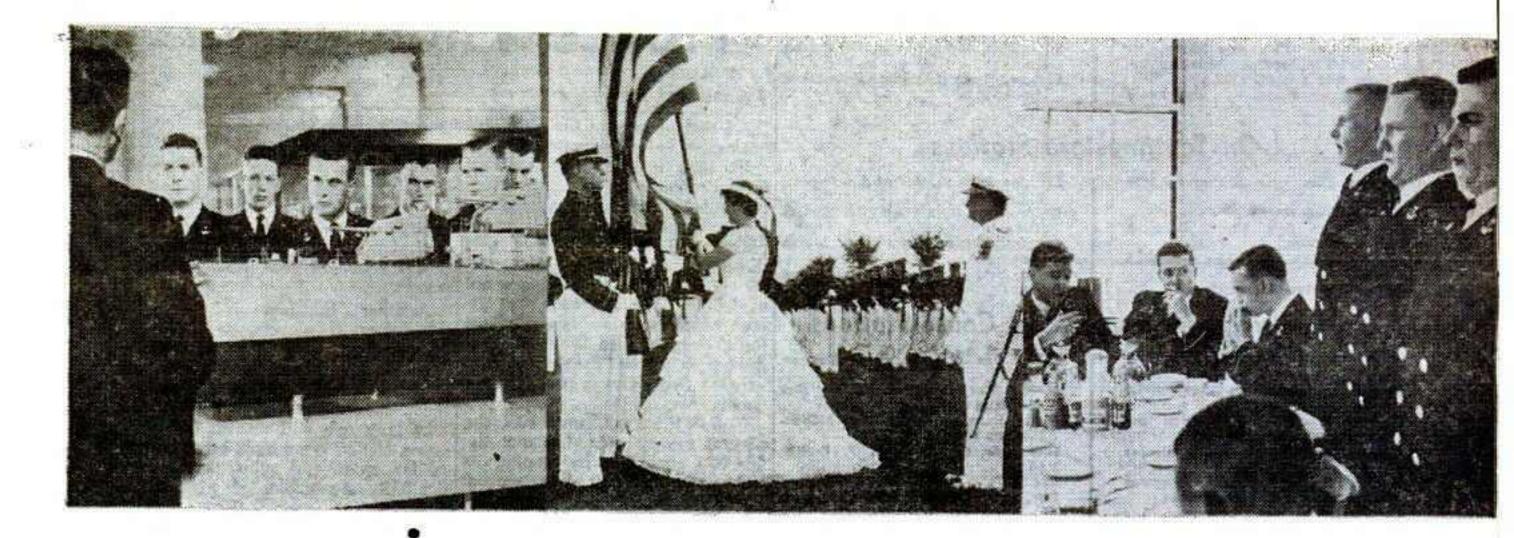
The shrewd, 46-year-old show picker, who has been with Lennen & Newell since 1948, is still hoping chosen for periods up to a year, that cost-per-thousand figure will governing their future public ap- drop, or at least stop rising. Otherpearances like mother hens and wise, it's feature films, spots or less

### THRILLING TALES OF

ZIV'S NEW STAR-SPANGLED RATING-WINNER!

SURGING WITH
EXCITEMENT, SENTIMENT AND HEROISM!

STARRING THE U. S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD TALENT . . WITH A NEW HERO FOR EACH THRILL-FILLED HALF-HOUR



### \*SPINE-TINGLING SHOWMANSHIP AT YOUR COMMAND!

Now present your product on a tv program with the impact of a 21-gun salute . . . a story series ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen!

### \*SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

Big and lavish . . . with Hollywood stars, thousands of U. S. Midshipmen, Navy planes, ships and equipment . . "Men of Annapolis" is a program people will take pride in recommending. IEN AND AND MENTURES

PRODUCED WITH THE FULL COOPERATION
OF THE DEPARTMENT OF DEFENSE AND
THE DEPARTMENT OF THE NAVY

COMPELLING-

GLORIOUS

AS OUR COUNTRY'S HISTORY

FOR THE SPONSORS AND STATIONS WHO WANT THE UNQUESTIONED WANT THE UNQUESTIONED NO. 1 SHOW IN THEIR MARKETS!

Televisione.



### First-Run Series Mount Up At Smaller Stations' Doors

NEW YORK-While the trim- | ries that have never been sold in | crack at only one or two first-run ming down of first-run syndication | this market. releases in the past year has led to | The other station (also with a a seller's market in the big cities, \$150-card but with only 36,000 the hinterlands are still a buyer's circulation) has bought only 12 semarket. Unless a new series has ries since beginning operations some special appeal for the small three years ago, leaving 168 series towns, the distributor may as well unsold by the top distributors in As far as these stations are congive up any idea of getting that that market. nickel and dime business that was once regarded as the potential dif- average of \$35 for a half-hour proper promotion can make as big ference between profit and loss.

there are more than \$20,000,000 that is still first-run to each of in syndicated film sales that have these stations. never been made in the small, mostly one-station markets.

networks' extended market and dication pike, most of it is still be- deals. program extension plans have ing held on the regional sales level. In this respect it is interesting to left to program.

A spot check of two fairly typi- delphia can, at this moment, get a two of the 13 distributors. cal one-station markets out West turns up dramatic illustrations of the slow consumption of syndicated product in the hinterlands.

Case in Point

One of these stations (with a 50,000-set circulation and a \$150rate card) has bought 21 syndicated series from the top 13 distributors since it went on the air two and a half years ago. But these 13 distributors have 159 se-

### NBC All-Year Sports Pkg.

NEW YORK -- NBC-TV has put together an all-year-round package of sports events for 1957 sale. The offer includes 13 National Basketball Association pro basketball games from January thru March, a "Baseball Game of the Week" from April thru September and eight National Collegiate Athletic Association football games from September into December.

Priced at more than \$1,000,000 per quarter sponsorship, the series, scheduled for Saturday afternoons sometime between 2 and 5 p.m., would give advertisers year-round continuity. Longest sponsorship offered to date is a six-month baseball season buy. Leo Durocher, Red Grange, Mel Allen and Jimmy Powell are promised for the commentary.

### Standard Takes Over 14-Pic Korda Package

HOLLYWOOD-Standard Television has taken over distribution of the old 14-picture Korda package. It was originally handled by Snader Telescriptions and after its dissolution, by Combined TV Pictures. The package includes the award-winning "Seven Days to Noon."

Standard has taken on a new salesman for the Midwest, former NBC Producer Irving Rosenblum.

### Sports to TV Distribute Olympic Film Footage

Inc., producer of various sporting vision. shows, will distribute special footwith the athletes in Australia. Tom is starred. Harmon will narrate other footage.

tations imposed by Australia. | the U. S. armed forces.

According to informed estimates, over \$200,000 worth of product cameras.

shows.

Price Tags

Those \$35 markets may go up. to \$50 or \$60 for a brand-new show. But they can sometimes get an older show for as little as \$25. cerned a three or four-year-old Both of these stations pay an show is still first-run, and with the film, which means that there is an impression as one hot out of the

Of course there is a bottom to the amount they can get a show In contrast to the backing up of for. The sales and servicing costs product in these markets is the vir- dictate a minimum that the dis-As time goes by the pickings for tual sellout of first-run film series tributor must get for any market. the small-town stations get juicier. in the largest markets. Altho there For that reason, when these sta-Not only is there more syndicated is a fair amount of new program- tions do buy, it is often expedient product aching to break in, but the ming now heading down the syn- for them to buy bulk or library

somewhat whittled down the Consequently, a station or one- note that in each of the two small amount of time these stations have market sponsor in such cities as markets checked, half of the prod-New York, Los Angeles or Phila- uct bought was bought from only

### 'MDM' Ratings Up In WATV Skirmish

hard choice between the two sta- 4:30-6 p.m. tions' top feature films.

vance October Telepulse, which WOR with the former drew an showed that "MDM," during the average 7.8 against WATV's 4.2 rating period of October 11-17, on the Hugo movie. But WATV had a total audience of 62.3, which held remarkably steady, considerwas not only better than "All-Star ing the repeat pattern, keeping to Movie's 44.3 total, but it was also the 4.2 on Tuesday evening and

pion." WATV played 10 perform- again. ances of "House on 92d Street" and six of "Les Miserables."

WATV on its own made quite a smash with its 20th Century-Fox pictures, with individual quarterhour ratings ranging up to 4.8. Heretofore the station rarely exceeded 1.5 in these periods. Insofar as its new look has not detracted from the two-year-old "MDM," the repeat pattern has again justified itself.

**Except Sunday** "MDM" had the edge on each individual airing with only one exception, Sunday evening. This is possibly explained by the fact that this season WOR has put its Sun-

### 'Outpost' Pilot Nears Complet'n

HOLLYWOOD - Production will be completed this week of the first of a projected three TV pilots by Pine-Thomas Productions, indie feature film company which is HOLLYWOOD - Sports TV, making its initial plunge into tele-

Pix being wound up is "Outpost," age from the Olympic games, with western dealing with exploits of Bob Mathias conducting interviews U. S. Cavalry, in which Lex Barker tions, headed by Producer Mildred

Telefilm coverage of the Olym- grim," a private eye series being February stanza of its "Hallmark pics is expected to be somewhat done in conjunction with ABC-TV, Hall of Fame" series. Also signed skimpy in the U. S., because of for which no cast has been chosen. was writer Joseph Schrank to prothe refusal of American newsfilm Third show plotted is "Court Mar- vide adaptations of "Man and companies to go along with limi- tial," to be drawn from records of Superman" and the "Male Ani- venture series.

NEW YORK - - WOR-TV's | day afternoon and evening per-"Million Dollar Movie" has suc- formances back to back, the earlier cessfully withstood the direct com- showing at 6-7:30 p.m. But interpetition of WATV's "Famous All- estingly WOR's combined rating Star Movie," which, in following for its three Sunday airings this the "MDM" pattern of 16 repeats month was higher than October, per week, is giving viewers here a 1955, when the matinee played

On the Monday debut airings of WOR-TV last week had the ad- "Champion" and "Les Miserables." 18 per cent better than what then a 3.9 Wednesdays, whereas "MDM" pulled in October a year "MDM" dropped to a 6.4 and then Ra a 4.9. It was the same thing in the During the rating week, WOR night showings, WOR going from played 10 performances of "No- 6.2 to 4.7 to 4.0, while WATV torious" and then six of "Cham- went from 3.6 to 2.9 and then 2.9

### Treasure' to Hand Out 55G

NEW YORK-Viewers in 30 cities will get a chance to win \$55,000 in prizes when the hourlong film series, "Hidden Treasure," debuts in February. Produced in co-operation with the Disabled War Veterans, "Hidden Treasure" is patterned after newspaper contests in which entrants determine missing words to sentences.

On the TV show, visual clues for the Songgrams will be given to viewers thru the presentation of musical production numbers. nominal entry fee will be required of those viewers who wish to compete for prizes. First prize will be \$25,000. The show will use the services of name musical talent.

### Julie Harris, Schrank Signed for 'Hallmark'

NEW YORK-Milberg Produc-Alberg, has signed Julie Harris to agencies. Next on the sked is "Johnny Pil- star in an unnamed vehicle in the

### for August

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

### The Pulse Audience Composition Studies

### Syndicated Film Comedy Shows

60	AUGUST RATING	SS	AMONG WO	OMEN
Rank	Show & Distrib.	Rating	Section of Control of	Women Per
2. Gr 3. Ar 4. Su 5. M 6. M 7. Li 8. La 9. At	fe of Riley (NBC) reat Gildersleeve (NEmos 'n' Andy (CBS) sie (TPA) y Little Margie (Officy Hero (Official) fe With Elizabeth (Government and Hardy (Government and Costello (More Erwin Show (Official)	C)10.3 9.9 8.3 cial) . 7.7 6.3 uild) . 6.1 vernor) 5.7 (CA) . 5.5	1. Life With Elizabet 1. My Little Margie 3. My Hero (Official) 4. The Ruggles (Co 5. Amos 'n' Andy (CB 5. Beulah (Flamingo) 7. Great Gildersleeve 7. Stu Erwin Show (9. Susie (TPA)	h (Guild) 89 (Official)
Rank	AMONG MEN	Men Per 100 Homes Tuned In	AMONG CHI	LDREN Kids Per 100 Homes
1. Li 3. M 3. M 5. St 6. Ai 7. Li 8. Su 9. Be	reat Gildersleeve (NB fe of Riley (NBC) y Hero (Official) y Little Margie (Official u Erwin Show (Official mos'n' Andy (CBS) fe With Elizabeth (Casie (TPA)	7776767470 Guild)6261	1. Abbott and Costell 2. Laurel and Hardy 3. Amos 'n' Andy (Cl 4. Great Gildersleeve 5. The Ruggles (Corr 6. Life of Riley (NBC 7. My Little Margie 8. Beulah (Flamingo)	o (MCA)

### Syndicated Film Mystery Shows

AMONG WOMEN

AUGUST RATINGS			AMONG WOM	IEN
Rank Show & Distrib.	Rating			Women Per 100 Homes
1. Highway Patrol (Ziv)	14.0	Rank	Show & Distrib.	
2. Badge 714 (NBC)	12.0	1 E11.		
3. Mr. District Attorney (Zin	v)12.6	1. Elle	ry Queen (TPA) .	89
4. Man Behind the Badge		1. Mr.	and Mrs. North (S	chubert).89
(MCA)		I. Pub	lic Defender (Inte	erstate)89
5. Code Three (ABC)	10.0	4. MI.	District Attorney	(ZIV)01
6. San Francisco Beat (CBS	5)10.9	4. The	Whistler (CBS)	87
7. Ellery Queen (TPA)	9.0	7 Lity	Detective (MCA	
8. City Detective (MCA) . 9. Public Defender	0.1	7. Fing	hway Patrol (Ziv)	
(Interstate)	7.0		ector Mark Saber	
10 Rocket Sanad (ARC)	7.0	O N	ompson)	84
10. Racket Squad (ABC)	1.3		v Orleans Police	
AMONG MEN	100	Der	partment (NTA)	82
Amorto mer	Men Per	o. Rac	ket Squad (ABC)	
1	100 Homes	9. San	Francisco Beat (C	(ca.
Rank Show & Distrib.	Tuned In			
1. Highway Patrol (Ziv)	88	104	AMONG CHILD	REN
2. Ellery Queen (TPA)	84			Kids Per
2. San Francisco Beat (CBS	84			100 Homes
4. The Whistler (CBS)	82	Rank	Show & Distrib.	Tuned In
5. Inspector Mark Saber		1. Bad	ge 714 (NBC)	60
(Thompson)	81	2. Can	tured (NBC)	44
5. Lone Wolf (MCA)	81	3. Hig	hway Patrol (Ziv)	40
5. Mr. and Mrs. North		4. The	Pendulum (Thor	unson) 33
(Schubert)	81	5. Mar	Behind the Ba	dge
5. Public Defender (Inters	tate)81	(MC	(A)	31
5. Racket Squad (ABC)	81	6. Bost	ton Blackie (Ziv) .	30
10. Sherlock Holmes (Guild)	80	7. San	Francisco Beat (	CBS) . 24
10. Boston Blackie (Ziv)	80	8. She	rlock Holmes (Gui	ld)23
10. Dr. Fu Manchu (Holly)	wood).80	8. Lon	e Wolf (MCA)	23
10. Inner Sanctum (NBC)	80	8. Mr.	and Mrs. North	
10 Mr. District Attorney /7:	(v) 80			00

### BUSMAN'S HOLIDAY

10. Mr. District Attorney (Ziv) ...80

AUGUST PATINGS

### Fairbanks in N. Y. To Conclude Deals

NEW YORK -- Douglas Fair- | and the Pirates," with 39 new banks Jr. is spending his vacation episodes. here concluding deals on the following properties:

(1) "Bulldog Drummond," half- release. hour mystery series co-produced announced soon.

with Sol Lesser, going into production January 1. Series based will return to London in Decemon property owned by his father, ber. There are four other projects Dougla. Fairbanks Sr.

of which is being screened for

(4) Historical anthology series, untitled, consisting of one-hour semi-documentaries, probably to filmed by Dougfair Productions in be filmed in color.

(6) A possible revival of "Terry activity.

(Schubert) ......23

(7) Three feature films, to be premiered on TV before theater

Fairbanks is rejecting all offers with Don Sharpe, sale to be to act, live and film, preferring to concentrate on his dual chores of (2) "The Gaucho," co-produced artistic director and business manager of Dougfair Productions. He for TV on his New York agenda, (3) "Arabian Nights," the pilot | but none of them is a further series of films for "Douglas Fairbanks Presents," formerly "Rheingold Theater," as rumored.

All the above shows will be and around London where, ac-(5) "Tramp Steamer," an ad- cording to Fairbanks, the countryside is swarming with TV film

Copyrighted material

### Gannaway Sets Production on 4 New Series

HOLLYWOOD-Al Gannaway Production has begun shooting and film editing on four new programs, following the company's completion of 95 "Country Shows" and two features last month.

Production has already started on two of the programs, "Western Musketeers" and "The Faron Young Show." Of the latter, three half-hours have been shot. In the case of "Musketeers," the exteriors of the pilot have been lensed, with interiors to be done during the next couple of weeks.

"Musketeers" is unusual in that it's being tailor-made for a client. It stars Carl Smith, Webb Pierce and Marty Robbins, and the plan is to have each of these three travel around the country with his own unit as continuous promotion for the program once it gets on the air.

Of the other two, "Medal of Honor" will dramatize lives of American heroes. Work has been going on for the past several months to cull film from the Signal Corps archives, with Samuel Roecca supervising. Footage will be used for battle scenes.

"Battle of the Century" will also utilize Army film in dramatizing great American battles that have been fought

Robert Harris and Hal Levy are presently working on the music for the Faron Young show, with Ranny Idriss conducting.

### 6 Buy WATV 'All-Star' Pix

NEW YORK-WATV has now sold six sponsors on its "Famous All-Star Movie," 16-repeat program of 20th Century-Fox features. The latest buyer is American Tobacco for the new Hit Parade cigarettes, to begin next week. Earlier, the station picked up Quaker Oats.

On the second week of the show, when it played "The House on 92d Street," the 14 evening performances drew a total Pulse of

WATV is now reported to be on the lookout for more top grade feature films.

### **Prockter Plans CBS** Series on N. Y. Police

NEW YORK-Bernie Prockter will produce for CBS-TV a film series dealing with the New York City police force. Tentative title is "New York's Finest." Prockter's last film series was "Treasury Men in Action." "Big Story," which he created, is still on NBC-TV.

Flying A to Film 'Ryder' HOLLYWOOD--"Red Ryder," new teleseries being produced by Flying A Productions in conjunction with CBS film, will go before the cameras next month. Jim Bannon will star. Lou Gray produces.



### Screen Gems Gets Goetz

HOLLYWOOD -- William Goetz, independent producer of many successful motion pictures, will enter the TV field with a new hour color series, "The Book of Books." The series will depict epic themes of the Bible and its related literature, and will be produced by Coetz in association with Screen Gems, TV subsidiary of Columbia Pictures.

This is the first of the new independent series to be produced under the \$2,500,000 fund set aside by Screen Gems for such properties. Coetz, beside the Screen Gems tie, will continue independent motion picture produc-

### SPURT IN SYNDICATION

### Net Reissues, Regional Deal, 3 Local Series Boost Mart

a first-run property and another and "Sailor of Fortune." three shows were put on local level sales.

house" from Hal Roach Studios. its own half-hour production. On network last season for East-

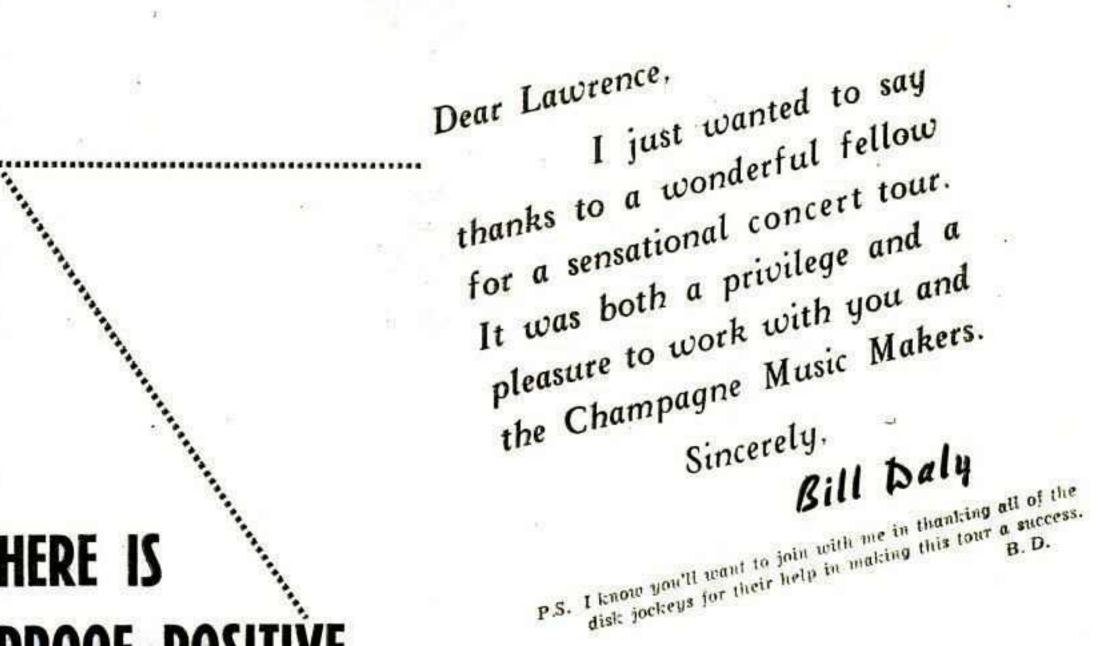
"Playhouse" is the third series MCA's syndication catalog. RKO has acquired in the past six "Crusader." RKO Television has build-up in half-hour distribution

tions to be released thru Columbia. I man Kodak, it is said to be one of on "Crusader" even while offering

NEW YORK-The supply of the most expensive half-hour an- it regionally. The show, which new shows in syndication took an thologies produced. There are 35 stars Brian Keith, is still on CBSunusual spurt last week when two films in the series. It is not known TV for Camels and Colgatebig network reissues came into the yet when RKO will actually start Palmolive. On network it scored a hands of distributors, an important its sales drive on the show, since 12-month average Nielsen of 22.1. regional deal was reported close on it has yet to start moving "Aggie" There are 52 films in the series. "Crusader" is the 27th show in

A show that may be in first-run The two new reissues are weeks, the fifth in the past six syndication full swing soon is "The "Screen Director's Playhouse" and months. This is in line with its Web," co-produced by Screen Cems and Goodson-Todman. SC acquired the rerun rights of "Play- in anticipation of its getting into was reported close to a big regional on the show, which was MCA-TV will take local deals on CBS-TV in a live version a

(Continued on page 14)



### HERE IS 49.0. The first week's "How Green Was My Valley" drew 49.8. PROOF POSITIVE

### THAT LAWRENCE WELK HAS AMERICA'S HOTTEST BAND!



Cincinnati	Admissions	\$45,942.00
Milwaukee	Admissions	42,741.00
Des Moines	Admissions	41,713.00
St. Paul	Admissions	41,640.00
Kansas City	Admissions	40,942.00
Memphis 9,612	Admissions	38,538.00
Cleveland 9,062	Admissions	36,445.00
Cedar Rapids 7,681	Admissions	30,194.00
Omaha 7,452	Admissions	26,432.00
90,801	Admissions	\$344,587.00
		CONTROL OF COMPANY

Personal Management Gabbe, Lutz and Heller Hollywood \* New York

Entire Tour Under Direction of

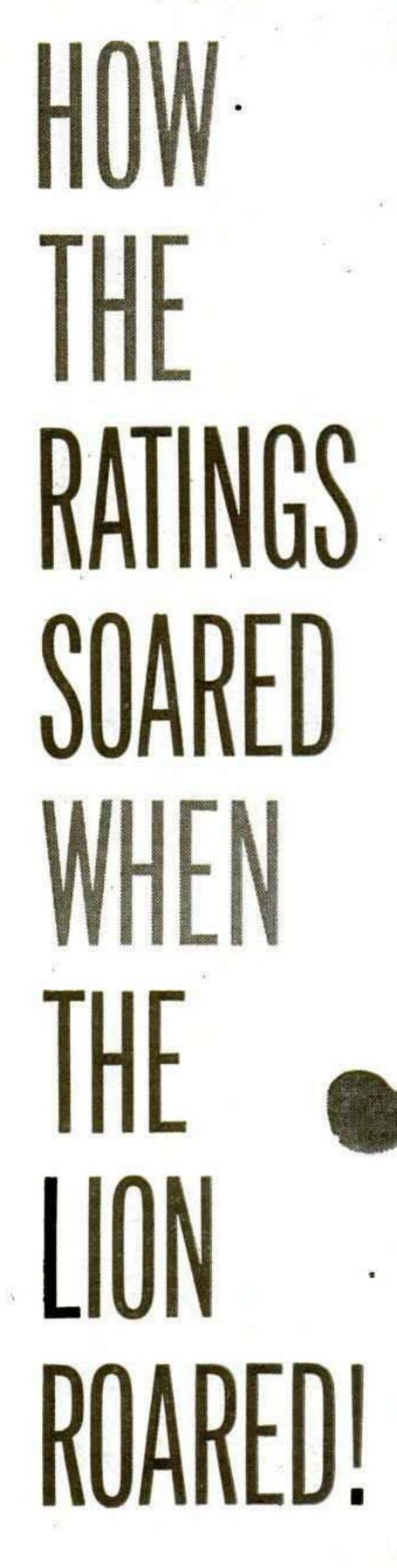
BILL DALY & ASSOC. 2000 NO. LAS PALMAS AVE.

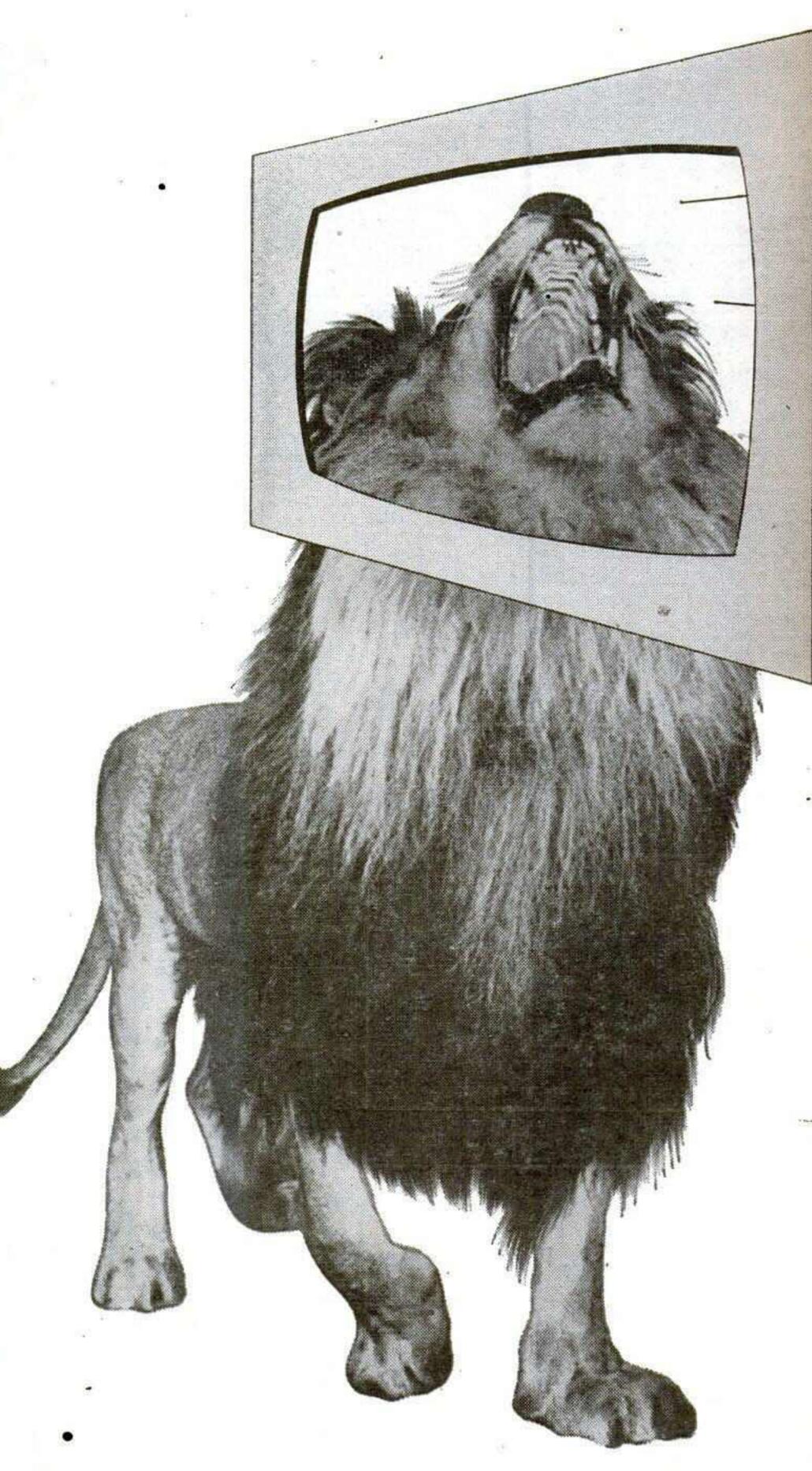
HOllywood 4-5763 HOLLYWOOD 28, CALIF.

PROMOTION

ARTIST MANAGEMENT

Total Gross





# MGM-TV PREMIERE MGM-TV PREMIERE ON KTTV, LOS ANGELES, BOOSTS STATION AUDIENCE 600% WITH AN AVERAGE RATING OF 30.8 FOR A 53.8 SHARE OF THE AUDIENCE!

MGM-TV is on the air—and the rating revolution is here!

It began on October 12th when KTTV in Los Angeles presented their first M-G-M production. Overnight, the program viewing habits of an entire community were changed—the established ratings of every other station in the area (including networks) were toppled. These are the verified survey results:

- -30.8 A.R.B. Rating
- -53.8 percent of the viewing audience
- -more than all other L.A. stations combined
- -twice the total of all three network stations
- -OVER TWO MILLION VIEWERS\*

This astounding accomplishment (the result of the programming of a single M-G-M feature) will soon be repeated throughout the nation on every station programming the M-G-M library.

If you have not yet inquired about obtaining the M-G-M library for your station, now is the time to do so.



For further information

—write, wire or phone
Charles C. Barry, Vice-president,
1540 Broadway, New York, N.Y., JUdson 2-2000

\*THE HOLLYWOOD REPORTER reports:

"Greatest majority ever scored in our polls by one show over its competition. If this same result had been scored on a national basis, the KTTV movie would have outrated "The \$64,000 question"."

Type

Commerciale

### Prudent Pic Pacing

TV FILM PROGRAMMING

The earliest airings of the new group of feature films have lived up to expectations. They have doubled and sometimes tripled the ratings of their time periods. In those places where they have invaded prime time, they have manfully stood up to every kind of programming competition.

The experiences of the leading feature film stations over the past three months constitute almost conclusive proof that the fine motion pictures produced by Hollywood in the past 20 years, if given a fair promotional shake, are today the surest, the solidest audience attraction that any TV station can program.

Midst all this elation, two words of warning should be heard: Pace yourselves.

We don't like to throw cold water into the hot face of success. But this sober reflection is better made too early than too late.

You cannot keep the audience coming back unfailingly night after night, week after week. The human spirit needs surcease, even from the best entertainment. More practically, viewers have other things they must occasionally do, including getting a decent night's sleep. If you keep punching in your best product, you will surely lose many viewers who were dying to see the picture but just couldn't make it the night it was booked on your station.

Research indicates that the feature film audience is not essentially a habit audience, it is a special attraction audience. It is not tuning into your theater for itself. It is tuning in the particular pictures you put on that theater. Your recent success in booking top pictures with strong promotion in the same old time slots is further evidence of this.

Stations with a backlog of 200 or 300 top pictures will no doubt find restraint difficult. But remember, for every top picture you have under contract, you also have five that are not so good but for which you are also paying good money.

Those 300 top pictures will have to carry you a long time. The industry's backlog of feature films is indeed huge, but nevertheless, limited. Educated estimates place the potential of top movie programming at between three and seven years.

In the light of these considerations we would recommend that more stations consider the use of some kind of repeat pattern, so that the viewer who misses that great picture on Monday can still catch it on Tuesday. Tho this may reduce the rating of the individual airing, a number of stations using such schemes have managed to bring in cumulatives far beyond the rating they could hope to get on a one-shot.

You are selling proved product. There are of necessity many more persons in your community that want to consume wares than can possibly get at them at the moment you happen to put them on your schedule. Pace your product properly and you'll be giving them and yourselves a better break.



### CBS Syndicat'g 'Whirleybirds'

HOLLYWOOD—CBS Film Division has placed "Whirleybirds," Desilu-produced property, on the syndicated market, and is offering the show on a new sales pattern.

Perhaps even more significantly, it's the first time that CBS Film has offered a first-run series for syndication. Previously, the syndication arm was limited to network reruns.

The program will be offered to advertisers on a Statewide basis, and will not be sold in individual markets for the time being. It's expected to be available January 1.

The apparent aim of CBS Film in selling by States (this, of course, does not preclude regionals) is to keep from having to go into the smaller markets, where sales costs skyrocket, and to assure a substantial station line-up prior to the show's air date.

In addition, there will be a strong promotional tie-up, with Bell Aircraft providing helicopters for sponsors that want to use them for

plugging the series.

"Whirleybirds" (three are in the can) was originally filmed for national airing this fall, but the program never got off the ground due to the shortage of time on the webs. It'll be the second show Desilu has ever produced for syndication, both within the past three months, the success of "Sheriff of Cochise," sold in a 100-plus markets before it even went into production apparently triggering the decision.

NEW YORK—Screencraft Pictures, Inc., is the distributor of "Judge Roy Bean" and not Interstate Television, as erroneously reported in The Billboard last week.

### A CARTOON DELIGHT!

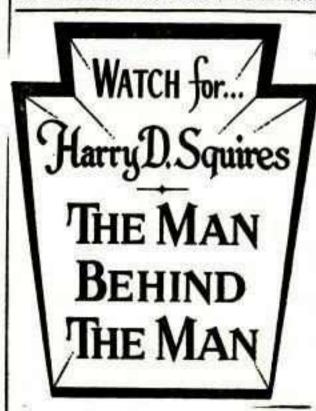
c-o-l-o-r SPECTACULAR!

### "JOHNNY THE GIANT KILLER"

Technicolor Feature Cartoon already bought by 18 important TV stations from coast to coast.

Contact ATLANTIC TELEVISION CORP.

130 West 46 Street New York 36, N. Y. JUdson 2-1287





### • TV Commercials in Production

A Guide to TV Spot & Program Plans
Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month with all industries covered over the course of a month's issues The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

Sponsor, Product & Agency (Show, if any) FOOD AND BEVERAGES	No. (Seconds)	(C-Color) Producer
Food Ingredients		
Pillsbury, Leo Burnett		NAUniversal
Brown & Co. (Kit Carson Show) National Biscuit Co., Sugar, Honey,	55 CHEMICHENE	LA Sound Masters
Grahams, McCann-Erickson Corn Products Refinery, Institutional,	START BESTON	LA Bill Sturm
C. L. Miller (Press Conference) Wilson & Co., Bake-Rite Shortening,		LAFred A. Niles
Best Foods, Nucoa, Dancer, Fitz-	W W X	LA, FA Fred A. Niles
E. F. Drew & Co., Tri-Nut Margarine, Donahue & Coe		NACraven
Donande & Coc		SE, M, NATransfilm
Lever Bros., Imperial Margarine,	1 (10)	1DTransfilm
Foote, Cone & Belding Dow Chemical Co., Anti-Freeze, Mac-	1 (60), 1 (20)	LATransfilm
Manus, John & Adams	1 (15)	SA, SETransfilm
· 프로	. ()	SA, SE Hansinm
Canned and Packaged Foods		
Campbell Soup, BBD&O		NA
Kellogg, Leo Burnett		NAUniversal
Quaker Oats Co., Ken-L Ration,		
Campbell Soup Co., V-8, Needham,		SALilly & Patin
Louis & Brorby (Lassie) Campbell Soup Co., Pork & Beans,	CHOTOME EXPERIMENTAGE	FA Television Graphics
Needham, Louis & Brorby		SA Chicago Film
V. C. Nardham, Lauta & Bardan		SAPlayhouse
V-8. Needham, Louis & Brorby The Nestle Co., Quick Bars, Fudge, McCann-Erickson (Lone Ranger,		FAAnimation
Gale Storm Show) General Mills, Wheaties, Knox-Reeves	SHADRIA AVARAMENTALISE	LA Sound Masters
(Mickey Mouse Club)	4 (120), 4 (60)	FANA
O. A. Cooper Co., Feeds, Allen &	4 (30), 4 (30)	ra
National Biscuit Co., Wheat Honeys,	1 (08)	IDKeith Film
Rice Honeys, Kenyon & Eckhardt (Adventures of Rin-Tin-Tin)  Skinner Manufacturing Co., Macaroni	1 (60)	LA, FABill Sturm
Products, Bozell & Jacobs	1 (10)	LA, ID
Raisin Bran, Bozell & Jacobs	1 (60)	LAChristensen-Kennedy
WARRANT CONTRACTOR OF BEST AND	1 (10)	LA, ID
NEWSCHOOL OF THE PROPERTY OF T	19	Christensen-Kennedy
Quaker Oats Co., Ken-L Ration, Needham, Louis & Brorby	1 (60) 2 (30)	FARay Patin
Contadena Tomato Paste, Tomato Paste, Brisacher, Wheeler & Staff	E CHRENE WENT	LARay Patin
General Mills, Cheerios, Dancer, Fitz- gerald, Sample (Wyatt Earp)		
Chunky Chocolate Corp., Chunky Chocolate, Gray Advertising (Foreign		
Legionnaire)		LATransfilm
North Carolina Food Dealers' Assn.,		LA, SA, MTransfilm
Food, Walter J. Klein (Frankie Laine) Moores Manufacturing Co., Foods,	HATFURNO CHURCH CHURCH	SA (c) Walter J. Klein
Sevarese & Cochrane, Superfine	MOTOR HOWER PRODUCT	SE (c) Walter J. Klein
Sam McDaniel & Sons, Bunker Hill	Western Strategy and Strategy a	LA (c) Walter J. Klein
Canned Beef, Walter J. Klein Frozen Foods	3 (60)	LA Walter J. Klein
Gold King Co., Frozen Shrimp,	10	
	1 (20), 1 (60)	LAAnimated

### COMMERCIAL CUES

INNOVATIONS AND DEPARTURES

George Reeves, known to TV as Superman, is also a producer and star-host of Candid Reporter Productions. He'll do 30, 60 and 90-second commercials which will interview guest personalities in conjunction with use and enjoyment of products. Reeves will act as a reporter in these blurbs. . . . Filmack Studios has a new idea in ID's. It's the animation of call-letters for the stations to replace static slides. . . . Shamus Culhane Productions also is offering a first with a six-minute animated sequence on "Around the World in 80 Days," the first such in the Todd-AO process.

MONITORS FOR BLURBS

Harry Fuchs has formed Radio and TV Monitors, a personalized police protection service for advertisers. His company will watch commercials to see that a sponsor's blurb is being presented according to specifications. All reported omissions or inaccuracies will permit the advertisers to demand either substantial refunds or "make-good time."

The Screen Cartoonists Guild has assigned a couple of committees for its upcoming "Animation One" festival. The steering committee consists of Wardell Gaynor, Hal Street, Howard Beckerman, Jack Zander, Ed Gershman, Don McCormick, Ed Smith, Burt Freud, Abe Bennett and Pepe Ruiz. The design committee has Ray Favata, Paul Kim and Earl Murphy. . . . Hired recently are Arthur Holch to Arthur Lodge Productions, Leslie Goldman to George Blake Enterprises, Robert Rose to Robert Lawrence Productions, Ltd., William C. Christy to Product Services, Inc., and Lewis Mansfield to Consolidated Film Industries. . . . Promoted were Stan M. Cole at Mel Gold Productions and Max Herschmann at Filmack Studios. . . . Mort Schwartz and Len Luskin have formed the Schwartz-Luskin talent agency in New York to stress TV commercial activity.

PROGRAMMING

the key to successful TV advertising

THE BILLBOARD

the key to successful programming

### The "blue chips" are buying FRONTIER

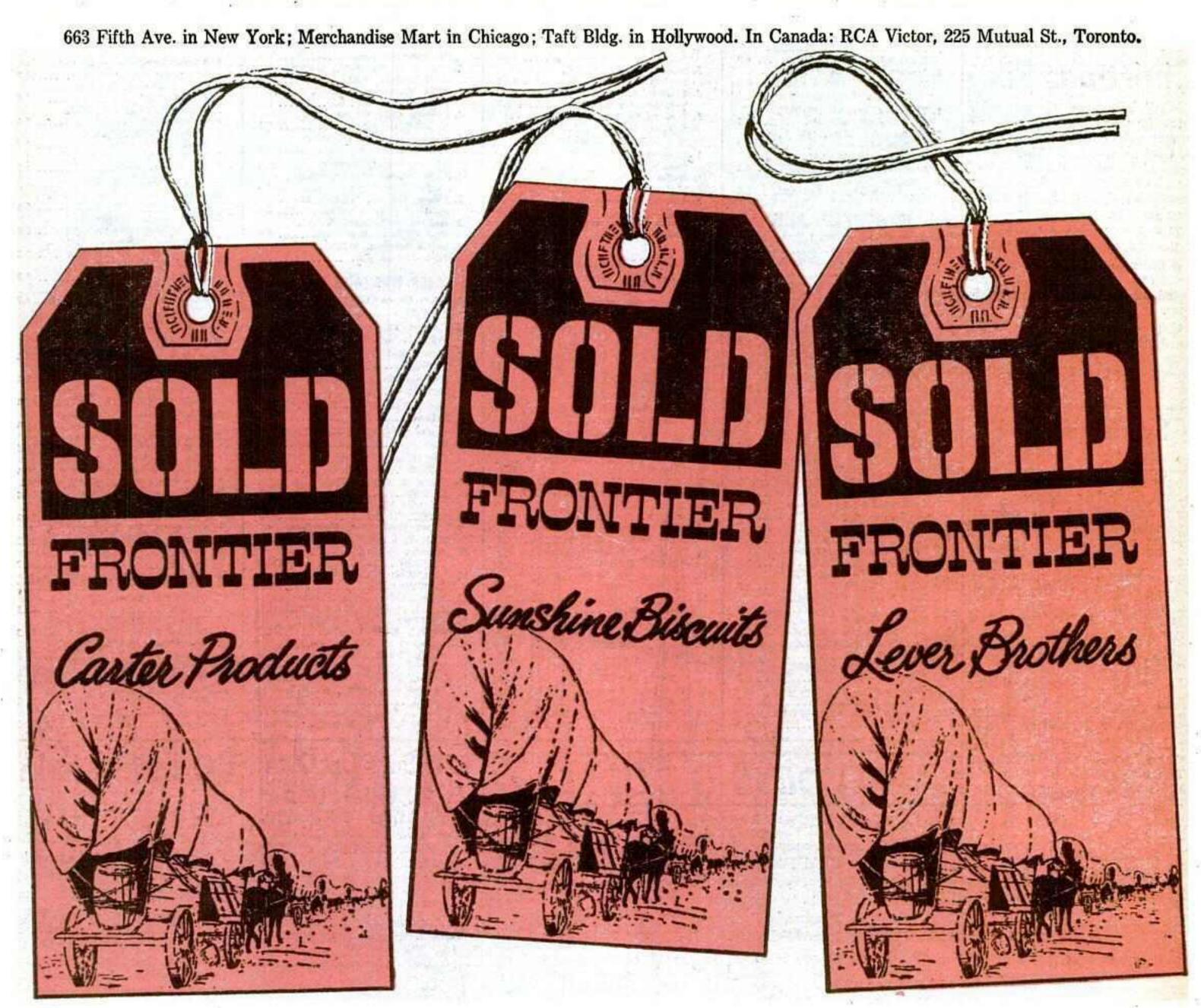
Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a 22.9\* on network television with a neatly balanced audience of 1.01 men,

.98 women, and 1.04 children — 36% higher than the day-night average for all programs!\*\* Take your cue from the nation's leading advertisers—inquire now about FRONTIER's 30 award-winning half-hour film programs for your market.

\*Nielsen Television Index, Oct. '55 - Apr. '56 \*\*ARB Viewers per set

NBC Television
Films
Programs for
All Stations All Sponsors

DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.



### **WOR Buys SG** Mystery Pkg.

TV PROGRAM RATINGS

NEW YORK - Screen Gems made its first sale of its new "Hollywood Mystery Parade" to local stations thruout the country last week.

"Parade" is a package of 52 mys-tery feature films and includes such series as "Boston Blackie," starring Chester Morris; "Bulldog Drummond"; "Crime Doctor," starring Warner Baxter; "Ellery Queen," starring William Gargan and Ralph Bellamy; "The Lone Wolf," starring Melvyn Douglas, and "The Whistler."

Other stars to be seen in "Parade" are Rita Hayworth, Evelyn Keyes, Larry Parks, Otto Kruger, Ida Lupino, Sidney Blackmer, Ellen Drew, Anita Louise, Nina Foch, Marguerite Chapman, Steve Cochran, Allyn Joslyn and Bela Lugosi.

The release was made at this time as a result of a survey taken by Screen Gems which indicated a demand for mystery fare. The features are expected to be shown on WOR's "Hour of Danger," across the board at 9 and at 11:30 p.m.

### Governor Has **New Puppet** Christmas Pix

NEW YORK -- Governor TV Attractions has put a new kiddie puppet series on the market in time for Christmas. Titled "The Damon Reynard Theater of Fairy Tales," the show consists of three-minute comedy cliff-hangers narrated by a fox character.

The show is owned by the Ver Hallen Publishing Company, which also owns the General Film Laboratories. Ver Hallen has completed 10 episodes of "Damon" in

Governor has also taken over distribution of Ver Hallen's "Cinnamon Bear," a quarter-hour color puppet series that has been on the market for some time.

### Syndication

Continued from page 9

couple of years ago for Kents. Should the sale come thru, "The Web" can be expected to be up for local sales very shortly.

Guild Films last week officially put "Kingdom of the Sea" on the local market. This is the 20th show in Guild's recently snowballing catalog. A dramatic documentary in color, "Kingdom" is about underwater flora and fauna. It stars Col. John Craig and is hosted by Bob Stevenson.

"Kingdom" is produced by Marty Ross' Emperor Productions, which has had it on KCOP-TV, Los Angeles, for some time, sponsored by Ralston-Purina. Guild last week made a sale here to WPIX.

### Two Regionals

Two shows that MCA-TV has held on the regional level the past few months, it is now starting to pitch to local sponsors and stations. These are the first-run "State Trooper" and the reissue "If You Had a Million." On the regional level "Trooper" has been sold in about 95 markets already, the buyers being Kroger Stores, Falstaff Beer and Schmidt's Beer.

"Screen Directors" brings to 11 the Medical Society, has commended number of network reissues put NBC-TV's "Noah's Ark" series for special sales assignment in the into syndication this season. The bringing "to the people the many Midwest.... Ben Feiner Jr., proentry of "Kingdom" and "Web" heretofore unobserved services the ducer, will work on "Double would raise to 18 the number of veterinarians render their com- Edge" for the "20th Century-Fox well, Ltd.... Jules Weill has left first-run shows, large and small, munities."... Stan M. Cole, direction directions. James A. Cowan, film for an extended tour of European

### PULSE LOCAL RATINGS FOR SEPTEMBER

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

### BALTIMORE

3 TV STATIONS-406,800 TV HOMES Population—1,481,600 (12th in U. S.) Buying Income—\$2,360,849,000 (13th)

Retail Sales—\$1,662,028,000 (12th) Food Sales—\$386,142,000 (12th) Drug Sales—\$66,537,000 (12th) Automotive-\$254,051,000 (16th) Above figures include following counties:
Anne Arundel, Baltimore City and
Baltimore Cos., Md.

### TOP NETWORK SHOWS

	IOI HEINOMI SHOW
1.	Ed Sullivan, WMAR, Su46.3
2.	\$64,000 Question, WMAR, T 36.0
3.	Godfrey's Talent Scouts,
370	WMAR, M32.5
4.	\$64.000 Challenge, WMAR, Su30.2
5.	Alfred Hitchcock, WMAR, Su29.5
6.	Climax, WMAR, Th26.6
7.	Burns and Allen, WMAR, M 26.0
7.	G. E. Theater, WMAR, Su26.0
7.	Lawrence Welk, WAAM, S26.0
10.	Jackie Gleason, WMAR, S25.5

### TAN MILLI WEEKLY CHAWS

	ION MORIT-MEEVET JUOMS
1.	Mickey Mouse Club, WAAM,
-570	MF13.3
2.	Search for Tomorrow, WMAR,
	MF12.0
3.	Guiding Light, WMAR, MF11.9
4.	Love of Life, WMAR, MF 11.2
5.	Valiant Lady, WMAR, MF11.0
6.	Little Rascals, WBAL, MF 9.8
7.	Arthur Godfrey, WMAR,
	MTh 9.7
8.	Strike It Rich, WMAR, MF 9.6
9.	Range Rider, WMAR, TF 9.5
10.	Captain Kangaroo, WMAR,
	MF 8.4

### TOP FEATURE FILMS

	Once Weakly	
1.	Ford Film Playhouse, WAAM,	
	F10:30-12:00 midnight	9.1
2.	Million \$ Movie, WBAL,	
	Su11:15-12:00 midnight	7.2
3.	Park Circle Theater, WAAM,	-00
	W11:00-12:00 midnight	6.5
4.	Masterpiece Triple Feature,	200
	WAAM, Su12:30-3:30 p.m	6.5
	Multi-Weekly	
1.	Theater of the Air, WMAR,	
	S11:00-12:00 mldnlght	9.7
2.	Wastern Advanture WDAT &	
	Su2:00-3:00 p.m	5.5
3.	rizynouse 13, WAAM, MF.,	
	Su12:30-3:00 p.m	4.2
4.	Nocturne Movies, WAAM,	
	M. Th. Su-11:00-12:00 mid	3.9

-	M., Th., Su11:00-12:00 mid	3.9
	TOP SYNDICATED FILMS	
1.	Annie Oakley (CBS), WBAL, S5:30	
2.	Waterfront (MCA), WMAR,	
3.	Th10:30	11.7
	WBAL, F7:00	10.5
4.	Little Rascals (Interstate), WBAL, MF6:00	
5.	San Francisco Beat (CBS).	
200	WMAR, S7:00	9.5
5.	Range Rider (CBS), WMAR, TF6:00	••
7.	Gene Autry (CBS), WMAR,	,
	M6:00	9.2
8.	Hopalong Cassidy (NBC), WBAL, S4:30	9.0
	Cisco Kid (Ziv), WBAL, T7:00.	8.5
10.	I Led Three Lives (Ziv),	
10.	WBAL, M7:00 Crunch and Des (NBC),	0.2
	WBAL, W10:30	8.2
12.	Science Fiction Theater (Ziv), WBAL, Su10:30	
13.	Celebrity Playhouse (Screen	
	Gems), WBAL, T10:30	7.5
13.	Soldiers of Fortune (MCA), WBAL, Th7:00	7.5
15.	Superman (Flamingo), WBAL, W7:00	•
16	W7:00	7.4
10.	WBAL, S6:30	7.2
17.	Little Rascals (Interstate),	
18.	WBAL, S1:00	6.9
	WAAM. S7:00	6.5
19.	Laurel and Hardy (Governor), WBAL, S3:00	62
19.	Great Gildersleeve (NBC).	
	WTD 4.7 C. C. CO.	

### BOSTON

4 TV STATIONS-870,100 TV HOMES Population—2,991,300 (6th in U. S.) Buying Income—\$5,472,790,000 (7th) Retail Sales—\$3,782,581,000 (6th) Food Sales—\$927,203,000 (6th) Drug Sales—\$114,673,000 (6th) Automotive-\$596,532,000 (6th) Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk Cos., Mass.

### TOP NETWORK SHOWS

1.	Ed Sullivan, WNAC, Su50.2
	Jane Wyman, WBZ, T35.9
	\$64,000 Question, WNAC, T 35.0
	Burns and Allen, WNAC, M 32.7
4.	G. E. Theater, WNAC, Su 32.7
6.	R. Montgomery, WBZ, M30.8
7.	Godfrey's Talent Scouts,
	WNAC, M29.9
8.	Jackie Gleason, WNAC, S29.7
9.	Star Stage, WBZ, F29.0
10.	Climax, WNAC, Th28.7

	TOP MULTI-WEEKLY SHOWS
1.	Mickey Mouse Club, WNAC,
	MF15.0
2.	11th Hour News, Misc., WBZ,
	MF13.1
3.	News, Weather (7 p.m.),
	WNAC, MF12.5
4.	News Caravan, WBZ, MF11.1
4.	Newsteller (7:15 p.m.), WBZ,
	MF11.1
6.	Patti Page, Misc., WNAC, M.,
	F10.5
7.	Eddie Fisher, WBZ, W., F10.4
8.	Capt. Kangaroo, WNAC, MF 9.9
9.	Queen for a Day, WBZ, MF 9.6
0,	Guiding Light, WNAC, MF 9.4
0.	Jungle Drums, WBZ, M., T 9.4

TOP FEATURE FILMS
Once Weekly
1. Pleasure Playhouse, WBZ,
Su5:30-7:00 p.m
2. Cott First-Run Movies,
811:00-12:00 midnight11
3. Sunday Show, WNAC,
Su5:30-6:30 p.m10
4. Children's Theater, WNAC,
57:30-9:30 n.m 9 5. Western Playhouse, WNAC,
S1:30-2:30 p.m 8
Multi-Weekly
1. Channel 7 Theater, WNAC, 8.,
Su-2:30-4:30 p.m 8
1. Hollywood Playhouse, WBZ,
MF1:00-2:30 p.m 8
3. Morning Startime, WNAC, MF9:00-18:00 s.m
그렇게 다른 아이들이 아니라 아이들이 되었다. 그 아이들이 아이들이 아이들이 아이들이 아니다.
4. Action Movies, WBZ, T F4:45-6:00 p.m
F4:45-6:00 p.m 7
TOD COMPLEATED FILMS

	Su2:30-4:30 p.m 8.5
1.	Wallsmand Dischause WB7
	MF1:00-2:30 p.m 8.5
3.	Morning Startime, WNAC,
	Morning Startime, WNAC, MF9:00-10:00 a.m 8.0
4.	Action Movies, WBZ, I
	F4:45-6:00 p.m 7.2
	TOP SYNDICATED FILMS
•	I Led Three Lives (Ziv), WNAC, T8:3028.4
research?	
•	Man Called X (Ziv), WBZ, M10:30
ewi	
3.	Superman (Flamingo), WNAC,
- 46	F6:30
4.	†Death Valley Days (Pacific
	Borax), WNAC, F10:3019.4
5.	Man Behind the Badge (MCA),
	WNAC, Su10:3018.2
6.	Big Playback (Screen Gems),
	WBZ, F10:4516.3
	Mr. District Attorney (Ziv),
0.550	WNAC, T10:3016.2
8.	Studio 57 (MCA), WBZ,
Ining	T10:3016.0
9.	Waterfront (MCA), WNAC,
	Su7:0014.9
10.	Badge 714 (NBC), WNAC,
	W6:3014.4
10.	Steve Donovan, Western Mar-
	shal (NBC), WNAC, W7:3014.4
10.	Dr. Fu Manchu (Hollywood), WNAC, Th8:0014.4
	WATER AH. 0.00

### CINCINNATI

3 TV STATIONS—305,500 TV HOMES Population—997,000 (16th in U. S.) Buying Income—\$1,846,653,000 (18th) Retail Sales—\$1,237,083,000 (18th) Food Sales—\$288,030,000 (16th) Drug Sales—\$39,028,000 (20th) Automotive—\$233,243,000 (18th)
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton,

### TOP NETWORK SHOWS

1. Ed Sullivan, WKRC, Su	36
2. Lawrence Welk, WCPO, S	
3. What's My Line? WKRC, Su:	
4. R. Montgomery, WLW-T, M:	
5. \$64,000 Challenge, WKRC, Su:	
6. Lux Video Theater, WLW-T,	
Th	24
7. Godfrey's Talent Scouts,	
WKRC, M	24
8. I've Got a Secret, WKRC, W	
9. 20th Century-Fox, WKRC, W	
10. Best of Groucho, WLW-T,	
Th	22
TOP MULTI-WEEKLY SHOWS	

	TOP MULTI-WEEKLY SHOWS
1.	50-50 Club, WLW-T, MF 13.5
	Three City Final (11 p.m.),
	WLW-T, M., WF12.8
3.	Mickey Mouse Club, WCPO,
	MF11.5
4.	News, Weather (11 p.m.),
	WKRC, MF11.2
5.	Pantomime Hit Parade,
	WCPO, MF \$.1
6.	CBS News, WKRC, MF 7.9
6.	Our Gang Comedy, WCPO,
	MF 7.9
	News Caravan, WLW-T, MF 7.7
	Love of Life, WKRC, MF 7.3
10.	Sohio, Weather (7 p.m.),
	WLW-T, MF 7.2

### TOP FEATURE FILMS Once Weekly

Once weekly	
1. Movies at 8, WCPO,	
M8:00-9:00 p.m10.	9
2. Movies of the Week, WCPO,	
S11:00-12:00 mldnight10.	6
3. Film Playhouse, WKRC,	
S3:30-5:00 p.m 5.	8
4. Curtain Call, WCPO,	
S4:00-5:30 p.m 5.	6
5. Sunday Matinee, WLW-T,	
Su1:00-2:00 p.m 4.	3
Multi-Weekly	
1. Ladies Home Theater, WKRC,	
MF4:30-6:15 p.m 6.	6
2. Home Theater, WKRC, M.F.,	
Su11:15-12:00 midnight 6.	5
3. Hollywood Theater, WCPO,	
MF11:00-12:00 midnight 5.	0
4. Movie Matinee, WCPO.	

### TOP SYNDICATED FILMS

1. Ellery Queen (TPA), WKRC,

M.-F.-12:00-1 p.m. ..... 2.6

M.-10:00 ......24.7

2.	Famous Playhouse (MCA), WLW-T, M9:3019.4
3.	Man Called X (Ziv), WKRC, W8:00
4.	Highway Patrol (Ziv), WLW-T, Th8:00
5.	The Falcon (NBC), WKRC, 5,-10:0014.9
6.	Studio 57 (MCA), WLW-T, W9:3014.5
7.	City Detective (MCA), WKRC, F10:3013.9
8.	Captured (NBC), WKRC, T10:00
9.	Count of Monte Cristo (TPA), WKRC, Th10:0012.9
9.	I Led Three Lives (Ziv), WLW-T, F8:0012.9
11.	Headline (MCA), WKRC,

### Th.-10:30 ......12.0 12. †Death Valley Days (Pacific Borax), WKRC, T.-10:30.....12.0 14. My Little Margie (Official), WKRC, S.-10:30 ......11.7 15. Stories of the Century (Hollywood), WKRC, T.-9:30.....11.4 16. Your All Star Theater (Screen Gems), WLW-T, W,-7:30.....11.2

12. Lone Wolf (MCA), WKRC,

### 18. Your All Star Theater, (Screen Gems), WKRC, W.-10:30.....10.7

Mdse. Operation

TPA Sets Up Own

17. Annie Oakley (CBS), WLW-T,

T.-6:00 ......10.9

NEW YORK-Television Programs of America has again set up its own merchandising operation. Last week Murray Benson joined TPA as director of that department. For the past year and a half TPA's premiums and licensing were handled by Stone Associates.

Benson worked with Stone and before that with the Kagran Corporation during the hey day of "Howdy Doody" merchandising, at which time Martin Stone headed the firm.

### MINNEAPOLIS-ST. PAUL

4 TV STATIONS-362,300 TV HOMES Population—1,247,600 (13th in U. S.) Buying Income—\$2,361,663,000 (12th) Retail Sales—\$1,657,379,000 (13th) Food Sales—\$337,686,000 (14th) Drug Sales—\$54,010,000 (14th) Automotive-\$290,446,000 (13th) Above figures include following counties: Anoka, Dakota, Hennepin and Ramsey Cos., Minn.

### TOP NETWORK SHOWS

1. Ed Sullivan, WCCO, Su46.2
2. \$64,000 Question, WCCO, T 34.0
3. Robert Montgomery, KSTP,
M30.0
4. Lux Video Theater, KSTP, Th28.6
5. Lawrence Welk, WTCN, S 27.0
6. Phil Silvers, WCCO, T26.0
7. \$64,000 Challenge, WCCO, Su24.7
8. Robert Cummings, WCCO,
Th23.5
9. Best of Groucho, KSTP, Th23.2
9. I've Got a Secret, WCCO, W23.2
the state of the s

	TOP MULTI-WEEKLY SHOWS
1.	Today's Headlines (10 p.m.),
	KSTP, MF
2.	Weather, Sports (10:15 p.m.),
	KSTP, MF
3.	News, Weather (10:30 p.m.),
	WCCO, MF11.6
	Mickey Mouse Club, WTCN,
	MF11.0
5.	C. Adams, Sports (6:00 p.m.),
	WCCO, MF10.2
6.	CBS News, WCCO, MW., F10.1
7.	Guiding Light, WCCO, MF 9.9
8.	Axel and His Dog, WCCO,
	MF 9.7
8.	My Little Margie, KMGM,
15/10/20	MF 9.7
10.	Search for Tomorrow, WCCO,
12460	MF 9.6
	TOP FEATURE FILMS

### Once Weekly

Once weekly
1. Masterpiece Theater, WCCO,
Su10:00-11:45 p.m
2. Rocket Theater, KMGM,
F9:00-10:30 p.m
3. Million 5 Theater, WCCO.
S10:45-12:00 midnight 8.6
4. Action Theater, WTCN,
Su2:30-3:30 p.m 6.4
5. Western Theater, WTCN,
S3:30-4:30 p.m 6.3
<ul> <li>Multi-Weekly</li> </ul>
1. Tower Theater, KMGM, M.,
T., Th9:00-10:15 p.m 8.6
2. Early Movie, WTCN, MTh.,
S., Su10:00-12:00 midnight 8.0
3., 3010:00-12:00 midnight 8.0
3. Hollywood Playhouse, WCCO,
MF11:15-12:00 midnight 5.0
4. Movie Time, KMGM,
MF6:00-7:15 p.m 4.9
5. Nitecap Theater, KMGM,
MW., FSu10:30-12:00 mid 4.7
and the state of t
TOD CONDICATED FILMS

### IUP STRUICATED FILMS

1.	Life of Riley (NBC), KSTP,
	M8:3028.2
2.	Crosscurrent (Official), WCCO,
- 20	Su8:30
3.	Dr. Hudson's Secret Journal
	(MCA), WCCO, Th7:0017.0
4.	I Led Three Lives (Ziv),
	KSTP, W8:3016.0
5.	Celebrity Playhouse (Screen
700	Gems), KSTP, Su8:3015.4
6	Man Behind the Badge (MCA),
-	KSTP, F9:3014.4
6	Stars of the Grand Ole Opry
•	(Flamingo), WCCO, T8:3014.4
	I Search for Adventure (Bag-
•	
	nall), WTCN, M9:3014.3 Science Fiction Theater (Ziv),
,	
	KMGM, T9:3014.2
10.	Highway Patrol (Ziv), WCCO,
	S10:0013.7
11.	Ramar of the Jungle (TPA),
1	WCCO, S5:0012.4
12.	Studio 57 (MCA), KSTP,
	W9:3012.3
12,	Texas Rasslin' (Texas Rasslin',
	Inc.), KMGM, W9:0012.3
14.	International Playhouse (NTA),

### KMGM, M.-8:30 ......12.0 15. Hopalong Cassidy (NBC), WCCO, M.-9:00 .....11.0 17. Annie Oakley (CBS), WCCO, Su.-5:30 .....10.9

40 Markets in 'Rabbit' Buys NEW YORK--The new "Cru-

sader Rabbit" animated series has now been sold in over 40 markets, representing \$800,000 gross business. The property is now owned by Ramlen Associates, headed by Dick Moses, which bought the rights last May from Television Arts Productions, originator of the cartoon character.

Ramlen last week was still sewing down many details of the production and distribution of the new series. Its sales arm brought in all the business by telephone. The sedefinite for debut in syndication tor of the Industrial Films division veteran, has been appointed to the capitals to pick up feature films lies is due to make its air debut in

### REVOLVING DOORS

By CHARLOTTE SUMMERS

WBAL, Su.-7:00 ..... 6.2

S.-3:30 ..... 5.9

S.-10:30 ..... 5.7

21. Gene Autry (CBS), WAAM,

22. Man Called X (Ziv), WBAL,

Al Viola, most recently executive producer at Guild Films, has joined William Tell Productions as associate producer to work on "The Hidden Treasure," show which will preem in mid-February. ... Dr. H. G. Hodges, president The entry of "Crusader" and of the New York State Veterinary

promoted to sales manager.

13. Ramar of the Jungle (TPA),

15. Jungle Jim (Screen Gems),

14. †Sky King (Nabisco), WNAC,

17. Wild Bill Hickok (Flamingo),

19. The Falcon (NBC), WNAC,

WNAC, Th.-6:00 ......14.3

W.-6:00 .....13.9

Su.-5:00 ......13.5

WNAC, M.-11:00 ......12.2

Su.-11:00 .....11.9

Phil Dean Associates has been signed to handle public relations and publicity for Dynamic Films. .. "Here Comes the Showboat," musical film series to be produced by Irving Briskin in association with Screen Gems, will start production in November.... Paul Mowery former TV executive of ABC and CBS and now a consultant, has been inked by M-G-M TV for a of Mel Gold Productions, has been | board of directors of S. W. Cald- for TV distribution. Communications to 1564 Broadway, New York 36, N. Y.

### Good Time Jazz Fair ABERBACHS PAY Trades LP's in L. A

resents one of the most unusual Good Time Jazz and Contempoand drastic steps yet taken by a rary \$4.98 price line of its LP's. record manufacturer to discourage First contract inked, said Koenig, price cutting, indie jazz labels was that of Clyde Wallichs' Music Good Time Jazz and Contempor- City. Koenig pointed out that the ary Records last week successfully contracts have been patterned afnegotiated more than 600 fair ter existing similar agreements by trade agreements with as many Magnavox and Sunbeam, and that dealers in the Los Angeles area.

company, disclosed that individual | California. contracts to dealers have been in the mails with better than a 50 per trade agreements were specifically cent affirmative return thus far. drawn up to protect and hold the Unusual aspect of the agreements \$4.98 price. A contract with one is that a number of known dis- dealer is not binding upon all other

### Bing Crosby On Cap's D. J. Promosh Disk

HOLLYWOOD-Capitol Records offered the nation's disk jockeys some high-powered promotion temporary wax in the event a deallast week, with the release of a er is forced to close his doors specially pressed open end 45 r.p.m. interview record by Bing Crosby.

One side of the disk features a repressing of "True Love" from the M-G-M picture "High Society." Other side has Crosby voicing some sage opinions in re his career, all of which are cued to a three-page script to be read by deejays receiving the package.

Crosby's "True Love" on Capitol was the first single he recorded away from Decca in 20 years. He new novel, "A Certain Smile," is has a non-exclusive pact with Decca, and has recently recorded for Verve Records in addition to Capitol.

### Webb Pierce Inks 5-Year Decca Pact

NASHVILLE -- "Grand Ole Opry" star, Webb Pierce, last week signed a new five-year pact with Decca Records.

Under the new contract, Pierce is guaranteed \$100,000 a year over

the five-year period. Pierce, the leading country artist in the strong Decca c.&w. battery, for years has been one of the top sellers in the field. He is a four-time winner of The Billboard's triple-crown award, an award granted when an artist's record hits the No. 1 slot in the retail, disk jockey and juke box operator charts.

### Coral Pacts 2 Folk Singers

HOLLYWOOD -- Coral Records' repertoire topper, Bob Thiele, added two names to his artist roster here last week, signing folk singers Will Holt and Wayne Shanklin to recording contracts.

Holt recently appeared here in the legit musical, "Joy Ride." An The Justice Department sifting Tho no official disclosure has album cut by Holt for the Les only serves to spotlight a specter ever been made as to the exact Baxter-Mickey Goldsen publishing of legal anxiety presently confront- area of the Justice Department infirm was also purchased by Thiele. ing the disk industry. The relative quiry, Federal Grand Jury sub-Shanklin is an accomplished calm and solemnity currently reign peona's handed down in New York

HOLLYWOOD-In what rep- | the contracts, agreeing to hold the

the plan thus far calls for such Les Koenig, president of the agreements only in the State of

According to Koenig, the fair counters have signed and returned dealers, said Koenig, and, therefore, all dealers in this area were asked to sign the agreement.

In signing the fair trade agree-ment, a dealer agrees not to sell or advertise Good Time Jazz or Contemporary records for less than the established minimum price; agrees not to sell damaged or defective merchandise at a lower price unless offered to the producer first, not to dispose of GTJ on Con-(Continued on page 20)

### Ventura Gets U. S. Rights to

NEW YORK --- Françoise Sagan, young French writer whose currently causing a flurry of excitement in literary circles, has ready under way with several artplaced about 25 or 30 songs with ists of proven major stature in the Ray Ventura's American publish- field. ing firms, Rayven (BMI) and Paris Music (ASCAP).

Duke Niles, who heads up Ventura's publishing interests here, has already discussed with Mlle. Sagan plans for the promotion of the material. Niles says the French cleffer is anxious to retain, in translation, the flavor of the material. Many of the songs, published

(Continued on page 20)

### OFF IN PAINT

NEW YORK--Cleffer Cy Coben demonstrated a song for Gene and Julian Aber-

The brothers were impressed. Coben wanted an advance. "What do you want?" they inquired. Cy pointed to painting on the wall-one of many in the art collection of the Aberbachs. Gene took down the painting, a beautiful work by Jem Paul, French impressionist, and Coben walked out with it.

A new painting is in its place.

Next!

### **New Unique** Set-Up Keys Expansion

Records has been made a division of RKO Teleradio Pictures. With this new status, according to Marty Machat, secretary and counsel for simultaneous release can be thoroly the firm, the label and its publishing affiliate Lamas Music, will operate independently of other divisions of the Teleradio combine.

Machat said that big appropriations will now be applied to build the diskery to major status. The lure for artists will be the combination of big money and film deals, which the company will be in a position to offer in view of the RKO tie. Machat indicated that preliminary negotiations are al-

In line with impending expansion moves, Bill Fontaine has been added to the New York artists and repertoire staff to assist headman, Ioe Leahy. Fontaine will concentrate on negotiations with publishers and writers and will take over the top a.&r. spot on the subsidiary label, Point Records.

(Continued on page 20) Capitol Hotel.

### Victor Singles to Go International

Simultaneous Domestic-Foreign Unveiling Can Up Hit Sales to 5-Million Mark

By BILL SIMON

NEW YORK-The release of single records simultaneously in many countries thruout the world, envisioned more than a year ago by RCA vice presidents Manie Sacks and Al Watters, in an exclusive interview with The Billboard, will become standard procedure for RCA Victor in the near future. The move is expected to raise the potential sale of a hit record eventually to 5,000,000 copies.

In line with the project, Bil Bullock, manager of Victor's single records division, and Joe Carlton, head of popular artists and repertoire, will fly to London November 2. From there they will tour 12 key Continental cities in 34 days.

Victor during the past several years has been building up its NEW YORK -- RKO Unique own distribution in most of the countries of the free world, and now feels that the network has been developed to the point where

effective. World-wide distribution, says Bullock, will be a reality between January and April.

Bullock and Carlton intend to check on the distribution facilities and to scout foreign talent that will fit into this global concept. Carlton indicated that a major phase of the trip would be exploring the possibilities of exploiting Victor disks and artists abroad, for example, via personal appearances. "We hope particularly to hypo the foreign record sales of such artists as Perry Como and Eddie Fisher," he said, and also stated that they would see about early tours for such as Elvis Presley, Jave P. Morgan and the Ames Brothers.

Cities they will visit include London, Amsterdam, Oslo, Stockholm, Copenhagen. Hamburg, Frankfurt, Munich, Zurich, Rome, Madrid and Paris.

Recently Ed Welker, Victor's pop album chief, took off for an indefinite European stay. Ben Sel-(Continued on page 20)

### Local Disk **Dealers Meet** To Organize

NEW YORK-The New York Association of Record Retailers, not retailers on Wednesday (24). Temporary officers elected were Allen Chrystal, all of Manhattan, vicepresidents; Charlie Lichtman, seccretary, and Martin Hirschberg, to be chosen early in 1957. The Vietnam, group hopes in time to embrace all of New York's retailers. Its next week stint at the Bankok Fair, as meeting is scheduled for November On the coast, Hal Gordon has 14 at the Marine Room of the

### U. S. Sponsors Far East Tour For Goodman

NEW YORK -- Benny Goodman, who disbanded his new band during the summer, now plans to active in the past year or two, was reorganize for a six-week tour of re-activated in a meeting of 15 the Far East beginning December 7. The jazz maestro will make the jaunt under the joint auspices of Blankfield, Pelham, N. Y., presi- the U. S. State Department and dent; Sy Bondy, Ed Portnoy, Jack ANTA's International Exchange Program. Coodman will play such places as Thailand, Indonesia, Malaya, the Phillipines, Japan, treasurer. Permanent officers are Korea, Formosa, Hong Kong and

> The tour will open with a twopart of the American exhibit, run by the U. S. Department of Com-

> Prior to his take-off, BG will play a series of break-in dates in the States. His thrush of the Golden Era, Marion Tilton, will make the local gigs, but another chirp is being sought for overseas

### Disk Industry Investigation By Justice Dept. Continues

Tho No Actions Have Been Filed, Study Causes Concern to Trade

By JOEL FRIEDMAN

HOLLYWOOD -- Tho 10 months have now passed without civil or criminal action being filed, the U. S. Department of Justice that further inquiry is being made. the industry as now constituted.

songwriter and was recently set thruout the business, the industry last December led tradesters to be-

caused record company barristers a bit of consternation.

Clarification Needed

Few attorneys are outspoken on probe of the record industry is con- the subject, but nevertheless they tinuing. A spokesman for the Anti- do agree that there is ample room Trust Division of the Justice De- for clarification on a number of partment last week revealed that issues, some of which dovetail with its investigation of the record busi- the Department of Justice inquiry, ness (The Billboard, December 17, and all of which foreshadow pos-1955) has not been shelved and sible changes in the structure of

(Continued on page 20) nonetheless is beset by a number lieve that the government anti-trust

of vexing legal problems that have division was concerned chiefly with price fixing, price cutting, and manufacturer - distributor agreements. All major record companies were at that time subpeonaed and asked to turn over documents, interoffice memoranda and other pertinent information.

Since then, questions have been raised in some quarters as to the legality of other sales and merchandising avenues, specifically policy concerning sales to rack jobbers and quantity discount terms to dealers. In the case of rack jobbing, virtually all of the majors have taken the precaution to write agree-

(Continued on page 20) KFWB, Hollywood.

### Plan Deejay Council for Public Service

NEW YORK-Steps leading to the formation of a National Disk lockey Council for Public Service have been taken here by WMCA jockey, Murray Kaufman. Basic plan involves co-operation by member jockeys in helping teen-agers in constructive projects and in helping communities cut down on juvenile delinquency.

Kaufman said he has enlisted support of Bob Clayton, WHDH, Boston; Howard Miller, WIND, Chicago; Mark Evans, WTOP, Washington; Don McCloud, WJBK, Detroit; Dick Clark, WFIL, ments with rack jobbers appointing Philadelphia; Phil McLean, them as sub-distributors, and sub-WERE, Cleveland, and Al Jarvis,



JUST "CAN'T RUN AWAY FROM IT"-I MEAN THAT SMASH FOLLOW-UP TO "PIC-NIC" — MORRIS STOLOFF'S NEW HITSTRUMENTAL "EXACTLY LIKE YOU"— THEME & COUNTERTHEME—(9-30064) ... AND C&W QUEEN KITTY (WELLS, that IS!) HAS A BIG ONE WITH HER NEW "REPENTING" & "I'M COUNTING ON YOU" (9-30094) SEE YOU ON THE CHARTS! LOVE,

### ALBUMS ON PARADE

MUSIC-RADIO

### Billboard Tab Shows LP **Output Overtaking Singles**

By REN GREVATT

ance of LP merchandise being lent to dollar volume of singles, pumped out by labels-and the but few tradesters would have pre- ticularly, have showed strong gains fact that the album business more dicted, even a year ago, the current in terms of variety of releases. nearly approximates the singles unit volume of albums. field-is graphically spotlighted by a check of the amount of pack- higher than can be expected in any shuffle to expose new performers, aged items flowing to The Bill- average week, yet the unusually new instrumental line-ups and new board offices here for editorial re- high plateau of album release has ideas. view.

is an eye-opener in itself.

(October 1 thru 8), 99 albums were per cent of the level of the singles ket-were spoken-word sets, counreceived for review processing. The average week's receipt of singles, including pop, country and rhythm and blues categories, runs to between 90 and 100 disks. Thus for the first time, one week's worth of packaged material virtually equaled the number of singles received during the same week. For

### Racks Hip to Junk EP Pitch

NEW YORK-Distributors are attempting to dump a lot of EP's commodate" its current meal ticket. head scarfs. Besides a silk-screened charge is "equivalent" to local ballonto the racks at close out prices, It is believed, however, that the but the wise boys are wary of the merchandise. The cost of the \$1.49 merchandise to the racks should be 86 cents, but it is known that a lot is being peddled for as low as 53

Milt Selkowitz, sales manager of special markets for Columbia Records, indicated he was aware that quantities of "junk" merchandise were being dumped-but that merchandise was finding its way to fringe type variety stores rather than to solid rack operations.

Selkowitz pointed out that proven inventory is what sells on the racks, and that owing to the need for such inventory and owing to the lack of space, it was unlikely that dumped merchandise would get into the better outlets.

Pacific Jazz To Re-Issue EP Waxings

HOLLYWOOD - Pacific Jazz Records last week informed its distributors that the firm's previously discontinued EP line will be made available again as a result of dealer demand.

Label President Richard Bock has culled approximately 15 EP's (Continued on page 22)

### Brandon Cuts 1st Brit. R&R

NEW YORK - Johnny Brandon, long a favorite performer on Britain's BBC radio and TV webs and known there as the "King of Zing," has cut the first rock and rol. disk to be recorded in England.

The two tunes, "Do You Love, Love, Love Me" and "Mr. Song- branch and was recently moved ords, King affiliate, has signed bird" are split between Lowell from its previous headquarters in three new talents. These include for an injunction, accounting of (the Chess-Checker pubbery.) (The Music and Mecca Music operated downtown Los Angeles to its pres- Eddie (Piano) Miller, who will do profits, and damages of \$100,000. Billboard, October 20.) The latter jointly here by George Levy and ent site on Telegraph Road. RCA a series of sides aimed specifically Domino asked damages of \$20,000 outfits asked for treble the statu-Wally Moody. The publing execs bought out its previous distributor at the juke box operator segment and Lewis of \$10,000. The suing are working with London Records in Los Angeles, the Leo J. Mey- of the business; the Rockets, a parties also asked for a temporary in the States.

some time, dollar sales volume of NEW YORK-The superabund- packages has been roughly equiva-

continued thru the two weeks fol-

In the diskers' opinions, the market is very wide for all types of packaged disks. Jazz albums, par-Many indie labels are represented Admittedly, the figure of 99 is in what seems to be a constant

In the three-week period under It has been obvious for months lowing that reported above. Dur- study, for example, 54 jazz albums in the trade, and particularly among ing the three-week period, The were received, very close indeed to dealers, that peak amounts of the Billboard received 220 albums of the classical total of 60. The cate-LP product have been available. all categories for review, roughly gory of all others, during the same But just how much material is an average of 73 weekly. This period, came to 106. The great coming on the market at the height compares with approximately 285 majority of this material was of the of the pre-Christmas release period singles booked in during the same vocal, mood or background cateperiod. In other words, album re- gory, but also included-again at-In one week alone, for example leases are continuing at nearly 80 testing to the scope of today's mar-(Continued on page 22)

### Better Meals for Victor's Meal Ticket

the verge of making a new deal last week after Victor had booked with Elvis Presley.

the record company has more than two years (plus option periods) to run, Victor is known to be preparing a paper that may "better acroyalty situation will remain as is.

At the same time, NBC has been dickering with Presley's agent, the William Morris office, and his manager, Col. Tom Parker, for an exclusive deal. The parties are believed to be far apart on price, but as of Friday (26), Parker reportedly was planning to prepare a new offer for NBC.

Among the miscellaneous Presleyana of the week, we find that hi. Victor coupling of "Don't Be Cruel" and "Hound Dog" took a spurt during the week and the increased sales maintained a pace equal to that of his newest disk, 'Love Me Tender." The latter, according to Victor, already has hit 1,800,000. Victor also claimed that "Don't Be Cruel" has sold 2,600,000 disks in the U.S. alone, and that sales abroad, including Canada and England, would take it over the three-million mark. His

### RCA's Folsom **Dedicates Plant**

HOLLYWOOD-Frank M. Folsom, president of the Radio Corporation of America, last week dedicated the firm's new \$1,400,-000 distributing headquarters here at official ceremonies attended by a host of Los Angeles civic leaders.

New installation will house under one roof all RCA products: Records, radio, TV, electronic parts and supplies and white goods. Separate departments have been set up for each division, with the firm's new quarters allowing for additional warehousing, storage and office facilities.

ago.

NEW YORK—RCA Victor is on new album was shipped to distribs advance orders for about 150,000. Altho Presley's current pact with Says Victor: "Now Tokyo and Australia are going Presley crazy."

The Leonet Corporation in New York, was granted an exclusive limade any other kind?).

(Continued on page 20) to the dancing.

"Babes in Toyland," will get new life next year via a topbudget film treatment from Walt Disney. Film is scheduled to go into production early next spring, with the present plan calling for the addition of a number of new songs to the Herbert score.

'TOYLAND' FILM

HOLLYWOOD—The Victor Herbert masterpiece,

SET BY DISNEY

Virtually all of the original music will be retained, with Disneyland Records, subsidiary arm of the studio operation, likely to get soundtrack album rights.

### Cabaret Tax Levy Based On Operat'n

WASHINGTON — In the cabaret tax area Internal Revenue Service ruled last week that even when dining and dancing facilities are separated by a solid wall, and diners have to go out into the street to buy admission tickets to the adjacent ballrooms, the cabaret tax may be incurred It all depends on whether Revenue considers the dine and dance arrangement as "one operation or

Treasury's criteria in these cases will be the amount of admission charged in the ballroom adjacent to, but not seen from, the restaurto, but not seen from, the restaurant. The two will be considered Cap Records separate operations, and no tax will likeness of the Pres, they will carry room admissions. "If no charge, or the titles of his hit disks. (Has he less than a bona fide admission charge is made," diners wanting A Presley letter-writing contest to dance will pay the cabaret tax

### Goody Just Innocent Rizek Buy-Stander

TRENTON, N. J.-Sam Goody, sued to Colonial Electronics, one New York (and Pittsburgh) disk of Rizek's firms, ran as high as mahoff, made another safari out of \$490,000. At the same time, Manhattan last week. This time, Goody stoutly maintained that he made a long-heralded appear- Rizek "never failed to deliver any-New Jersey financial manipulator, checks." James Rizek.

In the day-long session before Referee Charles Weelans, Goody filled in many of the chinks in the story of his dealings in records and audio equipment with the owner of New Brunswick's Jabberwock record store and a number of alleged "paper" corporations.

Following a short period in 1954, when Rizek's Jabberwock store was making small purchases from him, Goody testified that in 1955 the pendulum had swung around to the point where Rizek was the seller. In the months following July of that year, transactions between the two amounted to about \$325,000, most of which was paid via Goody's post-dated checks. It was also brought out that the total of Goody checks is-

### De Luxe Signs 3 New Acts

NEW YORK -- Fred Mendel-Plant here is a company-owned sohn, a.&r. chief for De Luxe Recvocal team.

Records Lacking

(Continued on page 20) year term.

### Big 3 Add Top Cleffer Works To Catalogs

NEW YORK-The Big Three Music Corporation is adding to the Robbins-Feist-Miller catalogs educational and standard compositions by such contemporary composers as Alfred Newman, Miklos Rozsa, Mantovani, Louis Alter, Dimitri Tiomkin and Johnny Green.

Newman's "Hollywood Moods," a symphonic band work, has just been released by the Big 3, which has also packaged that writer's "Serenade to the Stars of Hollywood." Latter, a folio of Newman's film compositions, has been released as an LP by Decca.

The piano composition, "Beauty and Grace," plus an untitled composition for symphonic band, are two of Rozsa's works now being promoted. Mantovani's "Serenata D'Amore" is being processed for publication for piano and for school orchestra.

A new series of compositions by Alter will be printed as individual piano works. Tiomkin will be represented in the Big 3's new publi-cations by major band, orchestral and choral arrangements based on his films scores. "Halloween," by Johnny Green, is also on the list of publications for symphonic orches-

### cense for the sale of Elvis Presley be incurred, if the admission head scarfs. Besides a silk-screened charge is "equivalent" to local ball-William Mikels

HOLLYWOOD-Capitol Recconducted by station WAIT in Chi- on both food and admission ticket ords last week named Tom Morgan, branch sales manager of the firm's Boston branch, to the post of branch sales manager, District 2, with the move effective January 1,

> Morgan, who will headquarter in Cleveland in his new position, replaces Max Callison, named to the newly created position of national sales manager of Capitol Records Distributing Corporation recently.

CRDC Vice-President Mike Maitland also disclosed the promotion of William Mikels, branch sales manager of the firm's St. Louis branch, to district sales manager of ance at the bankruptcy hearings of thing-if not he would return my District 6 with headquarters in Dallas.

On another front conductor Questioning of both Goody and Carmen Dragon last week renewed Rizek at the session, indicated that his contract with Capitol for a five-

### Ist 'Saucer' Suit by Diskeries and Artists

NEW YORK - More artillery was leveled at Luniverse's "Flying tions were "borrowed" by Luni-Saucer" last week. For the first verse include Domino's "Ain't That time, two record companies jumped a Shame," "Poor Me," and "I'm in into the fray. They were Imperial Love Again," all big hits on Imand Chess, and their charge was perial; Chuck Berry's "Maybelline," "unfair competition," revolving a Chess hit, and Smiley Lewis' "I around use of excerpts from several Hear You Knockin'," also a hit on of their recordings in the two Luni- Imperial. Actually these were just verse disks, "Flying Saucer" and Buchanan and Goodman on Trial."

Joining with the diskeries in the action were two artists, Fats Dom- abide by a settlement made with ino and Smiley Lewis, both on Luniverse by publishers' agent Imperial and, incidentally, the first Harry Fox, two weeks ago the recartists to take legal action against any of the various "montage" platters. The record companies moved lishing affiliate) and by Arc Music pending trial.

The performances of which porfive of the 37 excerpts used on the two platters.

While most of the publishers of tunes involved were content to ord company was challenged by Commodore Music (Imperial's pubtory rate per disk for each tune.

Regarding the disposition of the which has released the disk here berg Company, more than a year vocal group, and Kenny and Blue, injunction against sale of the disks request for the temporary injunc-(Continued on page 20)

Copyrighted material

### D. C. BOUNCES ROCK 'N' ROLL

WASHINGTON-Rock 'n' roll has rocked itself out of favor with the National Guard Armory here. Members of the D. C. Armory Board last week • (25) decided to ban the big beat from the premises because of some skirmishes between r.&b. fans and the law, after March and July perform-

Board Chairman George F. Shea said the main trouble did not occur during the actual concert. The chief objection was to the delayed reaction which exploded outside the Armory after the "seated deal." The board tallied the number of broken heads and windshields and other forms of exuberance, and decided that rock 'n' roll is "not in the interests of the District of Columbia."

### Marks Has 'Rudolph' Bow To New Ballad

NEW YORK -- If things go according to plan, Rudolph may not lead Johnny Marks' sleigh this year. The cleffer-publisher, whose "Rudolph the Red-Nose Reindeer" reportedly has sold 25,000,000 records in eight years, this year intends to relegate Rudolph to a minor role, despite the fact that of clients. A co-operative adverthe tune's disk list will be expanded this seg by at least 10 new versions, including a rock and roll cutting by the Cadillacs.

Music firm will be on his new and newspaper advertising to be composition, "I Heard the Bells on used. Christmas Day," recorded for Decca by Bing Crosby. To handle this and several other name-talent cuttings of other Marks material, the publisher will put on a special staff of 10 people. St. Nicholas rarely maintains a professional staff in the off-season. Pluggers already hired are Sam Wigler, long-time staffer with Mellin Music; Tommy Tempesta, who exited E. B. Marks last week; Sol Wagner, formerly with Mellin in Chicago; Joe Whalen, who will range between Chicago and California, and Milt Stein in Hollywood, St. Nicholas also has retained the Marvin Drager public relations office, and Jim McCarthy for record promotion. He plans to put on several additional record pluggers in various parts of the country.

In addition to the above plugs, marks will have a new Christmas

(Continued on page 22)

### SPA Wants **New Contract** Date Put Off

NEW YORK--"Any new contract must take into account a number of new developments which are taking place in the music industry." So says Abel Baer, Songwriters Protective Association prexy, in recommending that contract negotiations with publishers be postponed for one year. The current standard SPA contract expires December 31 of this year.

"Some of these developments," Baer averred, "Are still in their early stages, and any attempt to cover them by contract may be premature." According to Baer, the Council of SPA believes it would be beneficial to all parties if the present agreements were continued without change till the end of 1957, pending a closer study of the new developments which may have potential effects on SPA publisher agreements.

### Mason's Rack Service Gross To Hit \$1 Mil.

HOLLYWOOD -- Rack jobber Eddie Mason, Record Rack Service, Inc., will gross a volume of \$1,000,000 this year, with future growth of his operation indicating an even higher volume for 1957.

Mason currently operates approximately 400 racks in supermarkets and military installations thruout the Southern California area, with present plans calling for an investigation of the Northern California market. Mason averred that no definite plans have been made to open installations in San Francisco or Oakland, Calif., and that the firm would continue to concentrate its activity here.

The company recently supplemented its existing warehouse facilities with the lease of an additional 3,500 square feet at another location. Two heat sealing machines, designed to pre-package all LP merchandise in polyethylene sleeves, are to be installed at the new site as part of the firm's program to guarantee consumers factory-fresh merchandise.

The largest of the rack jobbers operating in Southern California, Record Rack Service currently operates a fleet of trucks to service its accounts. Firm recently added the Von's Grocery chain to its list tising campaign to highlight records as gift items during the upcoming Christmas season is expected to get under way immedi-Big push for Marks St. Nicholas ately after Thankgiving, with radio

### Wrangle Still A Stalemate

NEW YORK-Meeting of the ASCAP classification committee was held last Wednesday (24) to consider members' reaction in connection with the new formula on credits accruing to background music, jingles cues, etc. Two dis-tinct factions crystallized, one of them being in favor of fighting it the other favoring a retreat from allegedly favoring the larger firms. Wednesday (31).

Meanwhile, the Lengsfelder Milton Blink, Standard's presi-group, which had attacked the dent, left for Hollywood last week new formula applying to back-ground music, gained additional background music libraries for the Representatives are expected from

adherents.

### N. Y. STAND IN THE WORKS

NEW YORK-Elvis Presley has no definite booking at this time to appear at the Paramount Theater here, according to the singer's manager, Col. Tom Parker. The statement came in the wake of a story concerning plans for Presley's immediate future, which appeared last week in The Billboard. A New York engagement is definitely in the works, however, Parker indicated, tho the locale has yet to be set.

### Jazz Field Jams for Adlai

NEW YORK--While most of the pollsters have been predicting an Eisenhower majority in the forthcoming elections, the jazz field appears to be overwhelmingly in the Democratic camp.

At least, that's the impression gathered at a series of open houses held for the benefit of candidate Stevenson at the big vacant auto showroom at Broadway and 54th Street every Friday and Saturday night until election day. The festivities have been scheduled to run until 4 a.m., but actually the jam sessions have run on into the dawn, attracting such partisans as Gerry Mulligan, Tony Scott, Charlie Mingus, Helen Merrill, Jeri Southern, Dick Katz, Oscar Pettiford, Freddy Redd, Zoot Sims, Bob Brookmeyer, Larry Richey and

Ella Logan, Tallulah Bankhead, Emerson, Milton Kamen, Isobel Robbins, Al Kapp, Kay Medford, Irwin Tarr, head of Victor's rack-Keefe Brasselle, Sammy Davis Jr., jobbing and syndicate sales depart-Dick Adler and cast members from "Pajama Game," "Damn Yankees" and "Most Happy Fella"

Over \$2,500 was raised at the first brace of open houses.

### Welk Wind-Up Of ET Series

CHICAGO -- Standard Radio out with dissenting members, and Transcription Services has completed production on its "Lawrence the recently announced formula Welk Library Package." The library comprises over 200 musical Another meeting was scheduled for selections, voice tracks, themes and program formats.

J. P. Seeburg Corporation.

### 'Don't Be Cruel' Is Cruelty to Pubber Davis-500G Worth

was one of several parties socked donyms. with a \$500,000 suit by publisher Joe Davis.

Co-defendants with Blackwell charged with inducing Blackwell to break his writer-artist management contract with Davis, or of duplicity, were Shalimar - Music, Elvis Presley Music and RCA Victor. The suit was filed in New York Supreme Court.

According to Davis, Blackwel was and is under contract to him, said contract having run for almost six consecutive years, and still having at least six months to run. However, said Davis, Blackwell proceeded to give his tunes to others, thus violating the pact. He did this Davis maintained, with the encouragement of these other parties, all of whom he charged were fully aware of Blackwell's obligations. Most significant of the tunes were the above mentioned smashes, cut by Elvis Presley for Victor, and published

jointly by Shalimar Music and by

### Victor to Host Rack Jobbers

NEW YORK--The importance of rack jobbers in the over-all record industry picture will get an-Other non-jazz performers who other nod November 15 and 16, have lent their talents include when RCA Victor will play host John Henry Falke, Orson Beane, to about 50 major rack operators at Indianapolis.

The conclave, organized by ment, will include a get-together on the first night, and an all-day tour and seminar in the Victor plant the second day. Victor's top brass, including Vice-President and General Manager Larry Kanaga; Vice-President Howard Letts and Operations Manager Jim Davis, will join Tarr as hosts.

According to Tarr, a number of rack men have expressed great interest in the way disks are made. Most of them, he points out, entered the disk field because they handled other products, including cosmetics, which have similar servicing requirements. Few of them have had any previous contact with the record industry.

The invites to the affair will be all parts of the country.

NEW YORK-Otis Blackwell, | Elvis Presley Music. (Former is an cleffer-warbler who penned "Don't affiliate of Sheldon Music, and Be Cruel," "You're the Apple of latter of Hill & Range.) Davis is My Eye" and several other current claiming that Blackwell also wrote rock and roll favorites, last week other songs under various pseu-

The suit is asking for an accounting, damages and assignment of the various copyrights to Davis.

According to Levis Dreyer, one of the defense attorneys, Davis himself rendered the contract void last year by failing to abide by its terms. The pact allegedly provided that Davis was to pay Blackwell \$25 a week, and also to record a minimum of 16 sides with him each year. The defense charges that he recorded considerably less than the minimum in 1955, and also that Davis made his last payment to the cleffer around June I. 1955. In February, 1956, Blackwell claims he notified Davis of what he considered to be a breach and default. He claims that Davis answered, but then, Dreyer points out, Blackwell's songs were not yet hits.

Warren Troob is attorney for Davis, while Dreyer and also Andy Fineman are representing various of the defendents.

This is the second major suit to revolve around the same hit recording in the last two weeks. Last week, it was the "Hound Dog" side of Presley's disk, subject of a suit brought by Valjo Music against Presley Music and writers Mike Stoller and Jerry Lieber (The Billboard, October 27). "Don't Be Cruel" is the later-starting flipside. Disk already is well past the twomillion sales mark.

### **Goody Mulling** A. Locations

HOLLYWOOD-The opening of a Sam Goody outlet in Los Angeles can be expected to become a reality within the near future, should the current look-see at the area by Goody's attorney, Abe Lowenthal, bear fruit.

Lowenthal arrived here last week to scan the current record market in Los Angeles and disclosed that no definite decision had been made. Locations in Hollywood and Beverly Hills were being looked at, said Lowenthal, and discussions with parties interested in joining with Goody in an operation here have been held.

The dispersed trading areas in the city present a problem, said Lowenthal, that might be solved by opening a number of outlets thruout the city. Lowenthal re-turned to New York for further meetings with Goody late last week, with a decision to operate in Los Angeles expected shortly.

### Col.'s Mathis Set in Film

HOLLYWOOD - Columbia Records' pactee Johnny Mathis was named to air two songs in the upcoming M-G-M production "Lizzie" starring Eleanor Parker last week, with the diskery slated to release recordings of the songs to tie in with the spring release of the film.

Tunes are "Warm and Tender" by Burt Bacharach and Hal David, and "It's Not for Me to Say" by Al Stillman and Robert Allen. Mathis makes his film debut in "Lizzie" and only recently joined Columbia.

Copyrighted material

### COMING NEXT WEEK

The Biggest Hit of 1956

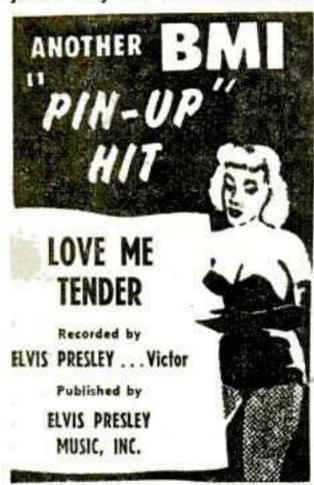
### THE BILLBOARD'S NINTH ANNUAL DISK JOCKEY ISSUE

A Spectacular in Print, Wrapping Up The Whole Big Music/Radio Business

### Justice Probe Continues

Continued from page 17

sequently granting them discountvice-versa, on the theory that merterms not generally available to all chandise sold at a discount might dealers.



LIKE CHRISTMAS (I LIKE IT—I LIKE IT)

> BARRY GORDON MGM 12367

A new song by Pat Ballard-A GREAT RECORD BY A GREAT GROUP!

WHERE'LL I BE TOMORROW NIGHT?

> The Satisfiers Coral 9-61727

GENERAL MUSIC PUBLISHING CO., INC.



LOVE IS A GREAT **BIG NOTHIN'** DICK HAYMES

First Single Release on Capitol

Bourne, Inc. N. Y. C., N. Y.

be woven into a dealer's stock One of the provisos in these Legal opinion in re rack jobbing agreements holds that the rack is that these agreements are within jobber may not be a retailer and the bounds of the anti-trust laws, with no retailer thus far known to test the agreements via court ac-

> tion. Oddly enough, most dealers have not been quite as vociferous in their complaints against rack jobbers as they have been against price cutters. A good number of attorneys, familiar with rack jobbing procedure, question, however, whether rack jobbers are in fact sub-distributors, and should be entitled to receive discounts (generally 5 per cent) not accorded to other record

> > Quantity Discounts

dealers.

With respect to quantity discounts, the question has been raised that such terms are unfair to the small dealer with limited capital, and that such terms are supposedly in violation of the Robinson-Patman Act. Fine point of the latter law declares that wherever the net effect of an agreement between companies has been to lessen or stifle competition, there is basis for an anti-trust action.

There are numerous other areas of the record-music industry in which legal issues are involved. Present distributor contracts with record manufacturers, which restrict a distributor to sell within a given territory, have been questioned. The consent decree under which ASCAP operates, the pending suit by the Songwriters of America against BMI, so-called juke box legislation and other intended changes in the copyright law, and packages. Later, Gordon will work the status of fair trade laws as they apply to the record business are a number of situations in which the disk industry is vitally interested.

By no means are the problems grim nor is there a likelihood of any drastic measures in the wind. If anything, they represent areas of concern that comes with any industry growing as has the disk business, in brief, growing pains. The Department of Justice averred that it could not venture a prediction as to the outcome of its investigation. Only if evidence of anti-trust violations are found thru its examination, will an indictment be handed down or a civil action begun.

### Victor Singles

• Continued from page 17

vin, of the custom record and transcription division, has scheduled a trip to the Continent. Victor also has an artists and repertoire agent-in-residence, Si Rady,

Acceptance of American pop and jazz artists abroad has been on the upswing since World War II, and in most instances, the biggest American hits score in several foreign countries to the same degree that they do here. Elvis Presley, for example, is tremendous in all English-speaking countries, and his audience reportedly is increasing in such place, as France, Germany and Italy.

In the last few years, America has had many hit disks cut in Germany, France, Italy and England, most of which were released here only after they had taken off

### WE'RE IXPANDING ...

Top pay for hot shot personality D.J.'s preferably with show biz or musical b.g. Storz stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz, Kilpatrick Building, Omaha, Neb.

### Ventura Gets

• Continued from page 17

abroad under Ventura's Editions Transatlantiques, have had considerable activity abroad via recordings by such artists as Jacqueline Francois, Juliette Greco, Eddie Constantine, Annabelle, etc.

Niles says that stylistically and in theme the songs bear a resemblance to Mlle. Sagan's novels. The chick, here primarily to promote her novel, has had conversations with Columbia Records' George Avakian and Nat Shapiro, relative to plans for cutting the material. Niles won't submit any of the tunes until Mlle. Sagan has cleared the translations of the lyrics. All the songs were written collaboration with Michel Magne, French composer.

### Coral Pacts Two

• Continued from page 17

to do the tune "I Leaned on a Man" in the upcoming Warner side the State. Bros.' film, "Buffalo Grass." Penned by Shanklin and Leonard Rosenman, latter under contract to Warner Bros., the song will be jointly published by Criterion Music and Music Publishers' Holding Corporation.

Thiele was scheduled to return to his New York desk after a week of recording sessions with Coast

talent here.

### Unique Set-Up

• Continued from page 17

been hired to assist Bob Stern in promotion of "Jack in the Beanstalk" and "Friendly Persuasion" closely with the Lamas pubbing affiliate in plugging disk releases from the score of the Eddie Fisher film, "Bundle of Joy."

Meanwhile, Joe Leahy and Machat will go to the coast November 1. Leahy will cut sides with Gloria DeHaven, Piper Laurie and the Skylarks, while Machat will hold discussions with writer, ork leaders and artists. Several deals are also in the works with the William Morris office in Hollywood, according to Machat.

### Good Time Jazz

• Continued from page 17

without giving 10-day notification, and that GTJ and Contemporary records may not be sold in combination with any other manufacturer's product as a concession, offering or inducement at a lower

Agreements may be canceled by either party upon 10 days written notice, Koenig stated, with no term written into the contract.

### RCA Meal Ticket

Continued from page 18

cago, drew a total of 1,099,127 pieces of mail in two weeks. Some of the entrants delivered their letters in person to save postage. This was the method employed by the two volume winners, teen-agers who wrote 136,600 and 127,825 letters respectively. Another prize went for the "best" letter. Subject of the contest was "Why We Want Elvis." Winners were to be flown to New York to meet their idol last Sunday (28).

Altho Victor denied that its current Presley prosperity had anything to do with the move, the company last week moved its closing time at the 24th Street offices up to 5 pm., thus knocking two and a half work hours off the official week." Companies with less hits continue to toil until 5:30.

our Elvis Presley records."

### Goody at Rizak Ct. Trial

Continued from page 18

said, he would receive receipts for is solvent. merchandise, delivered, but in other cases, Goody would call the that since the hearing, Paul Kamel, next day to give a count of records received.

According to New Brunswick's Daily Home News, Goody admitted that he bought from Rizek because goods. the latter had connections to get better prices-as much as 50 and 10 per cent off list as against the normal 38 per cent. He also testified that he had called record companies himself to find out if they were shipping to Rizek. "If someone was buying cheaper than I, I wanted to know about it," declared Goody. According to Goody a Columbia representative denied that his firm was selling large quantities to anyone in New Jersey, which lead him to believe that Rizek was getting the records out-

Goody also admitted getting a price from Rizek about 20 per cent better than he could have gotten from Times Columbia (in some cases \$1.75 per 12-inch LP), but in answer to a query from Times Columbia's attorney, Leo Yanoff, regarding purchases from other sources, Goody saltily replied, "I don't think it's any of your business."

In reply, Yanoff commented that he felt that Goody and Rizek were joined together in a joint enterprise - theirs was not the usual buyer-seller relationship.

In regard to the post-dated checks. Goody said they were issued to cover purchases from Rizek in the future, not to provide the latter means of obtaining cash. He added that both Decca Distributors and Times Columbia had accepted his post-dated checks.

At another point, according to the New Brunswick paper, Goody was asked to verify invoices received from Colonial Electronics. He acknowledged receipt of merchandise shown on four of the invoices but denied knowledge of 12 others. Called to the stand to explain, Rizek said the invoices did not reflect actual shipments but were issued from time to time to show accumulated shipments to Goody. "I didn't want anyone to know the prices at which I was selling merchandise," he said.

Following the questioning, Weelans lifted a restraining order to permit Times Columbia, Decca Distributors and K-R Services, RCA Victor distributors, to take legal action against Jabberwock, to recover more than \$100,000 worth

### 1st 'Saucer' Suit

Continued from page 18

tion, legal sources point out that a court may deny such a request for reasons which may have nothing to do with the central issue of a suit. Therefore, should this be denied, it will not necessarily imply that Luniverse had the right to reproduce portions of the disks in question.

According to attorney Warren Troob, who represents Luniverse and its owner-performers, Bill Buchanan and Dick Goodman, they do not consider the Luniverse disks as representing "unfair competition." Further, Troob maintains that the diskery action has been brought at a late date, after the

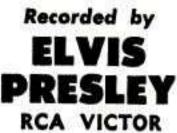
first disk, "Flying Saucer," had already run out of gas. He questions why nothing had been done before the thing died out. It is recalled that at the time the "Flying Saucer" was first issued,

the major record companies whose material had been used considered legal action, but then deferred pre-Quoting one of the cats in the ferring, by their own admission, to Red Seal department: "Now we let the publishers carry the ball. have that much more time to play All of them "deplored" the "pirating" of material, as they termed it.

their dealings lacked many of the of merchandise. Weelans also sugrecords ordinarily used in buyer- gested that Jabberwock stockseller relations. At times, Rizek holders meet to decide if the firm

> In the meantime, it was learned attorney for the receiver has been served with a show cause order by Times Columbia as the initial step in its proceedings to recover the

> Next session of the bankruptcy hearings has been set for November 20. In the meantime, action by the Middlesex County Grand Jury against Rizek in an embezzlement count has been stalled since the detective assigned to the case has been out of town.



"LOVE ME TENDER" Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME"

(That's How | Will Be) Ross Jungnickel, Inc.

Sole Selling Agent: HILL AND RANGE SONGS, INC.





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america's greatest song salesmen!



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# WRITTEN ON

The Theme Song as sung by The Four Aces in the Universal-International Production. "Written on the Wind"

DECCA #30123 9-30123

AMERICA'S FASTEST SELLING RECORDS

RECORDS

### CAMPUS SALESMANSHIP

### Smart Promotion Pitches Keep Dealer in the Black

- · All-night sales, disks by the inch, coffee and cognac to customers are huge album hypo.
- Sales of phonos and components at little over cost adds materially to disk market.

### By REN GREVATT

CHAPEL HILL, N. C .- Smart merchandising and a keen sense for the unusual in promotion gimmicks has brought Kemp's Music Store here far beyond the point of fear and trepidation at the mention of "big city discounters." And the flair for something new has worked equally well on both records and his living room. playing equipment for owner Nye

Biggest gimmick of all, inaugurated last spring and repeated early last month, is Kemp's Starlight Sale. To hypo interest, Kemp first closed up the store and put pasteboard across the windows. This was done for several days, during which a heavy ad campaign was unleashed in the local press. Finally on the third day, the store opened at 7 in the evening. "I had to fight my way in the door when I opened up, said Kemp, "and the crowd was so heavy we had to let 'em in 10 at a time." Capacity is about 90

Up front in the store, Kemp had a number of leader disks on display. Everything else was on sale at 20 per cent off list. He said many customers grabbed up a leader item, then moved back in the store gathering up a lot of other merchandise. In many cases, the other albums looked so good that the leaders were left all over the rear of the store-with the result that few of the loss items were actually sold.

At 10 o'clock, after the sale had been on for three hours, Kemp brought out coffee and cognac for the customers to consume to their heart's content. With this inspiration they kept the store operating all night with volume purchases and at dawn, when the doors were finally shut, 3,800 LP's had been

This sale was held at the tail end of the college year and students from the University of North Carolina in Chapel Hill as well as nearby Duke University, North Carolina State and the Women's College of the University formed a large part of the stampede of buvers.

Another sale of the same caliber was held early last month as students were returning to college. The take this time was 2,600 disks sold thru an all-night session.

### Disks by Inch

Kemp has also been known to conduct record sales by the inch. Disks are sold at the rate of \$21

### NO PIANO ROLL **BLUES FOR '56**

NEW YORK - The Imperial Industrial Company, which makes practically all of the player piano rolls currently available, isn't singing the blues this year. Sales are tion sale of equipment. Buyers better than in the last 10 years, flock in, says Kemp, and they bid with California's Disneyland sell- gingerly, with the encouragement ing 500 rolls a week, and Macy's of a couple of "plants" he makes here more than doubling its piano sure of having in the audience. roll sales in the last 18 months.

around 79 cents and feature every- stays and buys plenty of records thing from classical and "Twelfth and in many cases high-priced Street Rag" to "See You Later, Allequipment units as well.

ligator," are particularly popular Kemp has plenty of other ideas

per inch, which breaks down to an average of \$3 a record. In big quantities, however, the customer is allowed to either sit on the stack or otherwise weight it down, to compress more records into the measure. One buyer bought 48 inches of disks to fill up that available on January 1. Since the amount of empty shelf space in

Figuring that something spectacular could capture his public's on these numbers immediately. fancy for a jazz sale, Kemp once carry out a red hot scheme. Sevabout the sale. Later, the fire department put the clamps on Kemp's idea, stating it amounted to a fire hazard, but not before the customers flocked to the front of the

On the subject of big city competition, Kemp said that more than 2,000 copies of the New York Sunday Times are bought in his immediate area each week. These carry Sam Goody's weekly messages to record buyers and Kemp, thru connections in the post office later determined that as many as 40 packages containing up to five disks each, were arriving there from Goody's New York mail order headquarters each week.

At this point, said Kemp, he stepped up the frequency of his 20 per cent-off sales. Thru this device and selling the theme that the customer can come back at him, if dissatisfied with the merchandise, Kemp feels he has licked the problem of discount competition to his own satisfaction. As far as distributors are concerned, relative to price deals, Kemp said he "gets along fine with George Novak of Capitol and other good friends:"

Phono Sales Healthy

Kemp does a healthy business in phono and hi-fi equipment. He said he sold 200 of Pilot's de luxe "Encore" models last year, as well as much merchandise in the component line. With the exception of the Pilot packaged set, most of his phonos are of the table model variety. Practically all other equipment consists of components. Ordinarily, Kemp sells much in the equipment line barely over his own cost. This includes both new and occasionally used merchandise. The reasoning is, according to the proprietor, that he makes up the difference by an average sale of \$50 worth of records in the first year following the buyer's purchase of his new set. In other words, by breaking even on equipment sales, Kemp is widening his own disk market.

Occasionally, as a traffic builder device, Kemp will advertise an auc-Only a few items are auctioned, he The rolls, which retail for says, but the crowd that comes

in the Far West. Dealers carrying up his sleeve to keep the traffic them include Southern California and the money flowing, including Music, Los Angeles; Lyon & a sale of records by the pound.

thru the cash register, Kemp has posted a sign which says: "Please leave your parcels here so we can watch them for you." He also has a very narrow passage thru which all customers have to pass in checking out of the layout.

### Pacific Jazz

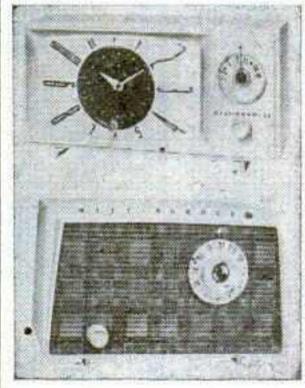
Continued from page 18

which will be reactivated and made Pacific Jazz EP stock has been nonexistent for the past six months, firm will begin blanket pressings

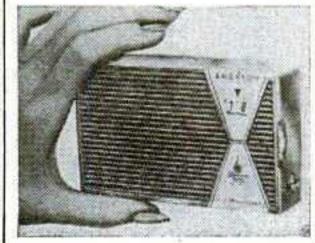
Distributors will not be sent hired a couple of local students to standing orders of catalog EP's, said Bock, but will order as they eral disks were fastened on the are needed instead. Firm surend of a pole. Disks were then veyed some 1,200 dealers before the main street of the town carry- dealer public relations policy aimed ing the flaming disks, shouting at building closer relations between the two.



Electro-Voice, Inc., of Buchanan, book, "How to Choose High-Fidelity Speakers and Components." This supplements a previous edition, "Guide High-Fidelity Loudspeaker Sysavailable at 25 cents upon written re-



Two new Westinghouse radios recently put on the market. Top photo shows Model 541T5 clock radio, which lists at \$29.95. Below is Model 499T5, table set retailing at \$22.95.



Emerson Radio & Phonograph Corporation has introduced Model 849. six-transistor Pocket Radio, lowestpriced of its kind on the market, ac-Healey, Chicago; Jenkins Music, And to avoid the possibility of any cording to the manufacturer. Retail Kansas City; Grinnell Brothers, of those dollars floating out the price is \$58, including battery with a Detroit; Disneyland and Macy's.

Of those dollars floating out the price is \$58, including battery with a Louis." . . . Jack Lyman, formerly \$29.95 to \$44.95.



The Spartan division of Magnavox is marketing this new remote, highfidelity system which combines the Spartan Monterey phono and the S15 remote speaker system. Priced at \$169.80, the two-unit combination features three speakers in the basic cabinet and two speakers in the remote speaker

### Victor to Plug end of a pole. Disks were then immersed in kerosene, put to the torch and the students ran down the main street of the town carry. The main street of the town carry.

cial" models of its portable "Victrola" line.

Both new units will feature P:esley autographs stamped in gold on the top covers of the extra-strong, scuff-resistant, simulated blue denim cases.

The sets will be offered in special combination deals with Pres-

### 'Rudolph' Bows

Continued from page 19

cutting by Gene Autry, whose original Columbia cutting of "Rudolph" is over the 5,000,000 mark. Mich., has produced this 32-page Time is "Everyone's a Child at Christmas." He also will work on such older Autry vule specials as "The Night Before Christmas tems." The informative pamphlets are Song" (with Rosemary Clooney) and "When Stanta Claus Gets Your

> several weeks ago by RCA Victor. This year, St. Nicholas also is pubuse by schools, organizations, etc. for this holiday buying season.

CAMDEN, N. J.--Elvis Pres- ley recordings. In one case, the ley has now been tabbed to help combiantion offer includes a fourpush phonographs as well as rec- speed portable "Victrola" (model ords for RCA Victor. The com- 7EP2) together with a two-pocket pany has started shipments of the EP set. This deal will be adver-"Elvis Presley Autographed Spe- tised at \$32.95. The second offer includes an automatic 45 r.p.m. portable player (model 7EP45) with a three-pocket EP album. The latter carries a tag of \$44.95.

> The special offer will get the benefit of an extensive promotion campaign. "Network radio and co-op space ads will carry the lion's share of the job, with dealers being supplied with newspaper mats and a special spot radio transcription, recorded by Presley himself, according to Louis J. Collin, sales manager of RCA's Radio and "Victrola" division. "Dealers will also get special selling aids, including streamers, counter cards, posters and handbills," Collin added.

### BB Album Tab

Continued from page 18

try, rhythm and blues, spiritual and sacred sets and a substantially in-One non - Christmas song by creased amount of Latin-American Marks figures in the current push: fare. Of the latter category, at "I Wouldn't Know Where to Be- least 10 highlighted the "cha cha gin" by Eddy Arnold, released cha," an obviously growing terp

The volume of new album sets lishing a booklet of lyrics of Christ- assures consumers of having plenty mas songs and carols, designed for to pick from in suiting all tastes.

### MUSIC AS WRITTEN

Deejay Winners in Davis Contest

Sammy Davis Jr., who recently conducted a disk jockey contest in order to come up with an album title and idea, has announced the winners. First prize of a portable hi-fi phono went to Dave Maynard, WORL, Boston, Mass. Runner-up prizes (transistor radios) are being awarded to Charlie Bailey, WKGN, Knoxville, Tenn., and Al Owen, WMID, Atlantic City.

New York

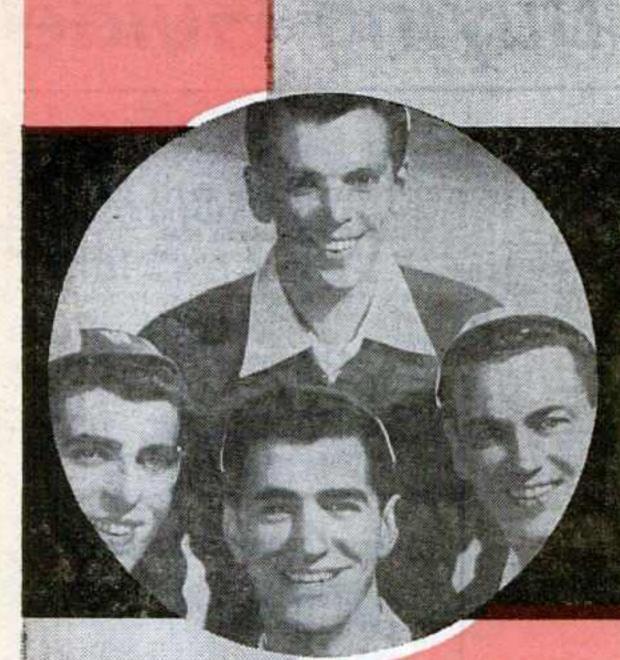
Bemie Prager, sales manager of the Big 3 Music Corporation, now on the road introducing Edizioni Curci publications recently acquired by his firm. . . . Doc Berger leaving on a six-week trip to promote Al Hibbler's "I'm Free" on across the country.

Hollywood

with ABC-TV, has joined Zephyr Record as publicity director. . . . Nick Therry expanding his activities with the addition of two new groups, the Teensters and the Raindrops.



Decca. Berger will cover deejays Sylvania Electric Products has intreduced the "Buccaneer" portable radio, named for the firm's weekly TV adventure series. The set plays on AC, Franz Waxman has completed the DC or battery current and carries a musical score for the Warner Bros.' list price of \$39.95. Other new Syl-



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· Dot RECORDS, Inc. · Sunset and Vine · Hollywood, Calif. · Phone HO 3-4181 THE NATION'S BEST SELLING RECORDS

### THE BILLBOARD'S WEEKLY

## Packaged Records Buying Guide

### Best Selling Pop Albums

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

1. CALYPSO-Harry BelafonteRCA Victor LPM 1248
2. THE EDDY DUCHIN STORY-Sound TrackDecca DL 8289
3. THE KING AND I-Sound Track
4. MY FAIR LADY-Original CastColumbia OL 5090
5. HIGH SOCIETY-Sound Track
6. ELVIS PRESLEYRCA Victor LPM 1254
7. BELAFONTE-Harry BelafonteRCA Victor LPM 1150
8. SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W 653
9. OKLAHOMA!-Sound Track
10. CAROUSEL-Sound Track
11. SAY IT WITH MUSIC-Lawrence WelkCoral CRL 57041
12. THE PLATTERS Mercury MG 20146
13. FRESHMEN FAVORITES-Four Freshmen Capitol T 743
14. THE MISTY MISS CHRISTY-June Christy Capitol T 725
15. THE ELGART TOUCH-Les Elgart Columbia CL 875

### Pop Albums Coming Up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart."

1.	Roger	W	illiaı	ns	P	lays	1	l	ıe		A	7	)I	1	le	er	fı	u	l			
	Music	of	the	M	ast	ers.			•	٠	٠	•	•	٠	•	•	•	•	٠	•	•	13
																K	aŗ	p		KI	L	1

2. Manhattan Tower . . . . . . . Gordon Jenkins Capitol T 766

3. Rock 'n' Roll Stage Show ..... Bill Haley Decca DL 8345

4. That Towering Feeling . . . . . . Vic Damone Columbia CL 900

5. Ella and Louis

..... Ella Fitzgerald and Louis Armstrong

Verve MG V 4003

6. Swingin' for Two...... Don Cherry

Columbia CL 893

### Most Played by Jockeys

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk lockeys.

1.	HIGH SOCIETY-Sound Track
2.	ON THE SUNNY SIDE-Four LadsColumbia CL 912
3.	SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W 653
4.	THAT TOWERING FEELING-Vie Damone Columbia CL 900
5.	SWINGIN' FOR TWO-Don CherryColumbia CL 893
6.	*** LYPSO-Harry Belafonte
	: ELGART TOUCH-Les ElgartColumbia CL 875
	/i)Y-Pat Boone
	MOOD P Westen Calumbia CT 970

DUCHIN STORY-Sound Track...... Decca DL 8289

### Review Spotlight on . . .

### Christmas Albums

MERRY CHRISTMAS (1-12") - Lawrence Welk and His Champagne Music. Coral CRL 57093 Few recent Welk packages have missed being big sellers and even with a more limited selling period this should do every bit as well as others. It's lasting catalog possibilities, of course, are obvious. It's all newly disked material with Welk's well-known TV personalities in vocal spots. Material includes such favorites as "White Christmas," "Santa Claus Is Comin' to Town" and "Winter Wonderland."

SPIKE JONES PRESENTS A XMAS SPECTACU-LAR (1-12")-Verve MG V 2021

In this Christmas package, the City Slickers, the City Slicker Juniors, the Jud Conlon Singers and considerable other talent team up on Yuletide material of some three dozen items that cover traditional carols, pop holiday standards, and a bit of clowning. Since this set, however, is dedicated to the whole family, there is much less of the last than might be expected. It should prove a good item for holiday trade. However, unimaginatively designed cover may be a drawback.

BEETHOVEN: VIOLIN CONCERTO IN D (1-12")-Jascha Heifetz, Violin; Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 1992

This LP was shipped in September to RCA Victor's "Save-On-Records" customers and has proved to be the most heavily subscribed offer to date. For many years, the Heifetz-Toscanini version of the Beethoven Concerto (still available in the collector's series, LCT 1010) was the preferred reading (193,000 sold), and it is only right that Heifetz, still the unsurpassed master, should re-record it under the best current sound conditions. It is a great performance and will be a heavy traffic item for a long time to come.

WEDNESDAY'S CHILD: PATTY McGOVERN SINGS THOMAS TALBERT ARRANGE-MENTS (1-12")-Atlantic 1245

This one could be a sleeper. Thrush McGovern, one-time lead of the Honeydreamers, sounds like one of the day's better vocalists, with appeal to both "cool" and pop cults. Her backings, by Talbert with various groups of woodwinds and jazz men, are highly original, provocative and always listenable. Likewise, the repertory is fresh, including several off-beat ballads written by Talbert and Miss McG. herself. Trumpeter Joe Wilder has several spots to sport his gorgeous tone. Striking cover.

### Album Covers of the Week



CARNIVAL IN RIO, Liberty LRP 3020. This outstanding cover is a reproduction of a painting by John Morris, a painter of numerous outstanding canvases depicting life under the "Big Top." The clown, his balloons, his trained dog and bird will add a gay, colorful touch to any display. Background details work in beautifully with the theme of the painting.

### Reviews and Ratings of New Albums

### Popular

David Carroll Ork (1-12")

Mercury MG 20166

A must for hi-fi fans. David Carroll exploits the vast range of an extensive percussion section-spotlights 26 different instruments-from the glockenspiel and cabaza to castinets, xylophones and bongo drums. Selections, many written specially for the package, include "Chimes of Swing," "Discussion in Percussion," "Hell's Bells," and Lecuona's vivid "Jungle Drums," featuring the piccolo xylophone.

Ted Heath and His Music (1-12") London LL 1500

One of the crispest big bands in the business, with some of the sharpest and cleanest ensemble work to be heard, is at its classiest best on a brace of a dozen memorable Rodgers and Hart songs. The material is almost all styled for dancing but the interesting arrangements, plus great solo work, is likely to take the listening fancy as well. Tunes include "Have You Met Miss Jones," "Thou Swell," "The Lady Is a Tramp," and others equally appealing. A solid counter item.

SWINGIN' WITH THE STARR .......80 Kay Starr (1-12") Liberty SL 9001

For the discologist and lover of records, there's a world of glamor and interest in this package. The sides were recorded in 1945 and 1946, and the personnel included B. Bigard on clarinet; V. Venuti, violin; W. Smith, alto; V. Dickinson, trombone; Z. Singleton, drums, etc. The original masters have been re-processed, and while lacking the hi-fi sound of today. they are nevertheless good enough to thrill anyone interested in the earlier years of a great vocalist. Tunes include "Stardust," "St. Louis Blues," "Honeysuckle Rose," "Stormy Weather," "Sweet Lorraine," "Where or When"-16 in all. A great package for discerning deciays.

GISELE MacKENZIE ......78 (1-12")

(Continued on page 26)

### Classical

(1-12") - NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor

LM 2026 ......82 Toscanini opened his final season with the NBC Symphony with "Don Quixote" and this is a recording of that broadcast (November 22, 1953). It was one of the maestro's specialties and has all the wanted warmth and eloquence. The cello solo is by Frank Miller. Other versions on LP abound, but for Toscanini aficionados this has its unique merits, and is an easy sell. Sound quality is good.

OFFENBACH AT HIS BEST (1-12")-Frieda Teller, Soprano; Les Musiciens de Challiot; William Gunther, Cond.

Request RLP 8027 ......78 A pleasant package of gay material by this noted master. Miss Teller has just the type of voice-light and lyrical. The selections are numerous and include pieces from "La Belle Helene," "Les Bavards," Le Pont Des Supirs," "Orphee Aux Enfers," etc. Some of the arias are in English, others in French and German. Sales should be heightened by the attractive cover, which carries a reproduction of a Degas painting.

CORELLI: CONCERTI GROSSI, NOS. 4, 7, 8, 9 AND 10 (1-12")-I Musici. 

Connoisseurs of the older music have come to wait expectantly for each new release by this superb Italian ensemble. The suave styling given the Concerti Grossi make this a set that collectors will certainly cherish. Of the five presented, No. 8, the "Christmas" Concerto Grosso, is the best known and would make a logical demonstration selection. It is a model of clear, balanced ensemble sound and of spirited, musicianly string playing.

SCHUBERT: SYMPHONY NO. 5 IN B FLAT: INCIDENTAL MUSIC TO "ROSAMUNDE" (1-12") — N.W.D.R. Symphony Orchestra; Hans Schmidt-Isserstedt, Cond. Capitol P 18021 .....75 This is an extremely competent recording

of both the Symphony and the "Rosamunde" music. The Schmidt-Isserstedt interpretations are warm and sensitive and the orchestra goes right along with him. Chief competition to the package will be Gisele MacKenzie displays her vocal the Beecham version of the symphony, but

(Continued on page 28)

### Jazz

We regret that the album, Ted Heath Swings in Hi-Fi, (London LL 1475), reviewed in the October 20 issue, carried a rating of 72. This was a typographical error. The rating should have read 82.

Jack Teagarden Ork (1-12")

Capitol T 721 A fresh waxing of a dozen tunes associated with Teagarden in yesteryear ("After You've Gone," "Aunt Hagar's Children Blues," etc.). He handles both trombone and vocal solos as usual, and it is hard not to feel a fresh enthusiasm for Teagarden both as singer and instrumentalist. The arrangements are idiomatic (i.e. they seem a fairly natural frame for him) but "freshened up." There is nothing old-hat about them. This makes it all the easier for all jazzophiles, no matter how fanatically modern, to reap ample kicks from this basic, thoroly enjoyable set.

Gerry Mulligan, Chico Hamilton, Bud Shank, John Lewis, Bill Perkins, Russ Freeman, Jack Montrose (1-12") Pacific Jazz JWC 502

Set presents the age-old blues as interpreted by a notable group of modern, knowledgable jazz musicians, Much of it is subtle; some is boppish; respect is shown for the funky blues sound. Altogether, a very unusual package, with diverting liner notes giving the instrumentation and other pertinent information relative to each side. Great for jocks, and a fine LP for the collector's shelf.

THE BEST OF MAX ROACH AND CLIFFORD BROWN IN CONCERT. . 84 (1-12")

Gene Norman Presents GNP 18 A re-conversion of Gene Norman 10-inch LP's Nos. 5 and 7. Among the numbers were "Clifford's Ax," "Sunset Eyes," "Jor-Du," "Parisian Thoroughfare" and several standards. Both Roach and Brown were at the top of their forms here, and this is an

(Continued on page 28)



# with RCA Victor's Standard Series you never lose a single record sale!

It'll pay you to feature RCA Victor's Gold Standard Series!

Briefly, the Gold Standard Series consists of single tunes-

played by specific artists or orchestras—that are consistently in demand year-in, year-out. Many of these are the performances that made either the tune or

the artist famous. The series covers the entire range

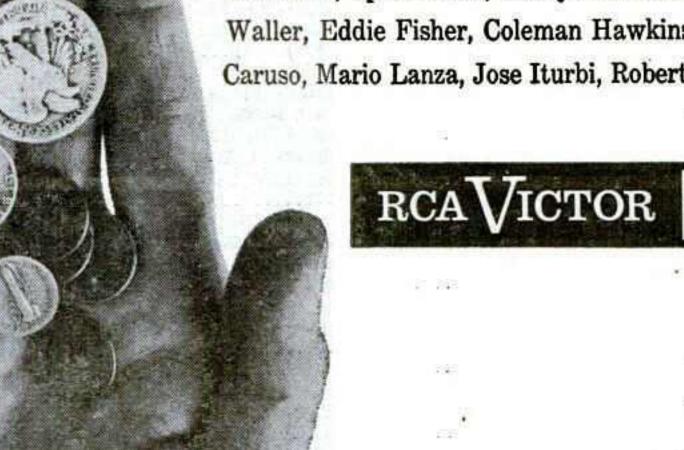
of customer-requests on 45's and 78's.

Don't lose a single sale! Today, right now, call your RCA Victor Record Distributor and order a basic stock of these steady sellers. Display them in your window and in a special "browser box" on your counter for additional impulse sales. Your Gold Standard Series Catalog has a

complete listing of all the best-selling standards. Get yours now.

The all-time greats in music are in this series:

Perry Como, Benny Goodman, Glenn Miller, Tommy
Dorsey, Artie Shaw, Louis Armstrong, Charlie Spivak,
Charlie Barnet, Xavier Cugat, Paul LaValle, Bunny
Berigan, Duke Ellington, Lionel Hampton, George
Gershwin, Spike Jonés, Harry Belafonte, "Fats"
Waller, Eddie Fisher, Coleman Hawkins, Enrico
Caruso, Mario Lanza, Jose Iturbi, Robert Merrill.



Albums are ranked in order of their national

### The Billboard's Monthly Recap of

### BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

### 

### Pop Instrumentals

- 1. THE EDDY DUCHIN STORY-Sound Track...... Decca DL 8289
- 2. SAY IT WITH MUSIC-Lawrence Welk........... Coral CRL 57041
- 3. THE ELGART TOUCH-Les Elgart. Columbia CL 875
- 4. ROGER WILLIAMS PLAYS THE MUSIC OF THE MAS-TERS.....Kapp KL 1040
- 5. MOMENTS TO REMEM-BER-Lawrence Welk..... Coral CRL 57068
- 6. SOLO MOOD—Paul Weston ......Columbia CL 879
- NIGHT WINDS Jackie Gleason . . . . Capitol W 717
- 8. DREAM DANCING Ray Anthony.....Capitol W 723
- MY FAIR LADY Percy Faith.....Columbia CL 895

### Concertos

- MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Oistrakh...
   ......Columbia ML 5085

- 5. BEETHOVEN: Piano Concerto No. 5—Casadesus.....
  Columbia ML 5100
- 7. RACHMANINOFF: Piano
  Concerto No. 2—Pennario...
  Capitol P 8302
  8. BEETHOVEN: Violin Con-
- certo-Oistrakh. Angel 35162

  10. BRAHMS: Violin Concerto-Milstein... Capitol P. 8271

### • Jazz

- 1. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK, Verve MGV 4001, 2
- 2. AMBASSADOR SATCH -Louis Armstrong...... Columbia CL 840
- 3. CUBAN FIRE-Stan Kenton
  ......Capitol T 731
- 4. STAN KENTON IN HI-FI
  ......Capitol W 724

  5. JAY AND KAI PLUS SIX-
- Jay Jay Johnson, Kai Winding
  ......Columbia CL 892

6. KRUPA AND RICH-Gene

- Krupa, Buddy Rich......
  Cleff MGC 684

  CLIFFORD BROWN AND
- MAX ROACH AT BASIN STREET....Emarcy 36070 8. CONCERT BY THE SEA-

Erroll Garner.....

- 9. FONTESSA Modern Jazz Quartet . . . . Atlantic 1231
- 10. VELVET CARPET-George Shearing.....Capitol W 720

### Reviews and Ratings of New Popular Albums

• Continued from page 24

versatility in this smartly produced package, with three different orks—Neal Hefti, Sid Bass and George Siravo. Selections—all in the nostalgic vein—range from "Tiptoe Thru the Tulips" to "These Foolish Things Remind Me of You," Appealing cover photo of thrush with her two wistful-eyed long-haired daschshunds makes package a fine display item.

Next month's unveiling of NBC-TV's Producers' Showcase Spectacular, "Jack and the Beanstalk," can furnish a hefty springboard for launching this package of complete tunes from the telecast. Some of the numbers are already cut as singles, but the set of Helen Deutsch-Jerry Livingston tunes should rate a lot of interest particularly from buyers with youngsters who get to see the show. Dealers should watch it accordingly and jocks will find new bands here that will bid for spins.

Broadway musical comedy star Martha Wright thrushes with expressive warmth and sock showmanship on a group of great Broadway show tunes, featuring the original lyric phrases you won't (e.g., can't) hear on the air . . . "Let's Do It," "Den of Iniquity," "Love for Sale," "I Want a Man," etc. The same tunes have been cut in the past, but provocative title-gimmick (stamped in red letters on cover) should give this package extra sales impact.

Unique LP 110

Sound track from the forthcoming Gary Cooper movie features the moving background music of Dimitri Tiomkin. Altho Dot artist Pat Boone sings the title tune in the picture, it is only heard instrumentaly in this package. The picture is expected to have strong teen-age appeal. Interesting change of pace for jocks.

Cook 1058

Britisher Foort plays the massive Wurlitzer organ of Richmond's Mosque Theater in this delightful selection of light classical material. The instrument has vast sound capabilities and Foort makes the most of them on a disk well-suited to bring out the best in a hi-fi set. Included are Luigini's "Ballet Egyptienne," the "Copelia Suite," by Delibes, Tchaikovsky's "Nutcracker Suite," Richard Strauss' "Rosenkavalier Waltzes" and the "Tales From the Vienna Woods," by Johann Strauss.

THE TOWERING HILLTOPPERS ......79

Dot DLP 3029

The Hilltoppers, with lead singer Jimmy Sacca, do 11 standards and one original in this package, which is recorded with a bright sound, "I Can't Give You Anything But Love," "With Every Breath I Take," "Into Each Life Some Rain Must Fall," etc. The performances are of the swinging, happy kind, with danceable backings.

A striking clown cover by well-known painter of circus subjects, John Morris, should be a big sales-plus for this pleasant package of Latin-styled mood music. Arnaud, onetime conductor of the Rio and San Paulo Symphony Orchestras, raises his material above the usual hip-swinging level, and the LP has a generally happy and authentic air of carnival time in Rio.

Bob Merrill (1-12") Coral CRL 57081 These are the first three albums of

figures to number close to 10 before the year's end. In these diskings, composers are spotlighted informally at piano, talking about their songs, how they came to write them, etc., in much the style adopted in Stevé Allen's late evening TV visits with pop writers. Each man generates a special charm as he talks fondly of his own works. For the student of Tin Pan Alley, especially on a nostalgic kick, these are easily digestible doses of show business. An interesting idea that should certainly find a measure of retail favor.

the label's "Composer Series," which

### TWO IN A GONDOLA ......70

Dino Olivieri Ork (1-12")

Capitol T 10026

A handsome photo of St. Mark's adorns the cover of this package of Venetian-styled listening music. The title sets the pattern and a full stringed ork, heavy with the melodic sounds of fiddle and mandolins, wafts listeners thru the byways of the canals. One of the most attractive of the "Capitol of the World" series, this airing of "Neapolitan Nights," "O Sole Mio," "Ciribiribin," etc., has grace and charm and much listenability.

San Francisco M 33003

Albert White, who put the music of the 1890's on wax in "Father's Moustache," has done a similarly outstanding job for the flapper era. The fabulous 1920's, with its typical music —"The Charleston," "Collegiate," "Black Bottom," etc.—is preserved in these grooves. What is

music —"The Charleston," "Collegiate," "Black Bottom," etc.—is preserved in these grooves. What is captured here is an era—and in hi-fi yet! Obviously, a package which can provide interesting programming for jocks.

THE CARLESS TORCH ......68
Dorothy Carless (1-12")

HiFi R 403

Husky voiced British canary sings with intimate phrasing, considerable feeling and a rather limited range on a group of time-tested torchers—"It's Too Late Now," "My Old Flame," etc. Good, suitably unobtrusive backing by the Barney Kessel Trio. Warm wax for romantic jockey segs.

### 'Saucer' Boys Set New Label

NEW YORK -- Bill Buchanan and Dick Goodman, youthful artirts and owners of the Luniverse label, this week organized the Eldorado firm, which is expected to be the principal outlet of their future pop and rock and roll releases. The first Eldorado record to be released is "To Johnny B. From Joanie D." by Joanie Dunn, 14-year-old thrush pacted to the label. Also signed to Eldorado is Johnny Parker, formerly on Coral. Parker will record both pop and folk material. Releases of albums are also projected, with the first LP due within a month.

Bill Buchanan emphasized that the Luniverse label would continue and that he and Goodman would make releases on that label as artists. The Eldorado line is being offered to current Luniverse

distributors.

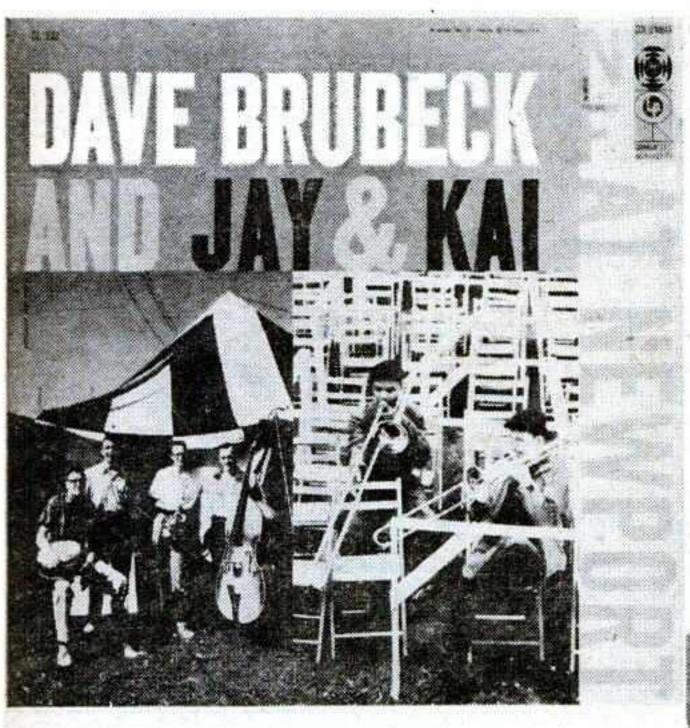


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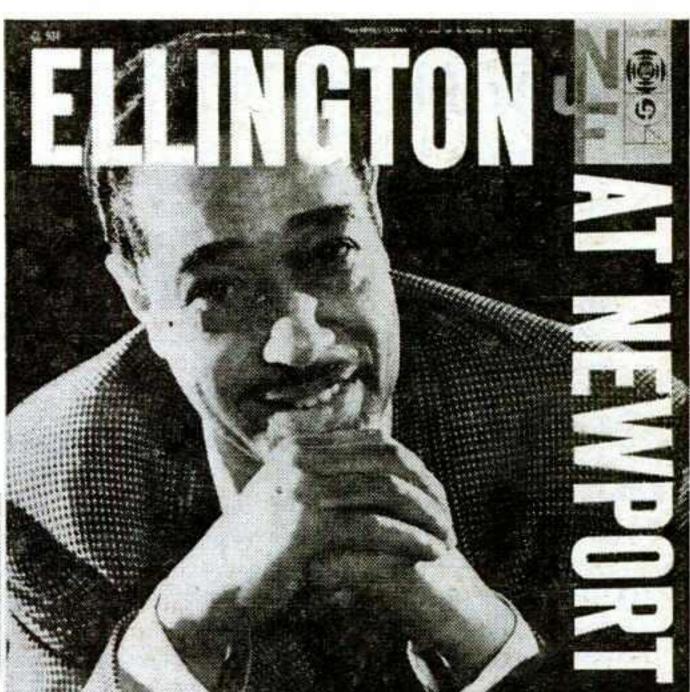
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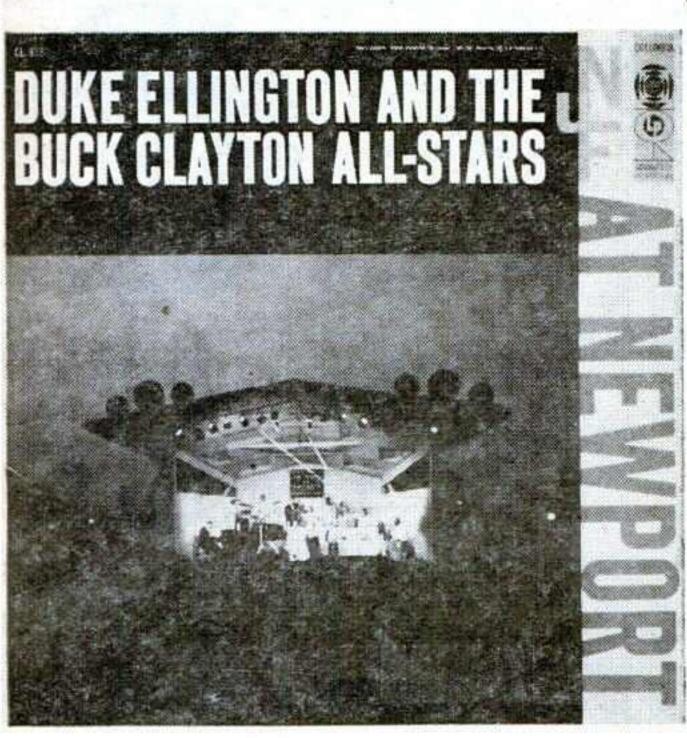
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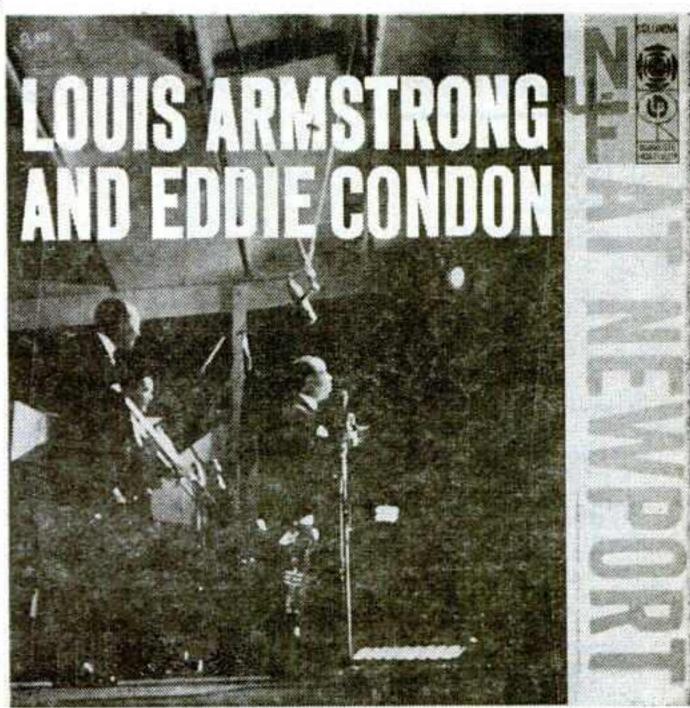
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COLUMBIA PRECORDS

### Reviews and Ratings of New Classical Albums

Continued from page 24

this German-made grooving can spark interest, particularly among young collec-

BRUCKNER: SYMPHONY NO. 9 IN D MINOR (ORIGINAL VERSION); BEETHOVEN: FANTASIA IN C MI-NOR FOR PIANO, CHORUS AND ORCHESTRA (2-12")-Symphony Orchestra of the Bavarian Radio; Eugen Jochum, Cond.; Andor Foldes, Piano; RIAS Chamber Choir and Berlin Motet Choir; Berlin Philharmonic Orchestra; Fritz Lehmann, Cond. Decca DX 139..74

Jochum's reputation as a Bruckner specialist gains additional luster from this distinguished reading of the "Ninth." For a work of such vast dimensions,

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Jochum achieves a sustained emotional quality that is all but incredible. While working for the grand effect, the conductor is also scrupulous in rendering each intricate detail. Jochum's interpretation should be the preferred one-as should Foldes' work in the coupling, the Beethoven "Choral" Fantasy.

FRANK MARTIN: SIX MONOLOGUES FROM "JEDERMANN" (EVERY-MAN); SCHUBERT RECITAL (1-12") -Heinz Rehfus, Baritone; Frank Martin, Piano. London LL 1405 .........71

"Everyman" is a mystery play dramatized at each of the Salzburg Festivals since its founding. Martin, the Swiss composer, has taken the Hofmannsthal text and set six long dramatic passages to music. He himself accompanies Rehfuss, as the singer, in the role of Everyman, stands before God and gives a reckoning of the way he has lived. It is a moving experience, and Rehfuss gives thrilling realism to the role. Some lesser known Schubert songs occupy the second side: "Totengraebers Heimweh," "Auf der Donau," "Der zuernende Barde," etc. Will appeal to a fair number of discerning

FRISKIN PLAYS BACH GOLDBERG VARIATIONS (1-12")-James Friskin, Plano. Vanguard-Bach Guild BG 558..70 Singularly illuminating performances and explanatory notes by the esteemed teacher and Bach specialist, Friskin, make this set a prize for piano students and connoisseurs. The Landowska harpsichord treatment will always grab the lion's share of sales, but this is the preferred piano version. For the specialty shops.

BRAHMS: COMPLETE QUARTETS FOR PIANO AND STRINGS (2-12") -Victor Aller, Piano; Members of the Hollywood String Quartet. Capitol

ances, these readings of Brahms' three 'Piano Quartets" get the nod over most of the competition. As a de luxe, "complete" set, it makes an excellent holiday gift item for the connoisseur. Shops with such special clientele should do well with

BOCCHERINI: TRIO IN G MINOR, OP 9, NO. 5; TRIO IN G MAJOR, OP. 38, NO. 2; QUARTET IN A MA-JOR, OP. 39, NO. 8; LA TIRANNA. OP. 44, NO. 4 (1-12")-The Carmirelli Quartet. London LL 1454 .................68

All of these pieces are new to LP disks, and all are worthy additions to the chamber music repertory. The Italian chamber musicians play them beautifully and established these in a class with much of Mozart and Haydn. Wherever chamber music is sold, this should sell

ANACEM: STRING QUARTET NO. 2 MOZART: STRING QUARTET NO. 14 IN G MAJOR (K. 387) (1-12")-The Janacek Quartet. Decca DL 9851 .....68 Janucek's Quartet No. 2 was his last composition, and has come to be regarded one of the unarguably great masterpieces of the contemporary chamber music field. It is played here by four countrymen of Janacek, and their efforts are distinguished. The Czech instrumentalists show the same vitality, if not quite the same stylistic success in the Mozart work.

ROSSINI: SONATAS NO. 1, 2, 3 AND 4 FOR STRINGS (1-12")-Solisti di Zagreb. Vanguard VRS 488 .................67

These products of the operatic composer's 16th year are light, silvery pieces with roots in Mozart and with evidence of the soaring vocal lines that eventually were to emerge. Double-bass is featured in many spots. Set is a curio, but an ingratiating one, beautifully played and well-recorded. Appeal is special, but class shops can move this.

VAUGHN WILLIAMS: ON WENLOCK EDGE; FAMOUS LOVE SONGS (1-12")-George Maran, Tenor; Ivor Newton, Piano: London String Quartet,

London LL 1406 ......67 Package has fine listening content, with one side devoted to Williams' cycle of six songs from Housmans' "Shropshire Lad," and the other comprising love songs of Schubert, Beethoven, Brahms, Grieg and others. Tenor Maran projects them all with taste and sensitivity, and excellent assistance from the London String Quartet and Ivor Newton at the piano. Appeal here, however, is likely to be fairly specialized.

### Mills Imports 2 Brit. Tunes

NEW YORK--Two important British instrumentals, "Toy Shop Rag," by Jan Ruik, and "Startime, by Eric Rogers, are being made available to the United States thru Mills Music, Inc., owing to an NEW ORLEANS CONTRASTS: agreement recently concluded by Jack Mills and Francis, Day and Hunter, Ltd., of London.

### Reviews and Ratings of New Jazz Albums

Continued from page 24

LP for modernists to treasure, all the more since Brown is gone.

KNOW YOUR JAZZ VOL. 1 .......... 80 (1-12")

ABC-Paramount ABC 115 Modern jazz styles on the various instruments are demonstrated by 11 excellent men on as many tunes-all standards. In pianist Billy Taylor's notes, he gives an articulate intro to the artist and style, and a quick look-around at the contemporary status of the instrument. Most of the tracks are good, and some better than that, Included are Taylor, J. Cleveland, O. Pettiford, K. Clarke, T. Scott, A. Cohn, J. Roland, C. Rouse, M. Lowe, D. Byrd and G. Gryce'. . . many on loan from other labels. Creed Taylor has inaugurated a worthwhile series here.

JIMMY RANEY ......78 (1-12")

ABC-Paramount ABC 129

In this LP, guitarist Raney is framed by B. Brookmeyer on valve trombone and three rhythm. The guitar-trombone combination is unusual and makes for some provocative sounds, The solos are well integrated and deftly laid out. Much of the success of the album derives from an unusually swinging rhythm section: O. Johnson, drums; T. Kotick, bass; Hank Jones and Dick Katz, sharing piano chores. The Brookmeyer originals, "No Male for Me" and "Get Off That Roof," make fine demo bands. Fresh, vital music-making that will sell readily to admirers of East Coast

CANDIDO ..... 72

fairly good.

(1-12")ABC-Paramount ABC 125 Candido's first LP as leader, and bongo and conga drums. Some of the selections have a deliberate Latin-American coloring, but, on the whole, the phrasing and feeling is jazz, pure and simple. The rest of the sextet is composed of tenor (A. Cohn), guitar (Joe Puma), drums (T. Sommer), bass (W. Mitchell) and piano (D. Katz). Between Cohn and Candido there is a particularly close-knit rapport and they get in some telling licks. The market potential for this should be

MR. BONGO ......72 Jack Costanzo Afro-Cuban Band (1-12") Gene Norman Presents GNP 19

A package for the faithful. This is typical material, very well performed and recorded, Mr. Bongo's technique on the bongo and conga drums is superb. Other notable instrumentation is the piano of Eddie Cano. The melodies feature mambos, rumbas and much of the disk has a swinging jazz feeling. Tunes include "Caravan," "La, La, La," "Coco May May," "Bongo Festeris," etc.

EASY JAZZ ......71 Ralph Sharon's All-Star Sextet (1-12") London LL 1488

An apt title for this American-made set by the British pianist, even tho his cohorts include such intense avant-gardists as Charlie Mingus, Teddy Charles and J. R. Montrose, plus Joe Puma and Kenny Clarke. Program is tasteful, light and nonaggressively modern-keyed mainly to Sharon's piano. The names will make some sales, tho this isn't their usual groove. Of the several originals, "Man on the Couch" is an interesting trial track.

Cass Harrison Trio (1-12") M-G-M E 3388

Pianist Harrison has dug deep into the Ellington catalog to find a number of lesser-known items and comes up with some minor treasures. "Prelude to a Kiss" and "Azure" are perhaps the best known of the lot; in addition, there are "Move Over," "Yearning for Love," "Riding on the Moon," "The Gal From Joe's," etc. Harrison is an extremely gifted pianist who ought to be better known. He is technically facile, imaginative, fresh in his harmonic conception and possessed of one of the most rockribbed beats imaginable. It will be a tin ear that gets no pleasure out of this LP.

PIA BECK: DUTCH TREAT ...........70 (1-12")

Epic LN 3269 A moderate sale may be forecast for this one. Pia Beck's style, the Continental, has clearly an American flavor as well. This is particularly true in her piano work, which is swinging and modern. On several of the numbers three Americans accompany Miss Beck-M. Hinton on bass, O. Johnson on drums and B. Galbraith on guitar, Songs include "Just a Gigolo," "Gone With the Wind," "Lullaby of Birdland," etc.

PAUL BARBARIN AND SHARKEY BONANO ......69

Riverside RLP 217

An interesting set, the of limited sales potential. The contrast is afforded by two tradition-rooted units, one in the Negro and one in the White style, throwbacks to the old King Oliver and Original Dixieland Jazz Band manners respectively. The musicianship won't satisfy the younger fans, but old-line collectors will be susceptible to the period

A TOUCH OF MODERN ......68 Stu Phillips Sextet (1-12")

M-G-M E 3391 Phillips is a young conservatorytrained arranger - conductor - pianist heard here in his first jazz I.P. His classical background is not yet wellblended with his weak jazz vocabulary. The ensemble includes English horn and French horn, both being used rather clumsily and with little jazz feel. The other instruments are vibes, bass and drums. Were the arrangements not so bland and obvious, there might be more pleasure in listening to the talented individuals in the group (not least of whom is pianist Phillips).

WAILING BUDDY ARNOLD .......67

ABC-Paramount ABC 114 Competent, but undistinguished tenor sax by Arnold with a crew that often gets the sound of a big band via good, swinging arrangements, Younger stars Gene Quill, Johnny Williams and particularly trumpeter Dick Sherman add interest, but it's not a major entry. Excellent notes by Burt Korall.

Johnny Coates Jr., Piano; Wendell Marshall, Bass; Kenny Clarke, Drums Savov MG 12082

Coates, at 18, is certainly a promising iazz pianist, but he isn't ready to carry an album by bimself. He doesn't have enough that's new or superior to dozens in New Jersey, since the lad is a favorite around Trenton, but broader sales are un-

SHOW CASE ......59 Dell Staton Trio (1-12") King 395-516

Whether this is aimed at the jazz or the cocktail combo market, it misses its mark. Guitar-piano-bass unit Is, on the evidence here, no better than several hundred such units that play in small cities thruout the land. Dealers can skip this one.

### Folk

SONGS FOR A LAZY AFTERNOON .. 73 Rod McKuen (1-12")

Liberty LRP 3011

A very broad selection of folk songs, Some rollicking, as "Puttin' on the Style"; a slave song, "Follow the Drinkin' Gourd"; some originals, as "Jaydee" and "Happy Is a Boy Named Me," a couple of Calypsos, etc. McKuen has an important asset necessary to the folk singer-sincerity and the capacity to make the material believable. This may stem from his talents as an actor. Guitar accompaniment is outstanding by Barney Kessel and Tommy Tedesco.

THE ROVING BALLADEER ............72 Marty Brill (1-12")

Coral MH 20178

Singer has a pleasant delivery and an obvious flair for folk-ballad chanting. His dozen selections have have splendid variety and range from Creole thru Calpyso to Elizabethan in origin, in moods from plaintive to bawdy. There is plenty of fresh stuff here for the folk-song cult, altho more on the cocktail bar than living room beam, including a few spicy bands that a jock couldn't spin.

Band

Edinburgh Police Band (1-12")

London LL 1484 The clansmen should dig this new package the most. And, judging by a competing label's success last year with a similar album, this may well find a measure of popular demands as well. More than 30 selections are offered out of the storehouse of Scottish tradition and it makes for exciting listening. Should find a ready market among both those who treasure the idiom as well as buyers who happen on the colorful cover in a browser box and buy because it's something different and unique.

HAROLD WALTERS CONDUCTS HIS CONCERT BAND IN A POP FESTIVAL ......90

(1-12")M-G-M E 3458

A smart package for any fan of concert band sound. The dozen-anda-half selections have diversity of appeal, and are presented by Walters and his cohorts for fine effect. There are old numbers on the program and some spanking new ones, but all get a fresh Walters treatment. Package is attractive and should help sales interest.

HEROES OF THE BULL RING ......70 Spanish Air Force Military Band, Madrid, Commander M. G. de Arriba, Cond. (1-12") Decca DL 9840

A dozen selections from music composed in honor of Spain's most idolized matadors past and present. Compositions are stirring and played with spirit by the band. Appeal of package will be predominently for the old set, but many regular band fans will be interested.

### International

THE SOUNDS OF OLD MEXICO ..... 79 Toni Aguilar, Rosa de Castilla, Luis Perez Meza; Rosita Quintana (1-12") Capitol T 10044

Another in Cap's "Capitol of the World" series, this disk contains performances by four of Mexico's popular artists, each representing an authentic phase of Mexican culture. The voices are lyric and full of heart, and the backings display the typically bright brass and plectrum work by the musicians. The tunes include "Tres Dias," "A Los Cuatros Vientos," "Te Traigo Serenata." etc. Authentic sounds of old Mexico, with impost to the Southwest and to returned travelers.





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# HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending October 24

This Week	48	Last Week	Weeks on Chari	This Week	Last	<b>1</b>	Veck or Char
ı.	Love Me Tender  By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI)  BEST SELLING RECORD: E. Presley, Vic 20-6643.	3	ATT 1	6.	By Billy Rose & Lee David-Published by Bregman, Vocco & Conn (ASCAP)  BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L.  Welk, Coral 61701.  RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tonettes, Modern 997;	4	11
2.	Don't Be Cruel  By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI)  BEST SELLING RECORD: E. Presley, Vic 20-6604.	. <b>I</b>	13	7.	Honky Tonk  By Doggett, Sheperd, Scott & Butler—Published by Bilace (BM1)  BEST SELLING RECORD: B. Doggett, King 4950.	B	10
3.	Green Door  By Davie & Moore—Published by Trinity (BMI)  BEST SELLING RECORD: J. Lowe, Dot 15486.	5	6	8.	True Love  By Cole Porter—Published by Buxton Hill (ASCAP)  BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap 3507; J. Powell, Verve 2018.  RECORDS AVAILABLE: K, Kallen, Dec 29959; M. Whiting, Cap 3473.	Ð	6
4.	Just Walking in the Rain  By Brags & Riley—Published by Golden West Melodies (BMI)  BEST SELLING RECORD: J. Ray, Col 40729.  RECORD AVAILABLE: J. Kileen, Abbott 3024; D. Richards-E. Zack, Col 2  J. Wallace, Mercury 70758.	1532;	8	9.	Whatever Will Be, Will Be (Que Sera Sera)  By Livingston, Evans—Published by Artists Music (ASCAP)  BEST SELLING RECORD: Doris Day, Col 40704.  RECORD AVAILABLE: E. Howard, Mercury 70881.	7	20
5.	Canadian Sunset  By Eddle Heywood & Norman Gimbel—Published by Meridian (BMI)  BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537; A. Will  Cadence 1296.  RECORD AVAILABLE: M. Lopez, Vic 6678.	<b>2</b> iams,	16	10.	Friendly Persuasion  By Webster-Tiomkin—Published by Leo Feist (ASCAP)  BEST SELLING RECORD: P. Boone, Dot 15490.  RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	3	7
8		- s	econ	d Te	n <del></del>		
11.	Allegheny Moon	11	19	16.	Soft Summer Breeze 14	4	13
	By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551 Welk-Lennon Sisters, Coral 61679.	ı; L.		42	By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.		
12.	Blueberry Hill  By Lewis Stock-Rose—Published by Chappell (ASCAP)  BEST SELLING RECORD: F. Domino, Imperial 5407.  RECORD AVAILABLE: L. Armstrong, Decca 24752.	12	4	17.	Singing the Blues  By Endsley—Published by Acuff-Rose (BMI)  BEST SELLING RECORDS: G. Mitchell, Col 40709; M. Robbins, Col 40769.	- - - 	]
13.	Hound Dog  By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music ( BEST SELLING RECORD: E. Presley, Vic 20-6604.  RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Per 1612.	вмі)	14	18.	By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.	6	12
14.	Cindy, Oh, Cindy  By Barron-Long-Published by E. B. Marks (BMI)  BEST SELLING RECORDS: V. Martin, Glory 247; E. Fisher, Vic 20-6677.	17	3	18.	Lay Down Your Arms  By P. Roberts-L. Land-A. Gerhard—Published by Ludlow (BMI)  BEST SELLING RECORD: Chordettes, Cadence 1299.  RECORDS AVAILABLE: R. Morgan, Dec 30070; A. Sheldon, Col. 40759.	1	4
14.	My Prayer  By Boulanger & Kennedy—Published by Skidmore (ASCAP)  BEST SELLING RECORD: Platters, Mercury 70893.  RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. L. Vic 20-6678.		17	20.	Jealous Lover  By Kahn-Walker-Twomey—Published by Barton Music (ASCAP)  BEST SELLING RECORD: F. Sinatra, Cap 3552		
			Third	Ten		-	
21.	You'll Never, Never Know  By Miles-Robi-Williams—Published by Personality Music (BMI)  RECORD AVAILABLE: Platters, Mercury 70948.	27	2	26.	Miracle of Love  By Bob Merrill—Published by Rylan (ASCAP)  RECORDS AVAILABLE: G. Gibson, ABC-Paramount 9739; B. Lahe & Beans, Dec. 2008; F. Podlerer, Col. 40708	3	5
22.	In the Middle of the House  By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP)  RECORDS AVAILABLE: M. Berle, Coral 61691; R. Draper, Mercury 70921; V. roe, Vic 6619.	19 Mon-	8	26.	When the White Lilaes Bloom Again  By Doele-Potter—Published by Harms, Inc. (ASCAP)  RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk,  Coral 61701; F. ZaBach, Mercury 70936; H. Zacharias, Dec 30039.	8	9
23.	After the Lights Go Down Low  By Allen White & LeRsy Lovett-Published by Harvard (BMI)  RECORD AVAILABLE: A. Hibbler, Dec 29982; A. Hibbler, Original 1006.	24	10	28.	In the Still of the Night  By F. Harris—Published by Angel (BMI)  RECORD AVAILABLE: Satins, Ember 10005.	8	3
24.	It Isn't Right  By Robert Mellin—Published by Mellen Music (BMI)  RECORD AVAILABLE: Platters, Mercury 70948.	28	3	28.	745 N/ YES (200) 42 (100) 750 (100) 100	6	2

22 15

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RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949; J. Vale,

By C. Walker & E. Arnold-Published by Hill & Range (BMI)

24. You Don't Know Me

Col 40710.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap. 3565; D. Kaliman,

Dec 30036; D. Rondo, Jubilee 5256; R. Williams-J. P. Morgan, Kapp 161.

RECORD AVAILABLE: Shirley & Lee, Aladdin 3325.

By Wayne-Frisch-Published by Princess Music (ASCAP)

30. Two Different Worlds

# Capital BUNDONE Capital BUNDONE Capital BUNDONE CONTROLLED BUNDONE CONTROLLED BUNDONE CONTROLLED BUNDONE CONTROLLED BUNDONE CAPITAL CA

Milt Buckner

The Four Preps

GOOD TIME EXPRESS NIGHT MIST

record no. 3578



DREAMY EYES

**FOOLS WILL BE FOOLS** 

record no. 3576



Dean Martin

THE LOOK

GIVE ME A SIGN

record no. 3577

Franck Powrcel

Les Brown

and His Band of Renown

THE HIPS

(Les Hanches)

(From the Capital Album No. 10015—"La Femme")

FROU-FROU

(From the French Motion Picture "Frou-Frou")

record no. 3579



PRISCILLA

THE BEST YEARS
OF MY LIFE

record no. 3587



### P Best Sellers in Stores For survey week ending October 24 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the Last Week leading aide on top. Week Chart 1. LOVE ME TENDER (BMI)-E. Presley 2 Any Way you Want Me (BMI)-Vic 20-6643 2. DON'T BE CRUEL (BMI)-E. Presley. 1 14 HOUND DOG (BMI)-Vic 20-6604 3. GREEN DOOR (BMI)-J. Lowe..... (Story of) The Little Man in Chinatown (BMI)-Dot 15486 4. JUST WALKING IN THE RAIN (BMI)-J. Ray..... 5 9 In the Candlelight (ASCAP)-Col 40729 5. HONKY TONK (Parts I & II) (BMI)-B. Doggett..... 4 King 4950-BMI 6. BLUEBERRY HILL (ASCAP)-F. Domino..... 9 Honey Chile (BMI)-Imperial 5407 7. CANADIAN SUNSET (BMI)-H. Winterhalter..... 6 15 This Is Real (ASCAP)-Vic 20-6537 8. TRUE LOVE (ASCAP)-B. Crosby-G. Kelly..... 11 Well, Did You Evah (ASCAP)-Cap 3507 9. TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence.... 7 A Smile and a Ribbon (ASCAP)-Liberty 55022 10. FRIENDLY PERSUASION (ASCAP) P. Boone..... 10 CHAINS OF LOVE (BMI)-Dot 15490 11. SINGING THE BLUES (BMI) G. Mitchell..... -Crazy With Love (ASCAP)-Col 40769 12. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day...... 8 18 I Gotta Sing Away These Blues (BMI)-13. CINDY, OH, CINDY (BMI)-V. Martin..... 13 Only If I Praise the Lord (BMI)-Glory 247 14. IT ISN'T RIGHT (BMI)-Platters.... 17 YOU'LL NEVER, NEVER KNOW (BMI)-Mercury 70948 15. TRUE LOVE (ASCAP)-J. Powell.... 15 Mind If I Make Love to You? (ASCAP)-Verve 2018 16. TONIGHT YOU BELONG TO ME (ASCAP)-Lennon Sisters-L. Welk..... 22 When the White Lilacs Bloom Again (ASCAP)-Coral 61701 17. MY PRAYER (ASCAP)-Platters..... 12 17 Heaven on Earth (ASCAP)-Mercury 70893 18. CANADIAN SUNSET (BMI)-A. Williams...... 14 10 High Up on a Mountain (ASCAP)-Cadence 1297 19. FOOL (BMI)-S. Clark...... 16 13 Lonesome for a Letter (BMI)-Dot 15481 20. SOFT SUMMER BREEZE (BMI)-E. Heywood...... 18 16 Heywood's Bounce (BMI)-Mercury 70863 21. CINDY, OH, CINDY (BMI)-E. Fisher -Around the World (ASCAP)-Vic 20-6677 22. I WALK THE LINE (BMI)-J. Cash.. -Get Rhythm (BMI)-Sun 241 . 23. YOU DON'T KNOW ME (BMI)-J. Vale...... 19 14 Enchanted (ASCAP)-Col 40710 24. JEALOUS LOVER (ASCAP)-F. Sinatra.... You Forgot All the Words (BMI)-Cap 3552 25. LET THE GOOD TIMES ROLL (BMI)-Shirley & Lee..... 21 Do You Mean to Hurt Me So? (BMI)-Aladdin 3325

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	4.	(I	BMI)	−J. R	ay	N THE	RAIN	3	7
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	6.	(1	SCA	(P)D	oris I	Day	WILL BE	4	15
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	8.	FR	IENI	DLY E	ERSU	ASION	(ASCAP	)— 9	5
	9.	MY	PR.	AYER	(ASC	AP)—Pl	atters	8	16
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	11.	FO	OL (	BMI)-	-s. cl	ark	Dot 15481		11
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,	13.	P.	Pag	æ			CAP)	11	
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	15.	SOI	FT S . He	UMM ywood	ER B		(BMI)— cury 70863	18	9
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	17.	C	hord	ettes			6 (BMI)- dence 1299		3
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			and the second second				music Job		
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	2, L	ove !	Me Te ver W	nder (F	resley) Will Be	e (Que S	era, Sera)	7	19 3
		onigh	t Yo	n Belor	g to M	ie (Mills)	)	4	9
	6. T	rue I	Love	Buxton	Hill) .	•••••	Vest)	., .	4
	8. D	on't	Be C	ruel (P	resley-S	halimar)	vest)	1	1
1	0. M	y P	rayer	(Shapir	o-Bernst	ein)	··········	10	16 1
1	2. G	reen	Door	(Trinit	у)		· · · · · · · · · · · · · · · · · · ·	13	10

15. Italian Theme (Maurice) .....-

3

### NOVEMBER 3, 1956 Most Played by Jockeys For survey week ending October 24 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly Weeks survey among the nation's disk jockeys. Last Week The reverse side of each record is also listed. Week Chart 1. LOVE ME TENDER (BMI)-E. Presley..... Any Way You Want Me (BMI)-Vic 20-6643 2. GREEN DOOR (BMI)-J. Lowe..... (Story of) The Little Man in Chinatown (BMI)-Dot 15486 3. DON'T BE CRUEL (BMI)-E. Presley. 1 13 Hound Dog (BMI)-Vic 20-6604 4. JUST WALKING IN THE RAIN (BMI)-J. Ray..... 3 In the Candlelight (ASCAP)-Col 40729 5. CANADIAN SUNSET (BMI)-H. Winterhalter-E. Heywood...... 5 15 This is Real (ASCAP)-Vic 20-6537 6. FRIENDLY PERSUASION (ASCAP)-P. Boone ..... Chains of Love (ASCAP)-Dot 15490 7. TRUE LOVE (ASCAP)-Well, Did You Evah? (ASCAP)-Cap 3507 8. TONICHT YOU BELONG TO ME (ASCAP)-Patience & Prudence.... 7 11 A Smile and a Ribbon (ASCAP)-Liberty 55022 . 9. CANADIAN SUNSET (BMI)-A. Williams..... High Upon a Mountain (ASCAP)-Cadence 1297 10. BLUEBERRY HILL (ASCAP)-F. Domino...... 15 Honey Chile (BMI)-Imperial 5407 11. HONKY TONK (Parts I & II) (BMI)-B. Doggett..... King 4950-BMI 12. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day...... 10 I Gotta Sing Away These Blues (BMI)-Col 40704 13. JEALOUS LOVER (ASCAP)-F. Sinatra..... 17 You Forget All the Words (BMI)-Cap 3552 14. CINDY, OH CINDY (BMI)-E. Fisher. 20 Around the World (ASCAP)-Vic 20-6677 15. SINGING THE BLUES (BMI)-G. Mitchell..... -Crazy With Love (ASCAP)-Col 40769 16. MAMA FROM THE TRAIN (ASCAP)-P. Page..... Every Time-1 Feel His Spirit (BMI)-Mercury 70971 17. NIGHT LIGHTS (ASCAP)-Nat (King) Cole..... -To the Ends of the Earth (BMI)-Cap 3551 18. TWO DIFFERENT WORLDS (ASCAP)—D. Rondo..... He Made You Mine (ASCAP)-Jubilee 5256 19. TONIGHT YOU BELONG TO ME (ASCAP)—Lennon Sisters-L. Welk... 16 When the White Lilacs Bloom Again (ASCAP)-Coral 61701 20. HOUND DOG (BMI)-E. Presley..... 13 Don't Be Cruel (BMI)-Vic 20-6604 21. AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler..... 23 I Was Telling Her About You (ASCAP)-Decca 29982 22. ST. THERESE OF THE ROSES (BMI)-B. Ward..... Home Is Where You Hang Your Heart (BMI)-Dec 29933 23. MY PRAYER (ASCAP)—Platters..... 12 Heaven On Earth (ASCAP)-Mercury 70893 24. IN THE MIDDLE OF THE HOUSE (ASCAP)-R. Draper..... -Rollin' Heart (BMI)-Mercury 70921 25. SOFT SUMMER BREEZE (BMI)-

E. Heywood...... 14

Heywood's Bounce (BMI)-Mercury 70863



A Big New Hit By

# RUSTY DRAFER

# CONFIDENTIAL"

AND

"TIGER LILY"

MERCURY 70989





### NICK NOBLE

'The Star You Wished Upon'

AND

"You Don't Know What Love Is"

MERCURY 70981



### THE CREW CUTS

"Love In A Home"

AND

"Keeper Of The Flame"

MERCURY 70977



### SIL AUSTIN

"Slow Walk"

AND

"Wildwood"

MERCURY 70963



### THE DIAMONDS

"Put Your House In Order"

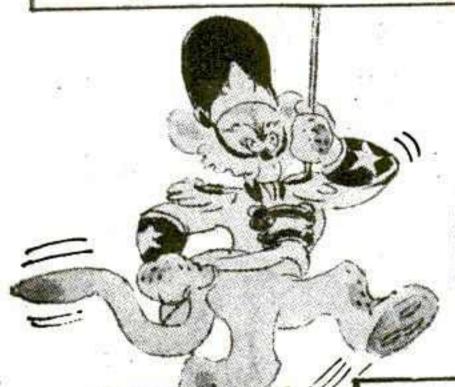
"My Judge And Jury"

MERCURY 70983



35 EAST WACKER DRIVE CHICAGO 1, ILLINOIS

# WITE FOR THESE M-G-M



MOONEY and his orchestra

end ROCK AND ROLL TUMBLEWEED

(Frem the MGM Film "The Opposite Sex") MGM 12320 • K12320



EP EXTRA! SPECIAL SINGLE POCKET EXTENDED PLAY SET OF Music from "GIANT" X-1342

PLUGGED ON RIN TIN TIN TV SHOW **JAMES** 

> Lt. Rip Masters



Forward Ho **GHOST TOWN** 

MGM 12350 . K12350

ROBBIN HOOD ANYBODY **ELIST'NIN'?** 

ROSALIND PAIGE

MGM 12340 . K12340

THAT FUNNY MELODY

LOVE, OH CARELESS LOVE

MGM 12354 . K12354

The second second second second

and his orchestra

(From Allied Artists Picture "friendly Persuasion")

and THERE'S NEVER BEEN ANYONE ELSE **BUT YOU** 

MGM 12336 \* K12336 MGM 12336 • K12336

RORY CALHOUN



PLUGGED COMO TV SHOW

FLIGHT HONG KONG

KISS 0F LOVE

Packaged in an attractive sleeve MGM 12359 . K12359

ROBERT MAXWELL HIS HARP AND ORCHESTRA

INJURY MUSIC FOR FOOTBALL GAMES

CUMANA MGM 12351 . K12351

CARSON ROBISON WILL SOMEONE PLEASE TELL ME WHO TO VOTE FOR AM GOIN' BACK WHUR I COME FROM

MGM 12355 . K12355

SPECIAL RELEASE

BARRY GORDON ROCK

CHILLUN

LITTLE GIRL

MGM 12373 . K12373

CONNIE **FRANCIS** 

NEVER HAD **SWEETHEART** 

LITTLE BLUE WREN

(From Alan Freed Pic., "Rock, Rock, Rock")

MGM 12275 . K12375

LEROY HOLMES and his orchestra BEST! THE MAID OF NOVGOROD (From the Paramount Film

MGM 12352 • K12352

### Territorial Best Sellers

For survey week ending October 24

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

### Atlanta

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic.

2. Love Me Tender, E. Presley, Vic. 3. True Love, Bing Crosby-G. Kelly, Cap. 4. Just Walking in the Rain, J. Ray, Col. 5. Green Door, J. Lowe, Dot

### Baltimore

1. Love Me Tender, E. Presley, Vic. 2. Green Door, J. Lowe, Dot

3. Just Walking In the Rain, J. Ray, Col. 4. Blueberry Hill, F. Domino, Imp. 5. True Love, Bing Crosby-G. Kelly, Cap.

6. Don't Be Cruel, E. Presley, Vic. 7. Singing the Blues, G. Mitchell, Col. 8. Honky Tonk, B. Doggett, Kng.

9. A Rose and a Raby Ruth G. Hamilton IV, Pmt.

### Boston

1. True Love. B. Crosby-G. Kelly. Cap.

2. Lave Me Tender, E. Presley, Vic. 3. Honky Tonk, B. Doggett, Kng.

4. Blueberry Hill, F. Domino, Imp.

5. Priscilla, E. Cooley, Rat. 6. Cindy, Oh, Cindy, V. Martin, Gly.

7. I Walk the Line, J. Cash, Sun 8. Canadian Sunset

E. Heywood-H. Winterhalter, Vic. 9. St. Therese of the Roses, B. Ward, Dec. 10. Let the Good Times Roll Shirley & Lee, Ala.

### Buffalo

1. Love Me Tender, E. Presley, Vic. 2. Green Door, J. Lowe, Dot 3. Don't Be Cruel, E. Presley, Vic.

4. Garden of Eden, J. Valino, Vik 5. Friendly Persussion, P. Boone, Dot

6. Petticonts of Portugal, D. Jacobs, Cor. 7. My Prayer, Platters, Mer.

### Chicago

1. Love Me Tender, E. Presley, Vic.

2. Honky Tonk, B. Doggett, Kng. 3. Green Door, J. Lowe, Dot

4. Don't Be Cruel, E. Presley, Vic.

5. Cludy, Oh, Cindy, V. Martin, Gly. 6. Just Walking In the Rain, J. Ray. Col.

7. Friendly Persuasion, P. Boone, Dot

8. True Love. J. Powell, Vrv. 9. Fool, S. Clark, Dot

10. Whatever Will Be, Will Be Doris Day, Col.

### Cincinnati

1. Love Me Tender, E. Preslev, Vic.

2. Just Walking in the Rain, J. Ray, Col. 3. Green Door, J. Lowe, Dot

4. Don't Be Cruel, E. Presley, Vic. 5. Blueberry Hill, F. Domino, Imp.

6. Canadian Sunset

E. Heywood-H, Winterhalter, Vic. 7. Tonight You Belong to Me

Lennon Sisters-L. Welk, Cor.

8. Whatever Will Be, Will Be

Doris Day, Col.

9. Tonight You Belong to Me -

Patience & Prudence, Lbt.

10. Honky Tonk, B. Doggett, Kng.

### Cleveland

1. Love Me Tender, E. Presley, Vic.

2. Green Door, J. Lowe, Dot 3. True Love, J. Powell, Vrv.

4. Whatever Will Be, Will Be

Doris Day, Col. 5. Cludy, Oh, Cludy, V. Martin, Gly.

6. Don't Be Cruel, E. Presley, Vic.

7. Friendly Persuasion, P. Boone, Dot

8. Honky Tonk, B. Doggett, Kng. 9. Canadian Sunset

E. Heywood-H. Winterhalter, Vic.

10. Two Different Worlds, D. Rondo, Jub.

### Dallas-Fort Worth

1. Love Me Tender, E. Presley, Vic. 2. Don't Be Cruel, E. Presley, Vic.

3. Green Door, J. Lowe, Dot 4. Honky Tonk, B. Doggett, Kng.

5. Canadian Sunset

E. Heywood-H. Winterhalter, Vio.

### Denver

1. Love Me Tender, E. Presley, Vic. 2. Don't Be Cruel, E. Presley, Vic.

3. Green Door, J. Lowe, Dot 4. Tonight You Belong to Me

Lennon Sisters-L. Welk, Cor.

5. Honky Tonk, B. Doggett, Kng. 6. Canadian Sunset,

E. Heywood-H. Winterhalter, Vic. 7. Blueberry Hill, F. Domino, Imp.

8. Cludy, Oh. Cludy, E. Fisher, Vic. 9. Canadian Sunset, A. Williams, Cdc.

### Detroit

1. Green Door, J. Lowe, Dot 2. Love Me Tender, E. Presiey, Vic.

3. Let the Good Times Roll Shirley & Lee, Ala.

4. Cindy, Oh, Cindy, V. Martin, Gly. 5. Honky Tonk, B. Doggett, Kng. 6. True Love, B. Crosby-G. Kelly, Cap.

7. Singing the Blues, G. Mitchell, Col. 8. Priscilla, E. Cooley, Rst. 9. Just Walking in the Rain, J. Ray, Col.

10. Don't Be Cruel, E. Presley, Vic.

### Kansas City

1. Love Me Tender, E. Presley, Vic. 2. Green Door, J. Lowe. Dot

3. Garden of Eden, J. Valino, Vik A. Blueberry Hill, F. Domino, Imp.

5. Singing the Blues, G. Mitchell, Col.

6. True Love, J. Powell, Vrv. 7. Don't Be Cruel, E. Presley, Vic. 8. Just Walking in the Rain, J. Ray, Col. 9. Honky Tonk, B. Doggett, Kng.

### Los Angeles

1. Don't Be Cruel, E. Presley, Vic. 2. Love Me Tender, E. Presley, Vic.

3. Tonight You Belong to Me Patience & Prudence, Ibt.

4. Whatever Will Be, Will Be Doris Day, Col.

5. Hound Dog, E. Presley, Vic.

6. Canadian Sunset

E. Heywood-H. Winterhalter, Vic.

7. My Prayer, Platters, Mer.

8. Soft Summer Breeze, E. Heywood, Mer.

9. Honky Tonk, B. Doggett, Kng.

10. Song for a Summer Night M. Miller, Col.

### Milwaukee

1. Green Door, J. Lowe, Dot

2. Love Me Tender, E. Presley, Vic. 3. True Love, B. Crosby-G. Kelly, Cap.

4. Just Walking in the Rain, J. Ray, Col. 5. Honky Honk, B. Doggett, Kng. 6. Cindy, Oh, Cindy, G. Martin, Gly.

### Minneapolis-St. Paul

1. Love Me Tender, F. Presley, Vic. 2. Green Door, J. Lowe, Dot

3. Honky Tonk, B. Doggett, Kng. 4. Blueberry Hill, F. Domino, Imp.

5. Singing the Blues, G. Mitchell, Col. 6. Tonight You Belong to Me

Patience & Prudence, I.bt. 7. After the Lights Go Down Low A. Hibbler, Dec.

8. Just Walking in the Rain, J. Ray, Col. 9. Lay Down Your Arms Chordettes, Cdc.

10. In the Middle of the House

R. Draper, Mer.

### **New Orleans**

1. Don't Be Cruel, E. Presley, Vic.

2. Blueberry Hill, F. Domino, Imp. 3. Green Door, J. Lowe, Dot

4. Love Me Tender, E. Presley, Vic. 5. You Don't Know Me, J. Vale, Col. 6. Canadian Sunset

E. Heywood-H. Winterhalter, Vic. 7. Just Walking in the Rain, J. Ray, Col.

8. Whatever Will Be, Will Re Doris Day, Col.

9. Honky Tonk, B. Doggett, Kng. 10. In the Still of the Night, Satins, Emb.

New York

1. Love Me Tender, E. Presley, Vic. 2. Don't Be Cruel, E. Presley, Vic.

3. My Prayer, Platters, Mer.

4. Hound Dog, E. Presley, Vic. 5. Canadian Sunset

E, Heywood-H, Winterhalter, Vic. 6. Honky Tonk, B. Doggett, Kng.

7. Just Walking in the Rain, J. Ray, Col.

8. True Love, B. Croshy-G. Kelly, Cap. 9. Whatever Will Be, Will Be

Doris Day, Col. 10. Soft Summer Breeze, E. Heywood, Mer.

Philadelphia 1. Don't Be Cruel, E. Presley, Vic.

2. Just Walking in the Rain, J. Ray, Col. 3. Canadian Sunet E. Heywood-H. Winterhalter, Vie.

4. Love Me Tender, E. Presley, Vic.

5. True Love. B. Croshv-G. Kelly, Cap. 6. Whatever Will Be, Will Be

Doris Day, Col. 7. Tonight You Belong to Me

Patience & Prudence, 1.bt. 8. Honky Tonk, B. Doggett, Kng.

### 9. Green Door, J. Lowe, Dot

Pittsburgh 1. Love Me Tender, E. Presley, Vic.

2. Cindy, Oh, Cindy, V. Martin, Gly, 3. Honky Tonk, B. Doggett, Kng.

4. It Isn't Right, Platters, Mer. 5. Hound Dog. E. Presley, Vic. 6. Out of Sight, Out of Mind

Five Keys, Cap. 7. Blueberry Hill, F. Domino, Imp.

### 8. Don't Be Cruel, E. Presley, Vic. 9. Green Door, J. Lowe, Dot

1. Love Me Tender, E. Presley, Vic.

St. Louis

2. Green Door, J. Love. Dot 3. Just Walking in the Rain. J. Ray, Col.

4. Tonight You Belong to Me Patience & Prudence, I.bt. 5. Cindy, Oh, Cindy, V. Martin, Gly.

6. Don't Be Cruel, E. Presley, Vic. 7. Faithful Hussar, T. Heath, Lon. 8. Friendly Persuasion, P. Boone, Dot

9. Singing the Blues, G. Mitchell, Col.

### E. Heywood-H. Winterhalter, Vic.

San Francisco 1. Don't Be Cruel, E. Presley, Vic.

10. Canadian Sunset

2. Tonight You Belong to Me Patience & Prudence, 1 bt. .

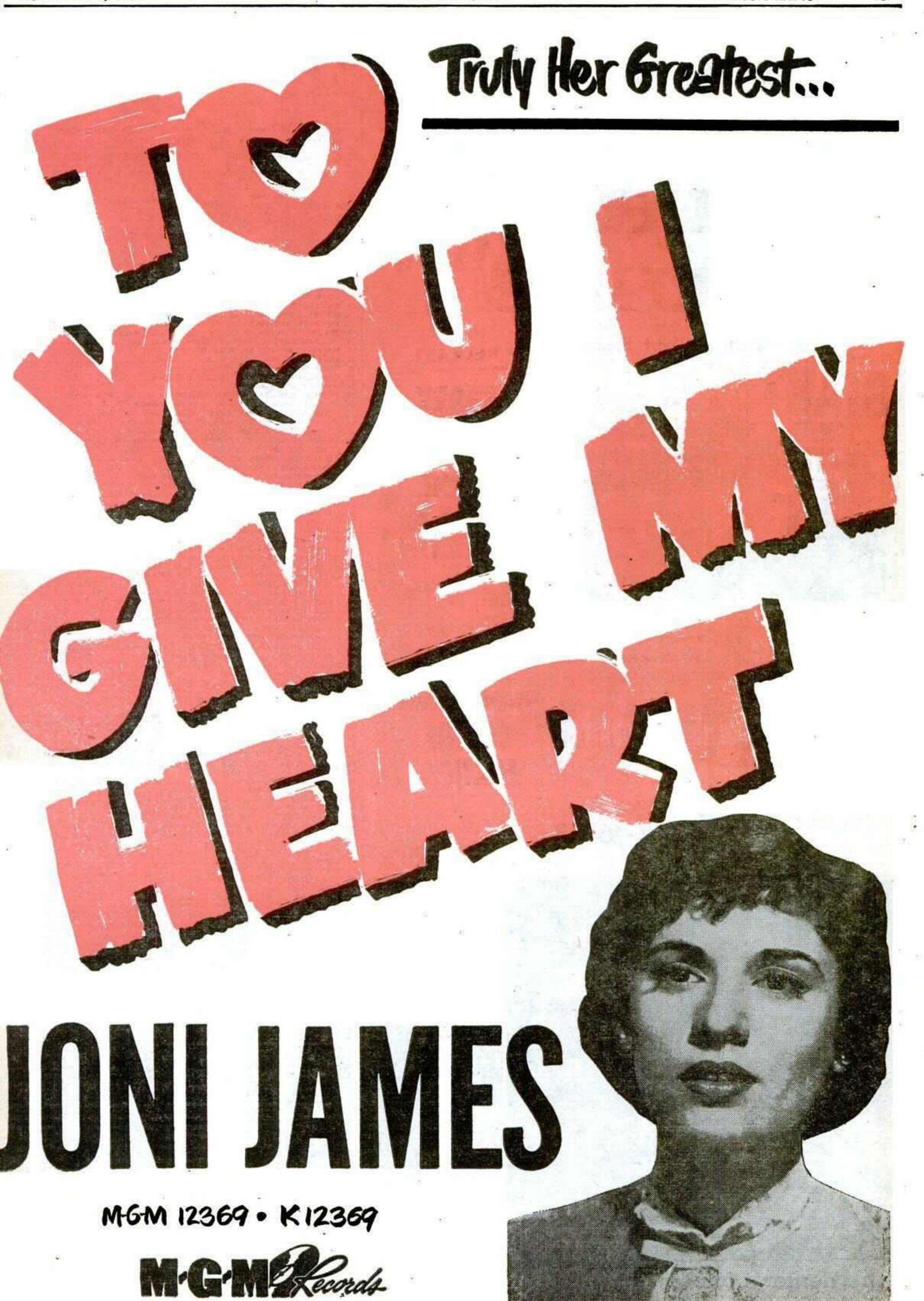
3. Canadian Sunset E. Heywood-H. Winterhalter, Vic. 4. Hound Dog, E. Presley, Vic.

5. My Prayer, Platters, Mer. 6. Whatever Will Be, Will Be

Doris Day, Col. 7. Love Me Tender, E. Presley, Vic. 8. Honky Tonk, B. Doggett, Kng.

9. Just Walking in the Rain, J. Ray, Col. 10. True Love, B. Crosby-G. Kelly, Cap.

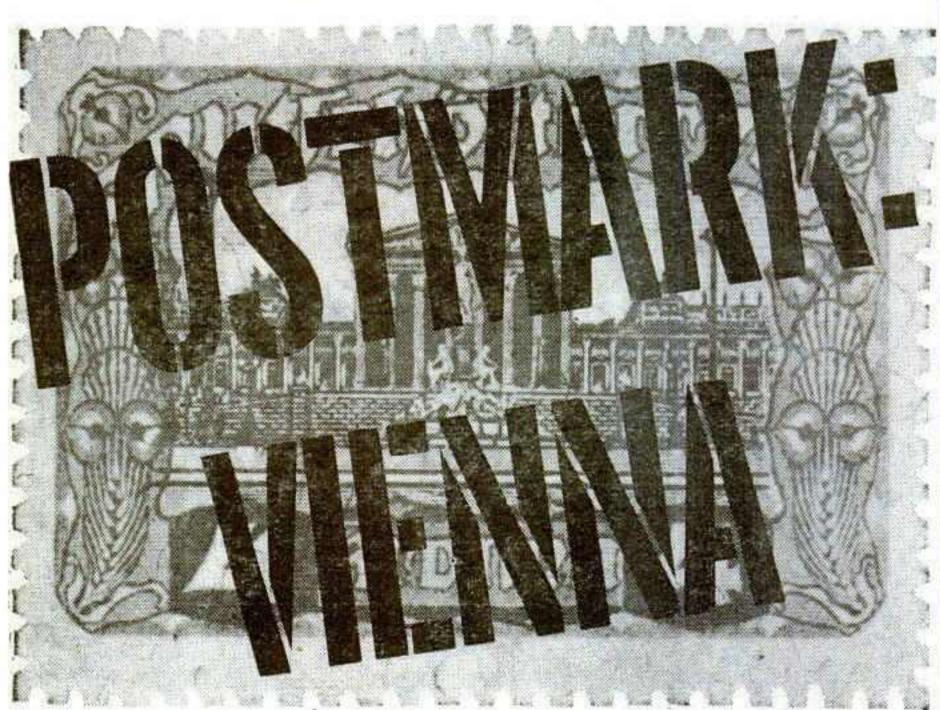
(Continued on page 38)



### RCA'S GREAT INSTRUMENTAL TRIO

# DADE DE SUNS

With a Chart Bound Release



20/47-6713





### THE TOP 100

For survey week ending October 24

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

	to show action in the ficial	
	2	Last
	Pos. Song, Artist, Label  1. GREEN DOOR—J. Lowe, Dot	Week
	2. DON'T BE CRUEL—E. Presley, Victor	. 1
	3. LOVE ME TENDER—E. Presley, Victor	. 6
	5. CANADIAN SUNSET-E. Heywood-H. Winterhalter, Victor	. 4
	7. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 8. BLUEBERRY HILL—F. Domino, Imperial	
	9. FRIENDLY PERSUASION—P. Boone, Dot	
	11. TRUE LOVE—Bing Crosby-G. Kelly, Capitol	. 17
	13. CANADIAN SUNSET-A. Williams, Cadence	. 13
l	14. MY PRAYER—Platters, Mercury	. 16
	16. SOFT SUMMER BREEZE-E. Heywood, Mercury	
	18. JEALOUS LOVER—F. Sinatra, Capitol	. 44
ľ	20. YOU'LL NEVER, NEVER KNOW-Platters, Mercury	. 23
	20. CINDY, OH, CINDY—E. Fisher, Victor	
	22. FOOL—S. Clark, Dot	
	25. YOU DON'T KNOW ME—J. Vale, Columbia	. 19
	27. IT ISN'T RIGHT-Platters, Mercury	. 24
	28. MIRACLE OF LOVE—E. Rodgers, Columbia 29. CHAINS OF LOVE—P. Boone, Dot	. 24
	30. TRUE LOVE—J. Powell, Verve	. 28
	32. MAMA FROM THE TRAIN—P. Page, Mercury 33. BUS STOP SONG—Four Lads, Columbia	. 55
	34. IN THE STILL OF THE NIGHT-Satins, Ember	. 41
	34. PETTICOATS OF PORTUGAL—D. Jacobs, Coral	. 37
١	36. ST. THERESE OF THE ROSES—B. Ward, Decca	
	39. LET THE GOOD TIMES ROLL—Shirley and Lee, Aladdin	. 27
	41. GARDEN OF EDEN-J. Valino, Vik	. 36
	42. IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	
	44. NIGHT LIGHTS—Nat (King) Cole, Capitol :	
	46. SEE-SAW-Moonglows, Chess	. 42
	48. HOUSE WITH LOVE IN IT—Four Lads, Columbia	. 35
	49. TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca 50. TEEN-AGE GOODNIGHT—Chordettes, Cadence	. 87
	51. WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharaias, Decca 52. FAITHFUL HUSSAR—T. Heath, London	
	52. JAMAICA FAREWELL-H. Belafonte, Victor	. 66
	54. I CAN'T LOVE YOU ENOUGH-L. Baker, Atlantic	. 48
	56. ANY WAY YOU WANT ME—E. Presley, Victor  57. ENDLESS—McGuire Sisters, Coral	. 67
	58. KA DING DONG—Hilltoppers, Dot	
ķ	60. HAPPINESS STREET—G. Gibbs, Mercury 61. FIRST BORN—Tennessee Ernie, Capitol	
Ì	62. PLEASE DON'T LEAVE ME-Fontane Sisters, Dot	. 56
7111	63. ITALIAN THEME—C. Stapleton, London 64. WAR AND PEACE—V. Damone, Columbia	. 69
	65. BLUE MOON—E. Presley, Victor	
	67. PRISCILLA—E. Cooley, Roost	
ı	69. SINGING THE BLUES—M. Robbins, Columbia	
	71. RIP IT UP-B. Haley, Decca	. 84
	71. WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	. 94
	74. ROSE AND A BABY RUTH—G Hamilton IV, ABC-Paramount	59
	75. THAT'S ALL THERE IS TO THAT—Nat (King) Cole, Capitol	. 59
	78. MIRACLE OF LOVE—G. Gibson, ABC-Paramount	
I	79. RUDY'S ROCK-B. Haley, Decca	
	79. SOFT SUMMER BREEZE—Diamonds, Mercury	. 49
1000	83. TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	. 82
	85. WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn. Dot	. 54
	87. YOU CAN'T RUN AWAY FROM IT-Four Aces, Decca	. 78
	88. WAYWARD WIND—G. Grant, Era	. 77
	90. WHEN THE WHITE LILACS BLOOM AGAIN—L. Holmes, M-G-M 91. NAMELY YOU—D. Cherry, Columbia	. 65
	92. BLUEBERRY HILL—I., Armstrong, Decca 93. WHEN THE WHITE LILACS BLOOM AGAIN—F. ZaBach, Mercury	
	94. KA DING DONG-G. Clefs, Pilgrim	. 81
	96. I WANT YOU, I NEED YOU, I LOVE YOU-E, Presley, Victor	. 47
	97. KA DING DONG-Diamonds Mercury	

### CAUTION TO DEALERS AND JUKE BOX OPERATORS

100. EARTHBOUND-M. Lanza, Victor ...... 97

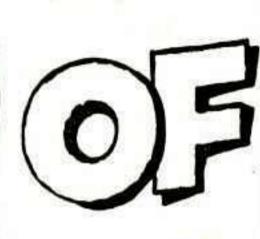
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



MUSICAL AND DRAMATIC SELECTIONS RECORDED DIRECTLY FROM THE SOUND TRACK OF M-G-M's

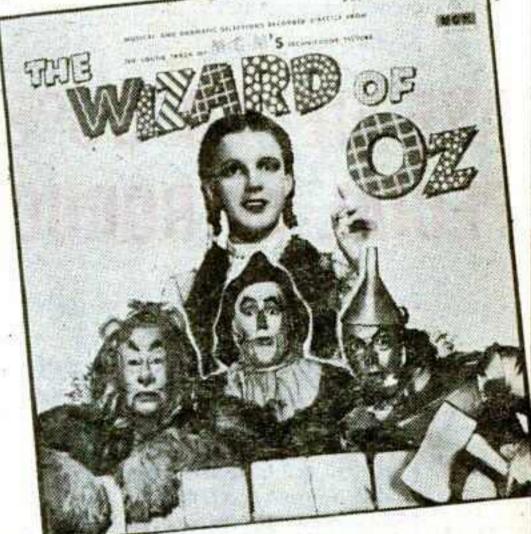






Starring

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GARLAND
RAY BOLGER
BERT LAHR
JACK HALEY
FRANK MORGAN



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PREMIER CBS-TV PRESENTATION FORD STAR JUBILEE, NOV. 3. 9 TO 11 P.M.

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RAY CHARLES SINGERS



# WINTER WONDERLAND

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MUSIC FROM MOTION PICTURES

E3397 12 in. LP

X 1296 ) X 1297 } X 1298 }

LEROY HOLMES.

and his orchestra



# TAKE ME IN YOUR ARMS

E3378 12 in. LP

X 1266 ) X 1267 } X 1268 } SAM (The Man) TAYLOR



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E3380 12 in. LP

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For as little as 25c a week Billboard's new

### **SALES** BOOSTER KITS will help you...

- SELL MORE SINGLES
- SELL MORE PHONOGRAPHS
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These terrific new merchandising kits are packed with red-hot up-tothe-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

### SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY O

For New Dealer-Subscribers Only

- ... here's what you'll get ... mailed twice a month, starting now:
- HONOR ROLL OF HITS POSTER . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrific for your window displays.
- BIG PLAY POP ALBUM POSTER . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD'S nationwide surveys. Build self-selling displays around thesel
- BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER. 17"x22" two colors. For counters, walls and window displays.
- TODAY'S TOP TUNES . . . listing the tops in pops, classical, jazz, R&B, C&W. . . singles and albums.
- POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT spread these all over your store! Pin them up in your listening booths.

All this in every kit ... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

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THE BILLBOAR 2160 Patterson St		
Cincinnati 22, Oh	io	724
Name		
Name of Store		
Address		

- I want to save 50% of your regular price. Please send me the next 6 SALES BOOSTER KITS . . . twice a month for three months at only 50c per kit. I enclose only \$3.
- ☐ Please send me a sample kit. I enclose \$1 for one kit.

### Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

-BMI

### Radio

Allegheny Moon (R)-Oxford-ASCAP Baby Doll (R) (F)-Remick-ASCAP Canadian Sunset (R)-Meridian-BMI Chincherinchee (R)-Roncom-ASCAP Cindy, Oh, Cindy (R)-E. B. Marks-Bryden

Friendly Persuasion (R) (F)-Feist-ASCAP Giant (R) (F)-Witmark-ASCAP
Green Door (R)-Planetary-ASCAP I Could Have Danced All Night (R) (M)-

Chappell—ASCAP I Cry More (R)—Famous—ASCAP Italian Theme (R)—Maurice—ASCAP
Just in Time (R) (M)—Chappell—ASCAP Just Walking in the Rain (R)-Golden West

Love in a Home (R)—Commander—ASCAP Mama From the Train (R) - Remick-ASCAP

My Last Night in Rome (R)-Famous-ASCAP Namely You (R)-Commander-ASCAP Never Leave Me (R)-Leeds-ASCAP

Night Lights (R)-Bregman, Vocco & Conn -ASCAP On the Street Where You Live (R) (M)-Chappell—ASCAP

Petticoats of Portugal (R)-Christopher-BMI The Star You Wished Upon Last Night (R)—Robbins—ASCAP

Tonight You Belong to Me (R)-Bregman, Vocco & Conn—ASCAP True Love (R) (F)—Buxton Hill—ASCAP Iwo Different Worlds (R) - Princess -ASCAP

War and Peace (R) (F)-Famous-ASCAP Whatever Will Be, Will Be (R) (F)-Artists -ASCAP

When the White Lilacs Bloom Again (R)-Harms-ASCAP

### Television

After the Lights Go Down Low (R)-Harvard-BMI Allegheny Moon (R)-Oxford-ASCAP Bus Stop Song (R) (F)-Miller-ASCAP Canadian Sunset (R)-Meridian-BMI Cindy, Oh, Cindy (R)-E. B. Marks-Bryden

BMI Ev'ry Day of My Life (R)-Miller-ASCAP Friendly Persuasion (R) (F)-Feist-ASCAP Ghost Town (R)-Cromwell-ASCAP Giant (R) (F)-Witmark-ASCAP Green Door (R)-Trinity-BMI Happiness Street (R)-Planetary-ASCAP Hound Dog (R)-Presley & Lion-BMI

Don't Be Cruel (R) - Presley-Shalimar-

I Dreamed (R)-Trinity-BMI Italian Theme (R)-Maurice-ASCAP Just Walking in the Rain (R)-Golden West -ASCAP Ka Ding Dong (R)-Greta-BMI

Mama From the Train (R) - Remick-Married I Can Always Get (R)-Leeds-

ASCAP Miracle of Love (R)-Rylan-ASCAP Moonlight Love (R)-Elkan-Vogel-ASCAP My Prayer (R)-Shapiro-Bernstein-ASCAP New York's My Home (R)-Leeds-ASCAP. Petticoats of Portugal (R)-Christopher-

BMI Show Me (R) (M)-Chappell-ASCAP Silent Treatment (R)-Kahn-ASCAP Solid Gold Cadillac (R) (F)-Columbia Pic

-ASCAP Song for a Summer Night (R)-Cromwell-ASCAP

Tonight You Belong to Me (R)-Bregman, Vocco & Conn-ASCAP War and Peace (R) (F)-Famous-ASCAP Whatever Will Be, Will Be (R) (F)-Artists -ASCAP

Where in the World (R)-Broadcast-BMI | You're in Love (R)-Thunderbird-ASCAP

### Best Selling Sheet Music in Britain

**IFor Week Ending October 201** 

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Lay Down Your Arms-Francis Day A Woman in Love-Morris (Frank)

Whatever Will Be, Will Be-Melcher-Toff (Artists) More-Berry (Shapiro-Bernstein)

Walk Hand in Hand-Duchess (Republic) Autumn Concerto-Macmelodies (Symphony) A Sweet Old-Fashioned Girl-Campbell-Connelly (Valyr)

Mountain Greenery-New World (Harms) Rock Around the Clock-Kassner (Myers) Who Are We?-Bourne (Thunderbird) Serenade-Blossom (Harms)

You Are My First Love-Grosvenor (Kassner)

By the Fountains of Rome-Sterling (Chappell) Rockin' Through the Rye-Sterling (Valley-

brook) The Birds and the Bees-Maddox (Famous) Why Do Fools Fall in Love?-Chappell (Patricia)

My September Love-Bron Born to Be With You-Morris (Mayfair) The Wayward Wind-Lafleur (Warman) When Mexico Gave Up the Rhumba-Feist (Copar)

### Best Selling Pop Records in Britain

(For Week Ending October 20)

This	Printed thru the courtesy of the "New Musical Express,"  Britain's Foremost Musical Publication.	Last
Week		
	MAN IN LOVE—Frankie Laine (Philips)	
2. HOU!	ND DOG-Elvis Presley (HMV)	3
3. LAY	DOWN YOUR ARMS-Anne Shelton (Philips)	2
4. GIDD	DY-UP-A-DING-DONG-Freddie Bell and the Bellboys (Mercury)	4
5. JUST	WALKING IN THE RAIN-Johnnie Ray (Philips)	14
6. ROCK	KIN' THROUGH THE RYE-Bill Haley Comets (Brunswick)	5
7. WHA	TEVER WILL BE, WILL BE-Doris Day (Philips)	7
8. ROCK	K AROUND THE CLOCK-Bill Haley Comets (Brunswick)	10
9. GREA	AT PRETENDER/ONLY YOU-Platters (Mercury)	7
	NG A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Doneg	
11. YING	G TONG SONG/BLOODNOK'S ROCK AND ROLL CALL-	
God	ons (Decca)	7
12. MOR	E—Jimmy Young (Decca)	16
13. WHE	EN MEXICO GAVE UP THE RUMBA-Mitchell Torok (Brunswick)	11
14. MOR	E-Perry Como (HMV)	15
15. SEE	YOU LATER, ALLIGATOR-Bill Haley Comets (Brunswick)	13
16. SAIN	NTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	16
17. I'M I	IN LOVE AGAIN-Fats Domino (London)	
18. WOM	MAN IN LOVE-Four Aces (Brunswick)	19
19. GLEN	NDORA-Perry Como (HMV)	26
20. HEAT	RTBREAK HOTEL—Elvis Presley (HMV)	–
	118	

### Territorial Best Sellers

Continued from page 34

### Seattle

- 1. Love Me Tender, E. Presley, Vic. 2. Green Door, J. Lowe, Dot
- 3. Just Walking in the Rain, J. Ray, Col. 4. Honky Tonk, B. Doggett, Kng. 5. In the Still of the Night, Satins, Emb.
- 6. Singing the Blues, G. Mitchell, Col. 7. Canadian Sunset E. Heywood-H. Winterhalter, Vic. 8. Don't Be Cruel, E. Presley, Vic.
- 9. Tonight You Belong to Me Patience & Prudence, Lbt.

### Toronto

- 1. Love Me Tender, E. Presley, Vic. 2. Don't Be Cruel, E. Presley, Vic.
- 3. Canadlan Sunset, A. Williams, Cdc.
- 4. Just Walking in the Rain, J. Ray, Col.
- 5. Honky Tonk, B. Doggett, Kng.



NO. 22 BEST SELLER IN NATION AND CLIMBING TO NO. 1 . . .

DON RONDO "TWO DIFFERENT WORLDS"

NO. 5256

**COMING UP FAST** 

THE STYLERS "CONFESSION OF A SINNER"

NO. 5253

STRONG SELLER

ENZO STUARTI

"JUST SAY I LOVE HER" | "MARISSA"

NO. 5255



A SPECIAL RELEASE "STREET OF TEARS" "SIXTH FINGER TUNE"

BOBBY SHERWOOD No. 5261

on Josie too...

RUBBER BISCUIT"-THE CHIPS

No. 803

"THE GIRL I LOVE"

THE MOST TALKED OF ALBUM OF THE YEAR

"CENSORED"

MARTHA WRIGHT

LP No. 1028

— THE **CADILLACS** 

1650 Broadway, New York City

JOSIE RECORD THANKS FOR BEING INDULGENT WHILE OUR PRESSES ARE FILLING ALL THE ORDERS

SPECIAL RELEASE "RUDOLPH THE RED NOSED REINDEER" by THE CADILLACS

The year's big R&B Christmas Hit!

No. 807

THE ORIGINAL SMASH HI)

# 

by the

# MOTIFS

#30-003X



\*Thanks, DJ's-This record is getting bigger on every play.



RECORDS CORPORATION

6269 Selma Ave.

Hollywood 28, Calif.

# VOX JOX

By JUNE BUNDY

GIMMIX: Bob Norris, WEIM, Fitchburg, Mass., has been stirring up some controversy over his "Bandstand" show by reading The Billboard's record reviews, then playing the disk in question and asking listeners if they agree with cur comments. Some don't. Hence the "controversy!"....Jim Aylward, WHIL, Medford, Mass., recently aired a two-week radio profile on Elvis Presley, spotlighting all of Presley's disks on 12 separate programs and featuring "Love Me Tender thruout as "theme music." The series was spotted at various "We gave out no times," says Aylward, "made 'em listen to the whole thing!" . . . "Wild" Bill Bre- NOVEMBER 3, 1951 land, WALD, Walterboro, S. C., features a daily mystery tune contest on his three-hour afternoon show, with each day's winner awarded a free banana split at a local drive-in.

CO-OP JOCKS: Jerry Collins, WJBC, Bloomington, Ill., wants to set up an agency whereby jockeys could exchange tapes (reporting on disk favorites in their territory) with other spinners, and would like to hear from deejays interested in the idea.... In line with this, Dick Drury, WHHH, Warren, O., is developing a new show which will spotlight jocks in other sections of the country. Three out-of-town spinners a week will be presented on the program. Drury will supply details to those interested on request.

Bill Gregor, WWBZ, Vineland, N. J., is also in a national mood, and wants to hear from jockeys with polka shows (giving time of program, etc.) so that he can compile a list of polka spinners and present it to record labels, thereby -he hopes - making them more aware of the impact of polka platters on the country.

THIS 'N' THAT: Johnny Fairchild, KTMS, Santa Barbara, Calif., was recently elected "Disk Jockey of the Year" by Santa Barbara high school students. More than 2,000 kids turned out for a show Fairchild emseed in honor of his new title.... Program manager-deejay Tom Estes, WMAG, Forest, Miss., notes that teen-age visitors to the studio have been asking to view photos of recording artists, and he would appreciate receiving same to display in the WMAG studio and control room. Estes recently started a "Little Label" Seg - featuring small label wax exclusively-on his afternoon show "Club 860."

#### MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

oungstown, O. "Honky Tonk," Bill Doggett,

King. Bakersfield, Calif.

Fort Worth, Tex. "Canadian Sunset," Hugo Winterhalter, Victor.

Atlanta "Tonight You Belong to Me,"

Johnnie Ray, Golumbia,

Lawrence Welk, Coral. Salt Lake City "Just Walking in the Rain,"

Prescott, Ariz. Chordettes, Cadence.

ley, Victor.

#### YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

NOVEMBER 2, 1946

1. Rumors Are Flying

2. To Each His Own 3. Five Minutes More

4. South America, Take It Away

5. Ole Buttermilk Sky 6. The Whole World Is Singing

My Song 7. You Keep Coming Back Like

a Song 8. This Is Always

9. And Then It's Heaven

10. Linger in My Arms a Little Longer, Baby

1. Because of You

2. (It's No) Sin 3. Cold, Cold Heart

4. I Get Ideas

5. Down Yonder

6. World Is Waiting for the

Sunrise 7. And So to Sleep Again

8. Loveliest Night of the Year

Undecided 10. In the Cool, Cool, Cool of the Evening

Tracy Garneau, who formerly deejayed over WNRI, Woonsocket, R.I., has joined WSKI, Barre, Vt. . . . Bill Perkins, who replaced Larry Dean at WCIN, Cincinnati, this summer, pilots three separate disk shows, including an hour-long rhythm and blues seg. . . . Ed Bailey has taken over the "800 Club," formerly piloted by Joni Willis, over KVOM, Marrilton,

Zek Manners, a former top Los Angeles deejay, has joined WINS, New York, as morning man from 6 to 9:30 a.m. Another WINS staffer, Stan Burns, who emsees a deejayquiz show for the outlet, has acquired a new disk show from 2 to 4 a.m. daily. . . . Chris Martin, WABY, Albany, N. Y., wants to contact fellow-graduates of Manhattan's Cambridge School of Radio Broadcasting, class of '51.

# Capitol Execs To Nashville

HOLLYWOOD -- Capitol Records execs en masse will converge on Nashville next month for the annual country and western disk jockey convention, November 9-10, with seven company toppers expected to take part in the event.

Scheduled to attend the meetings are national merchandising director Bud Fraser; Mike Maitland, director of national sales; national promotion manager Dick Rising; pop records promotion manager Joe Mathews; Ken Nelson, c.&w. producer; newly appointed national sales manager Max Callison, and district sales manager Don Comstock.

# Horace Logan Turns Booker

SHREVEPORT, La. -- Horace "Green Door," Jim Lowe, Dot. Logan, for many years program director of KWKH here and producer of the station's "Louisiana Hayride," country and western show heard each Saturday night live and over the air, tendered his resignation last Wednesday (24),

Widely known in the country and western field, Logan is now in the process of establishing an artist service bureau and in the "Lay Down Your Arms," The future will devote his full time to booking and promoting "Hayride" and other c.&w. talent. He will "Love Me Tender," Elvis Pres- maintain headquarters in ShreveTERRIFIC COAST-TO-COAST ACTION ON HIS FIRST DECCA RECORDING

the Voice of ... JERRY LEWIS



COME RAIN OR COME SHINE

ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY

DECCA 30124 9-30124

AMERICA'S FASTEST SELLING RECORDS

DECCA

#### THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP

# RECENT POP RELEASES

# Coming up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. Garden of Eden ..... Joe Valino (BMI) Vik 0226

2. Priscilla ..... Eddie Cooley (BMI) Roost 621

3. Night Lights To the Ends of the Earth ... Nat (King) Cole (ASCAP); (BMI) Capitol 3551

4. Petticoats of Portugal ..... Dick Jacobs (BMI) Coral 61724

5. A Rose and a Baby Ruth George Hamilton IV (BMI) ABC-Paramount 9756

6. Mama From the Train ..... Patti Page (ASCAP) Mercury 70971

7. Mutual Admiration Society Crazy With Love ..... Teresa Brewer

(ASCAP); (ASCAP) Coral 61737

8. Moonlight Love Chincherinchee . . . . . . . . . Perry Como (ASCAP); (ASCAP) RCA Victor 6670

9. Blue Jean Bop ..... Gene Vincent (ASCAP) Capitol 3553

10. City of Angels ..... The Highlights (BMI) Bally 1016

# This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enuogh sales strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" listing.

PRISCILLA (Forshay, BMI)-Eddie Cooley-Roost 621-Here is yet another left-field hit. Starting off with unusually good volume in Eastern cities like New York, Philadelphia, Boston and Baltimore, the disk has moved out now in almost every part of the country. Detroit and Pittsburgh are very keen on the disk, and it seems about ready to make a big surge to the national listings. Flip is "Got a Little Woman" (Forshay, BMI). A previous Billboard "Spotlight" pick.

A ROSE AND A BABY RUTH (Bentley, BMI)-George Hamilton IV8 ABC-Paramount 9756-After an initial splash in the Carolinas on the Colonial label, this disk is now getting tremendous national play under ABC-Paramount's banner. A cross-section of stores and one-stops thruout the East and Middle West indicated that it is successfully blanketing almost all sales areas. Flip is "If You Don't Know" (Bentley, BMI). A previous Billboard "Spotlight"

MUTUAL ADMIRATION SOCIETY (Chappell, ASCAP) CRAZY WITH LOVE (Jungnickel, ASCAP)-Teresa Brewer-Coral 61737-While retail business in general has been off the last two weeks, the thrush's new release hasn't been affected at all. It has taken off with the speed of some of her biggest hits. Sales in Boston, Philadelphia, Buffalo, New York, Chicago, St. Louis and Minneapolis are reported extra good. The first listed title above is grabbing most initial action, but interest in the flip is also strong enough to make it a possibility.

# Review Spotlight on . . .

#### POP RECORDS

FOUR ACES.... Decca 9-30123...... WRITTEN ON THE WIND (Northern, ASCAP) SOMEONE TO LOVE......(Audabon, ASCAP) The Aces do a solid reading of this ballad, from the Universal-International flick, "Written on the Wind." Group's styling is reminiscent of some of their great hits. Flip, derived from a French tune, has a catchy lyric which the teen-agers will love. Jack Pleis has arranged both sides smartly. JO STAFFORD....Columbia 4072......ON LONDON BRIDGE (Jungnickel, ASCAP) This disk is one of Jo Stafford's finer efforts, and that is saying plenty. On top is a bright-sounding tune, with a beat, easily remembered. The reading is exceptionally warm and full of presence. Flip is "Bells Are Ringing," title tune from the new show. (Stratford, ASCAP) AL HIBBLER....Decca 30100..... (Vernonique, ASCAP) Hibbler has ridden high on the strength of a hit album and a top-selling single, and this appealing ballad figures as a likely successor. It's handled in the singer's highly salable, wide-open style. The flip is "Nightfall," another pleasing ballad. (Shapiro-Bernstein, ASCAP) EDDIE GORME....ABC-Paramount 9758......I'VE GOT A RIGHT TO CRY (Recordo, BMI) The stylish thrush had moderate success with her "Mama, Teach Me to Dance" side, and this smooth, husky-voiced waxing of a pretty torch ballad swings along gently to command plenty of attention. Flip is "Soda Pop Hop," an up-tempo item keyed to the teen-agers. (Regent, BMI) (Young, ASCAP) CHAMPAGNE TIME.....(Champagne, ASCAP) On top is the Victor Young, Harold Adamson theme from the Mike Todd flick, a lush, moody waltz with a continental flavor. The maestro treats it superbly, the arrangement emphasizing the pretty melody line. Flip is Welk's second TV theme, a danceable instrumental that should sell steadily over a long period. POP NOVELTY T. C. JONES.... Coral 61732...... Champagne Cocktail

(Vernon, ASCAP)

Another "John and Marsha" type gimmick side in which Jones takes the part of the lady and gentleman as they swill down champagne. Suggestive tone should pull attention and kick off a number of yocks. Performer is a star of "New Faces."

#### POP DISK JOCKEY PROGRAMMING

THE TRADEWINDS.... Dot 15502...... I WON'T BE ALONE TONIGHT (Trinity, BMI) SALLY ..... (Trinity, BMI) The new group impresses solidly with this first outing. Both sides are of the "Gang's all here" type of lusty singing, with big, full sounds in the backing. Tunes have a pleasant old-fashioned lilt that makes a listener join right in. Great for jocks at any hour of the day or night. DICK HYMAN....M-G-M 12343......BLUE DANUBE BOUNCE

> (Hollis, BMI) YANCEY SPECIAL .....(Shapiro-Bernstein, ASCAP) Hyman, a mighty fine technician on the ivories, shows it here with two highly listenable follow-ups to his many previous good disks. On top it's a rhythmic arrangement of the classic Strauss waltz while the flip is a smart revival of the old boogie-woogie classic. Both sides make attractive programming items for hip jocks.

# Reviews and Ratings \* \*

#### LES PAUL AND MARY FORD

CAPITOL 3570-The pair turns out one of their solidest sides in many a day. The oldie really sings out here, with the thrush's various voices teaming with those frantic guitar sounds. This one is surely headed for solid action. (Feist, ASCAP)

Blow the Smoke Away....81 Mood slows way down here on an old reflective ballad sung in hushed, creamy tones by Miss Ford. Strong appeal here, too. (Marks, BMI)

JONI JAMES M-G-M 12369-Miss James has one of

her most sincere readings on this fine side. The sweet, simple, clear approach packs a salable wallop and should lead to activity at all levels.

To You I Give My Heart .... 85 Here's a pretty ballad, sung in the thrush's typical style. Side should get plenty of plays, and strength of the coupling is bound to show. (Jungnickel, ASCAP)

BERNIE NEE (When Your Heart Is) COLUMBIA 40779-Here's a rhythmic, Latin-tempo piece of nonsense about Rio, with some swinging rhythm and

(Continued on page 44

#### \*REVIEW SPOTLIGHT

In the opinion of the Billboard's editorial staff, these new releases rate special attention from the entire music industry. They are tops, and unless qualified for specific markets, are assigned a 90 to 100 rating\*.

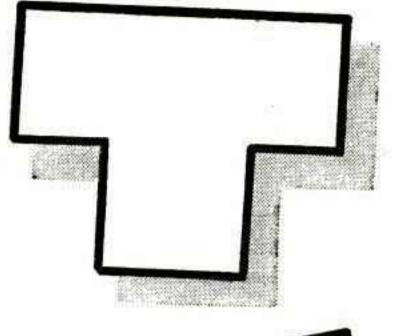
#### \*\*REVIEWS & RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the conutry and western, and rhythm and blues

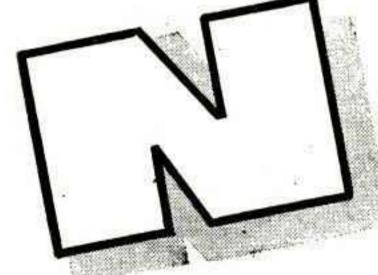
90-100, Tops 60- 69, Satisfactory

80- 89, Excellent 50- 59, Limited

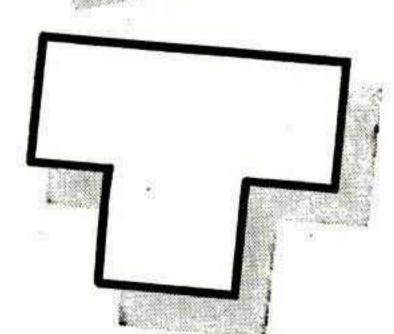
70- 79, Good 0- 49, Poor



# Tony Bennett's



ew release a



Two sided smash

# TIME

Review Spotlight on . . .

THE BILLBOARD OCTOBER 27, 1956



AUTUMN WALTZ

> Columbia 40770 4-40770

COLUMBIA PRECORDS



# • Reviews of New Pop Records

• Continued from page 42

blues breaks cropping up. Nee has a bright style which sooner or later

THE REPORT OF THE PROPERTY OF

NEW SINGLE RECORD RELEASE!

from

"ELLA and LOUIS"

CAN'T WE
BE FRIENDS
and
STARS FELL

V-2023 - 45X2023

ON ALABAMA

VERVERECORDS

ROGER WILLIAMS

"TWO DIFFERENT WORLDS"

K 161



should break him loose. (Cromwell,

Follow Me....76

Nee offers a pretty ballad in a style (with his own voice tracks) reminiscent of several popular quartets. Side has a nice melody and rates attention. (Greta, BMI)

THE DIAMONDS

Put Your House in Order....76

With a bright, swinging backing by
Hal Mooney and the band, the Diamonds give a styling of this semisacred opus that is a real knockout. (Parkdale, ASCAP)

RUSS MILLER

If the Good Lord's Willing....76
Same comment. (Windy City, ASCAP)

LONNIE SATTIN

The First One to See the Rainbow ....77

CAPITOL 3574 — Here's a melodic philosophical ballad which Sattin handles with a winning touch. Should divide plays with the flip. (Shapiro-Bernstein, ASCAP)

Sattin delivers an agreeable rendition of the tune which appears as the theme of the pic "The Boss," just released. A nice performance that should stir some action. (Ardmore, ASCAP)

BETTY MADIGAN

A pretty waltz, adapted from a noted Chopin piece, provides a melodic vehicle for the chantress. One day this chick will happen. (Cleo, BMI)

THE BLENDERS

Wake Up to Music....76

Same bright sound as the flip, and the same touch of newness in the material. This side also uses a touch of the flying saucer technique. (Harris, ASCAP)

BETTY JOHNSON

BALLY 1020—The thrush gets an exposure break on this tune, scheduled for the TV "Modern Romances" production. Its imaginative, fanciful lyric and "Jambalaya" rhythm are ear-catchers. Miss Johnson gives a bright, personable reading. (Trinity, BMI)

If it's Wrong to Love You....76
Fancily styled as this tune is, its sentiment and basic musical structure are from the country field. It has a gentle lift that Miss Johnson's fans will find appealing. (Peer, BMI)

THE HILLTOPPERS

No Regrets....75

Sacca carries the load on a pleasant ballad with a slow shuffle beat in back. Good job by all hands, but side will need heavy pushing. (Miller,

MURRAY SCHAFF

How Many Miles....75

Singer is on a real swinging beat and gets in some mean honking with his fellow Aristocrats. Group is solid thruout and side can spark counter

sales. (Southern, ASCAP)

SONNY ROSSI ORK

Heart and Soul....69
A swingy instrumental version of the

oldie in cha-cha rhythm, but flip is the side to watch. (Famous, ASCAP) THE ANDREWS SISTERS

I Want to Linger....73
Bright and brassy vocalizing by the Andrews on a rhythm ditty with an old-fashioned beat. First single waxing by the sisters since their reunion. (Remick, ASCAP)

BING CROSBY

Der Bingel adds his cover of number from forthcoming "Lil'l Abner" musical to several previously cut. Effort here is not too impressive and leaves flip to carry the flag. (Commander, ASCAP)

JIMMY WAKELY

James Dean...70

Here Wakely gives a capsule bio of Dean in folk ballad style, Musically not as interesting as the flip, tho it will probably be pregnant with meaning nonetheless for Dean devotees. (Porgle, BMI)

LYNN ROBERTS

He Never Looks My Way ..........74

UNIQUE 364—Sweet piping on a wistful ballad from the forthcoming NBC-TV spec, "Jack and the Beanstalk." (Chappell, ASCAP)

I'm Gonna Love Ya 'Til I Die....70

Exuberant thrushing on a fast-moving rhythm tune with a catchy beat.
(Lamas, ASCAP)

BUCCANEERS

Blue Eyes, and Ruby Lips ......73
REGIS 3105 — Extroverted, thoroly listenable group vocalizing on an exuberant rhythm-novelty with a solid beat. Good juke wax. (Robbins, ASCAP)

Over and Over Again....69

The boys sing out with feeling on a pretty up-tempo ballad. (Windy City, ASCAP)

CHARLIE APPLEWHITE

Don't Take My Heart....68

Dreamy ballad gets okay vocal by
Applewhite. (Broadcast, BMI)

SIDNEY BECHET

Coquin de Boubou....66

Jazz opus sounds like a mixture of Creole, West Indian, polka and stomp idioms. Bright, colorful side, the commercial chances here would seem slim for a single.

BOB GRAYBO AND THE PETTICOATS

Looka Me....71
Graybo warbles smartly on a bouncy rhythm item from the same show.
(Chappell, ASCAP)

JERRY LEWIS

Come Rain or Come Shine....70

Jocks undoubtedly will give this a whirl out of curiosity, but Dean Martin is still the crooner in that famous duo. (DeSylva, Brown & Henderson, ASCAP)

JOHNNY WILDER

My One Desire....68

A slow pleader styling here with the same slightly exaggerated vocal gimmicks in evidence. (Dayton, ASCAP)

MEG O'SHAUGHNESSY

M-G-M 12345—Rich-voiced thrushing (Continued on page 46)

# HONEST, we think this is a BIG one! NANCY ARNO

# THE MORE I

sings

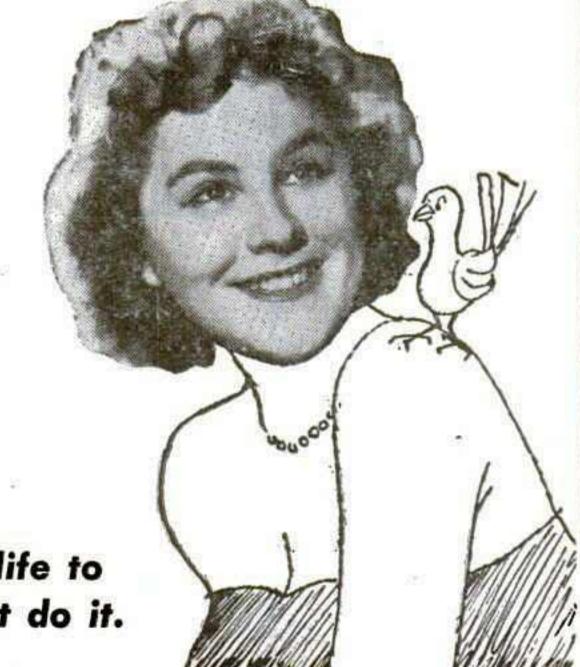
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FL3002

LEE SAYS: If I had my life to live over again I wouldn't do it.



# V Check These Hits V



9th HIT

Capitol #3573

(What Happens In)

b/w THE LEFT ARM

OF BUDDHA

Orch. and Chorus

By Leon Pober

Joe "Fingers" Carr (Capitol)

Billy Vaughn (Dot)

Hal Kanner (Kapp)

Eddie Dano (Vik) vocal version

# Mext: WALK TO THE BULL BING

By Leon Pober

Sonny Burke (Decca)

Russ Case (Vik)

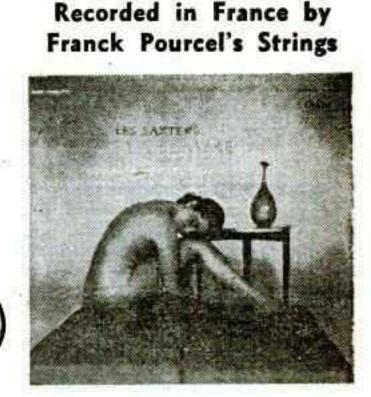
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# Reviews of New Pop Records

#### Continued from page 44

on a ballad with dramatic lyrics. (Saunders, ASCAP) Remember You .... 68 Deep-voiced Irish lass sells well on

the attractive standard. (Paramount, ASCAP)

#### VIRGINIA ATTER

CAPITOL 3571-Here's a tune on the Italian dialect kick, cleffed by the thrush's brother. Some novelty appeal here but gal will need stronger material to hit paydirt. (Valando, ASCAP)

Gay Bouquet .... 68

The new gal singer on the label has a quivery, emotional style on this oldstyled melody. Tune reportedly will be tied in with a Schrafft's candy promotion, which probably will still leave it obscure. (Laurel, ASCAP)

#### HABANA CUBANS

CAVALIER 501-The sucremity popular time gets its first Latin-tempord reading. Luis Miranda and the Cubans give it a danceable whirl,

ISREAL DEL PINO Oriental Cha Cha .... 66

A strange marriage this, in which a cha cha beat teams up with some typical oriental-styled percussion and rhythm backings. Israel del Pino adds GINNY SCOTT

FLAIR-X 3001-Thrush weeps her way thru a tune with a "Let Me Go, Lover" quality, enhanced by her styling a la Joan Weber. (Brandom, ASCAPI

Crossing My Fingers .... 60 Bright rhythm item of little consequence. (Fredericks, BMI)

#### JACK HAMMER

DECCA 30109-Rocking beat with seasonal high school flavor can spark teen-age listening. Jack Pleis and ork get plenty of sock in backing. Can interest jocks as a seasonal spin. (Champion)

So What .... 65 Singer belts out slow rhythm plea to his girl not to leave him. Backing by Pleis and ork has more kick than the vocal. Only moderate sales interest indicated. Flip has a distinct edge. (Copar, BMI)

#### THE NATURALS

M-G-M 12358-A Jolly Roger-type ditty is wrapped up in okay fashion by the Naturals. Tune is plug-item for TV series of same name. (Ridgefield, BMI)

The Bullad of Sir Lancelot ... 66 Another plug-platter for a TV series of same title. The group warbles pleasantly on English folk song-styled ballad with complicated lyric. (Ridgefield, BMI)

DAISY MAE

RICHLOY 102-Thrush on a hefty r.&r. kick, with similar backing. Can get quite a play in stores catering to the idiom. Jocks can get some profitable spins out of it, too. (Myers, ASCAP)

Want Me a Man .... 64 Similar beat to flip, but not quite up to it. (Myers, ASCAP)

JOE PICA

Rock a Rolla the Old Pianola ....... 66 ORIGINAL 532 - Dialect comedy number projected by singer for good effect along with solid pianola sound background. Flavor is old-fashioned, but material is amusing. Jocks can

Brother Bill .... 64 Another comedy povelty, but without dialect, and singer heating out his own solid accompaniment again, Doesn't come off as well as flip. (Colony, ASCAP)

#### DANNY RAYMOND

When Your Lover Has Gone .........66 VIK 0235-A highly styled reading of the standard that would possibly be most effective in a club, but does not project well on wax. Commercial potential limited. (Remlek, ASCAP) The Little Boy .... 63

Revival of a tune heard last year. close in lyrics and melody to "Nature Boy." The fancy-schmancy arrangement and reading by Raymond do not convince, (Monument, BMI)

#### THE HI FIVES

Hong Kong .....64 FLAIR-X 3000-Item from "Flight to Hong Kong," cut earlier by Hoagy Carmichael, is less promising as cut by these newcomers on a new label. (Coronet, ASCAP)

Throwing Pebbles in the Pond .... 60 Okay performance of a light-weight opus, but nothing here for the fans to fatten up on. (Tri-Kustern, ASCAPI

RENE TOUZET ORK

GENE NORMAN PRESENTS 115-Number is from pic, "Cha Cha Cha Boom," and gets good treatment in the tempo that the flick title indicates. Jocks may find it useful on good neighbor spin interludes, (Southern, ASCAP)

Laura .... 60 The old standard is given a cha cha cha treatment for not too beneficient results, nor does it lend itself here to Latin rhythm either vocally or instrumentally. Commercial future of side looks bleak. (Robbins, ASCAP)

#### ERNIE ANDREWS

GENE NORMAN PRESENTS 116-Singer projects thythm ballad for creditable effect. Background beat is well sustained, but over-all results will spark very moderate counter interest. (Robbins, ASCAP)

In the Dark ... 60 Similar offering to the flip and not

#### Reviews of New Spiritual Records

THE ORIGINAL GOSPEL HARMONETTES

991, ......82 SPECIALTY 897 - The Lord demands 100 per cent of our devotion and not a fraction less. That is the point made dramatically clear in this unusual spiritual. The lead of this (Continued on page 47)

as good. Singer here is on a slightly accented blues rhythm, but message is scant. (Leeds, ASCAP)

#### ANDRE D'ORSAY

Without You .....50 ZOOM 102-Warbling, material and new label making its initial bid present too many obstacles for this one. (Bennett, BMI)

Doomed .... 50 Same comment here. (Bennett, BMI)

#### LINCOLN CHASE SINGS "SHE WALKED ME BY"

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"IS THERE NO LOVE
FOR ME, LOVE"

"NINE O'CLOCK"

SPADE RECORD CO.
P. O. Box 7205 Houston 8, Texas

#### Reviews of New Spiritual Records

Continued from page 46

female group does a truly outstanding job, and sells this to the hilt. (Venice, BMI)

Lord, Don't Forget About Me. .79

The lead cries and pleads with the
Lord in this moving spiritual. The
expert touches used by her to embellish the melody give the material
great distinction. This disk should
be a big seller. (Venice, BMI)

THE PILGRIM TRAVELERS

SPECIALTY 899—A beautifully harmonized prayer, that opens quietly and gains in intensity, closing on a strong note. This top-notch group does a sincere, expertly crafted job that will be appreciated by fans of this idiom. (Venice, BMI)

Hold On....78

A brisk, up-tempo number that accelerates to a powerful climax. The harmonies are fancy and mighty tasty. (Venice, BMI)

PROFESSOR ALEX BRADFORD

SPECIALTY 898 — Professor Bradford challenges the listener to seek out Jesus, give Him his burdens and see whether He will not take care of them. A forceful presentation. (Venice, BMI)

Without a God....75

Where would we be without God?

Professor Bradford makes the listener realize how much we are indebted to Him. Here the styling leans toward the pop sacred idiom and might interest a few pop deejays.

(Venice, BMI)

SISTER ROSETTA THARPE

Can't Do Wrong and Get By..........76

MERCURY 70982 — One of those shouting preachments by Sister Tharpe in upbeat tempo that her fans are so fond of. It's a lively performance, with the singer doing all that's expected of her. (Cypress, BMI)

Home in the Sky....72

In a more subdued vein, Sister Tharpe speaks quietly to the listener of the beauties of heaven. A tasteful reading, with organ and piano backing, that the singer's friends will find satisfying. (Tee Pee, ASCAP)

#### Reviews of New Polka Records

(WHOOPEE) JOHN WILFAHRT ORK

Don't Drop Those Tears in My Beer... 85

DECCA 30103 — An exceptionally
good waltz grooving with a better
than exceptionally amusing lyric. This
is a natural for juke boxes and deejays will get fast reactions to spins.
"Whoopee" John comes up with one
of his best. (Krutz-Allen)

The Dove Polka....83

Fine companion piece for flip with ork on sharp polka kick. Otherwise, same comment as above. (Vitak-Elsnic, SESAC)

FRANK SCHERMANN

Premium Laendler....72

Here's a hambo-styled effort which
has the same catchy brightness of the
tlip. Another terp entry for the
fanciers.

MILLARD SAMS

M&J 3-2—Will Glahe's new version of this, his own original smash, has just been released, which will make tough sledding here. Nevertheless fancy guitar picking makes this attractive. (Shapiro-Bernstein, ASCAP)

Red Wing....65

Sams, with the Southerners, cuts an instrumental version of the old oldie, with more fancy guitar work showing. (Shawnee, ASCAP)

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# Presley Racks 17G Take in San Antone

SAN ANTONIO, Tex. — The total paid attendance at the two Elvis Presley shows staged at the Bexar County Coliseum was 10,517 on his whirlwind tour thru Dallas, San Antonio and Houston, major cities and several smaller towns.

The gross box-office take for the two shows was reported to be \$17,378.

FORT WORTH, Tex.—Elvis Presley is scheduled to appear here twice before December 15 for R. G. McElyea. promoter of the North Side Coliseum.

McElyea said that he had talked the situation over with Thomas A. Parker, manager of Presley and that an agreement had been reached between the two.

Presley and Parker were both named defendents in a \$38,000 breach of contract suit filed by the promoter. McElyea contended for terms which called for the singing star to make four appearances here.

Presley had appeared here once before. Two shows before December 15, plus the one that he has already made, will fulfill the contract, according to McElyea.

McElyea said the suit, for which a subpoena was served on Presley while he appeared at the Cotton Bowl at Dallas, will be dropped.

# Geo. Perl to Expand Biz

HOLLYWOOD—George Perl, head of the sheet music sales firm that bears his name, will expand the scope of his operation to include musical instruments and accessories. Perl currently represents 10 music publishers as sales representative on the West Coast, covering the 11 Western States for them. The decision to include instruments and accessories grows out of the natural complement they make with sheet music.

Perl currently numbers Frank Music, E. B. Marks, Passantino Company, W. C. Handy, Boston Music, Amsco, Deiro and Montgomery Music among his clients.

# Number of Releases This Week

Label

C&W R&B

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	ATLANTIC					1
	BALLY	1		-		-
	CAPITOL	7		2		-
	CAVALIER	1		-		-
Ц	COLUMBIA	3		_		-
9	CORAL	3		_		-
П	DAVIS	_		_		2
	DECCA	4		2		
	DOT	2		1		_
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H	MARDI-GRAS	1		_		-
Ш	MERCURY	- 1		_		-
Ш	M-G-M	6		2		-
Ш	MIDDLE-TONE	-		-		1
Ш	MODERN	-		-		1
П	GENE NORMAN					- 1
Ш	PRESENTS	2		-		-
Ш	OKEH	-		_		2
П	ORIGINAL					-
Ш	REGIS	1		_		-
	RICHLOY	1		_		-
2	RPM					2
1	STARDAY					
П	UNIQUE	2				
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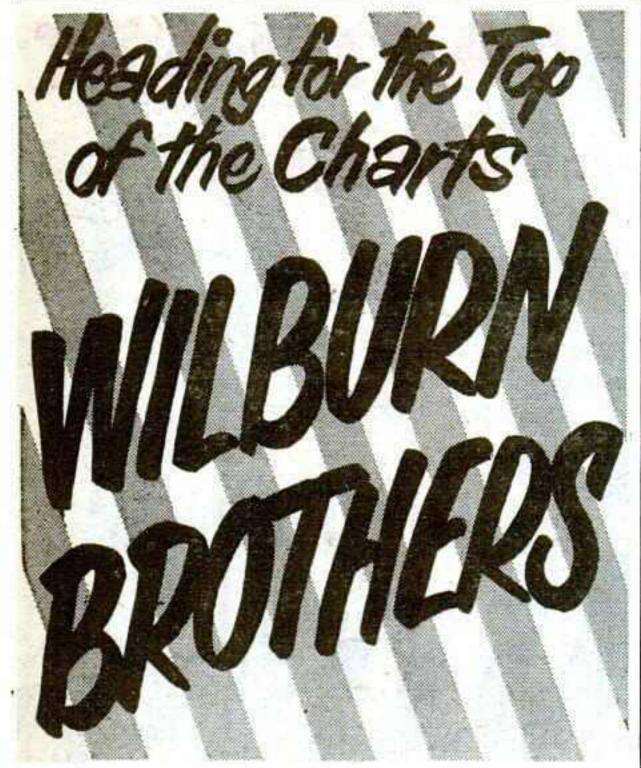
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# Review Spotlight on . . .

#### **C&W RECORDS**

KITTY WELLS

Repenting (Old Charter, BMI)

I'm Counting on You (Jungnickel, ASCAP)-Decca 30094-The country queen does it again with two top efforts. That clean, clear sound of tragedy belts right thru on both these fine chunks of ballad material and neither should have any trouble in showing fast and sustained sales power.

HANK SNOW

Stolen Moments (Tannen, BMI)-RCA Victor 6715-Hank Snow packs a load of sales wallop into this typical, traditional country ballad. The feeling is warm and sincere throut and his following could make this a chart entry at a very early date. Flip is "Two Won't Care," (Cedarwood, BMI).

HMMY NEWMAN

Let the Whole World Talk (Acuff-Rose, BMI)

Honky Tonk Tears (Tree, BMI)-Dot 1286-Newman gets off two classy ballad readings on this solid coupling. On top, weepy frustration is the key and the time gets a warm and sincere reading. The flip is a pleader delivered in equally heart-rending tones.

GLENN DOUGLAS

Used Up Love (Trail's End, BMI)

What You Don't Know (Won't Hurt You) (Old Charter, BMI)-Decca 30119-A former Billboard Talent Spotlight, Douglas continues to impress. This is a pair of unusually well-handled sides, done in a classy and authoritative manner. Emotional feeling reaches right down to the bootstraps on both, and sales figures should make them both look good.

# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

#### **C&W Territorial** Best Sellers

For survey week ending October 24 THE FARMER BOYS

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

#### Birmingham

1. Singing the Blues, M. Robbins, Col. 2. I Walk the Line, J. Cash, Sun

3. Crazy Arms, R. Price, Col.

4. Hound Dog, E. Presley, Vic. 5. Love Me Tender, E. Presley, Vic.

6. Don't Be Cruel, E. Presley, Vic. 7. You Were Mine for a While

E. Arnold, Vic. 8. I'm a One-Woman Man J. Horton, Col.

#### Charlotte

1. Crazy Arms, R. Price, Col.

2. Singing the Blues, M. Robbins, Col. 3. Love Me Tender, E. Presley, Vic.

4. Don't Be Cruel, E. Presley, Vic.

5. I Walk the Line, J. Cash, Sun 6. Conscience, I'm Gullty, H. Snow, Vic.

7. Sweet Dreams, F. Young, Cap. 8. Wicked Lies, C. Smith, Col.

#### Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col.

2. Crazy Arms, R. Price, Col. 3. I'm a One-Woman Man

J. Horton, Col.

4. Love Me Tender, E. Presley, Vic. 5. Don't Be Cruel, E. Presley, Vic.

6. Hound Dog, E. Presley, Vic 7. I Walk the Line, J. Cash, Sun

#### Houston

1. Singing the Blues, M. Robbins, Col. 2. I Walk the Line, J. Cash, Sun

3. Just One More, G. Jones, Sdy. 4. Love Me Tender, E. Presley, Vic.

5. Poor Man's Riches, B. Barnes, Sdy.

6. Crazy Arms, R. Price, Col. 7. Before I Met You, C. Smith, Col.

8. Don't Be Cruel, E. Presley, Vic. 9. I've Got a New Heartache

R. Price, Col. .

#### Memphis

1. Singing the Blues, M. Robbins, Col.

2. Crazy Arms, R. Price, Col.

3. I Walk the Line, J. Cash, Sun 4. Turn Her Down, F. Young, Cap.

5. Don't Be Cruel, E. Presley, Vic. 6. I'm Really Glad You Hurt Me

W. Pierce, Dec. 7. Just One More, G. Jones, Sdy.

#### Nashville

1. Singing the Blues, M. Robbins, Col. 2. Love Me Tender, E. Presley, Vic.

3. Crazy Arms, R. Price, Col.

4. Don't Be Cruel, E. Presley, Vic. 5. You're Running Wild

Louvin Brothers, Cap. 6. According to Your Heart

J. Reeves, Vic.

#### New Orleans

1. Don't Be Cruel, E. Presley, Vic. 2. Singing the Blues, M. Robbins, Col.

#### Reviews of New Country & Western

CAPITOL 3569-The boys wail with heartfelt sincerity on a great weeper by Tommy Collins. (Central, BMI)

Cool Down, Mame....79 Duo wraps up a catchy rock and roll type rhythm tune in a solid country vocal, (Central, BMI)

(TEXAS) BILL STRENGTH But Do You Think I'm Happy?.......79

CAPITOL 3568-Strength sells with sock songmanship on an amusing rhythm-novelty by Justin Tubb, with good punch-line lyrics. (Tubb, BMI) North Wind .... 75

Appealing vocal treatment of a haunting ballad with sensitive lyric line. (Fairway, BMI)

SLIM WHITMAN

gives this folk-flavored bit of Indian fore his customary colorful treatment, with typical electric guitar accompani-

ment. (Fairway, BMI) Curtain of Tears .... 78 This side is a three-beat melody, with a lively tempo, and a good weepy lyric with a high schmaltz quotient.

THE MILLER BROS.

(Commodore, BMI)

4 STAR 1699-A solid weeper which may take off. The vocal is strong, and it's obvious one of the brothers has a broken heart. The theme of the lyric is one of cheating and frustrated love. Watch it. (4 Star Sales, BMI) Loco Choo Choo .... 77

Unusual material. The loco choo choo is taking him to his baby. Effective country blues, with a very strong vocal and considerable novelty

(Continued on page 52)

3. Hound Dog, E. Presley, Vic. 4. I Walk the Line, J. Cash, Sun 5. Crazy Arms, R. Price, Col. 6. Searching, K. Wells, Dec. 7. You Are the One, C. Smith, Col.

#### Richmond, Va.

1. Crazy Arms, R. Price, Col. 2. Singing the Blues, M. Robbins, Col. 3. Don't Be Cruel, E. Presley, Vic.

4. Hound Dog, E. Presley, Vic. 5. I Walk the Line, J. Cash, Sun 6. Love Me Tender, E. Presley, Vic.

7. You're Running Wild

Louvin Brothers, Cap. 8. Searching, K. Wells, Dec.

#### St. Louis

1. I Walk the Line, J. Cash, Sun 2. Don't Be Cruel, E. Presley, Vic. 3. Singing the Blues, M. Robbins, Col.

4. Blue Jean Bop, G. Vincent, Cap. 5. Love Me Tender, E. Presley, Vic.

7. I Take the Chance J. E. & M. Brown, Vic.

#### **FOLK TALENT** AND TUNES

- By BILL SACHS -

#### Around the Horn

Regulars with the new country jamboree presented each Saturday night in the 1,500-seat, air-conditioned Fair Auditorium, Iowa Park, Tex., eight miles west of Wichita Falls, are the Miller Bros.' Band, Ray and Elmer, the Jamboreelers, Luther Wayne, Bill Mack, the Blue Sage Boys, Blaine Cornwell, Gloria Brady, Danny Buck, Peggy Upton, Stamp's Ozark Quartet, and Leon Payne. Show airs over KWFT.... Autry Inman's newest on the Decca label is "Reality" b.w. "Your New Love Song."

After a 45-day road trek, Johnny Horton (Columbia), returned to "Louisiana Hayride," Shreveport, Saturday (27), when special guests for the night were Sonny James (Capitol), Buddy Thompson (Victor) and James O'Gwynn (Starday). . . . Carl Stuart has moved his Saturday afternoon show from the WAMO studio, Pittsburgh, to one of the town's largest TV showrooms, from where he airs the entire four-hour seg. Stuart says plans are under way to form a "Cowboy Caravan," much along the lines of the one he formerly headed up in Boston. He'll be in Nashville for the deejay conclave November 7-9. . . . Slick Norris is making the jaunt to the Nashville deejay festivities with James O'Gwynn (Starday), Darrel Edwards, writer of "Why. Baby, Why?" and Earl Aycock, of George and Earl. They say Edwards is in line to receive the BMI award at the convention for his "Why"

Grandpa Jones fills the guestar slot with "Circle Theater Jamboree," Cleveland, Saturday (3). . . . Cowboy Howard Vokes,, of Vokes Music, New Kensington, Pa., has given up the personal management on Denver Duke and Jeffery Null (Mercury), with the lads now shopping for a manager who can handle them full-time. The parting was on a friendly basis. Duke and Null's initial Mercury releases is "Hank Williams Isn't Dead" b.w. "Rock

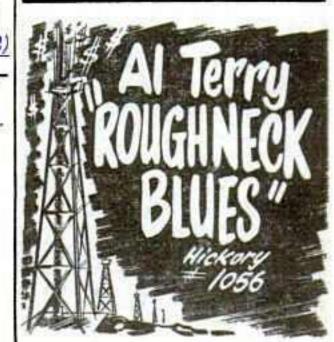
(Continued on page 50)

## WOND'RING 'BOUT YOU''

"ARKANSAS MOUNTAINS"

House Brothers Quartet

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#### NEED DEMOS!

Famed Country Music Star will do yours.
One side, \$9.00; two sides, \$15.00. For melody guitar add \$2.50 per song.
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# • C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers througt the nation with a high volume of sales in country and western records. When significant

This		Last Week	Weeks
1.	CRAZY ARMS (BMI)-R. Price	. 2	22
2.	DON'T BE CRUEL (BMI)-E. Presley HOUND DOG (BMI)-Vie 20-6604	1	14
3.	I WALK THE LINE (BMI)-J. Cash	3	22
	SINGING THE BLUES (BMI)-M. Robbins I Can't Quit (BMI)-Col 21545		7
5.	LOVE ME TENDER (BMI)-E. Presley	6	3
6.	SEARCHING (BMI)-K. Wells	5	18
7.	SWEET DREAMS (BMI)-F. Young	7	20
	CONSCIENCE, I'M GUILTY (BMI)-H. Snow Hula Rock (BMI)-Vic 20-6578		14
9.	YOU ARE THE ONE (BMI)-C. Smith Doorstep to Heaven (BMI)-Col 21522	9	15
10.	I'M A ONE-WOMAN MAN (BMI)-J. Horton  1 Don't Like I Did (BMI)-Col 21538	11	8
10.	WICKED LIES (BMI)-C. Smith BEFORE I MET YOU (BMI)-Col 21552	11	3
12.	I TAKE THE CHANCE (BMI)-J. E. & M. Brown Goo Goo Dada (BMI)-Vic 20-6480	13	22
12.	YOU'RE RUNNING WILD (BMI)-Louvin Brothers. CASH ON THE BARREL HEAD (BMI)-Cap 3532	10	3
14.	ACCORDING TO MY HEART (BMI)—J. Reeves MOTHER OF A HONKY TONK GIRL (BMI)— Vic 20-6620	8	1
15.	YOU DON'T KNOW ME (BMI)—E. Arnold Rockin' Mockin' Bird (BMI)—Vic 20-6502	-	2

# Most Played C&W in Juke Boxes

For survey week ending October 24

RECORDS are ranked in order of the greatest number of plays in juke boxes throut the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, Weeks points are combined to determine position on the chart. Last on

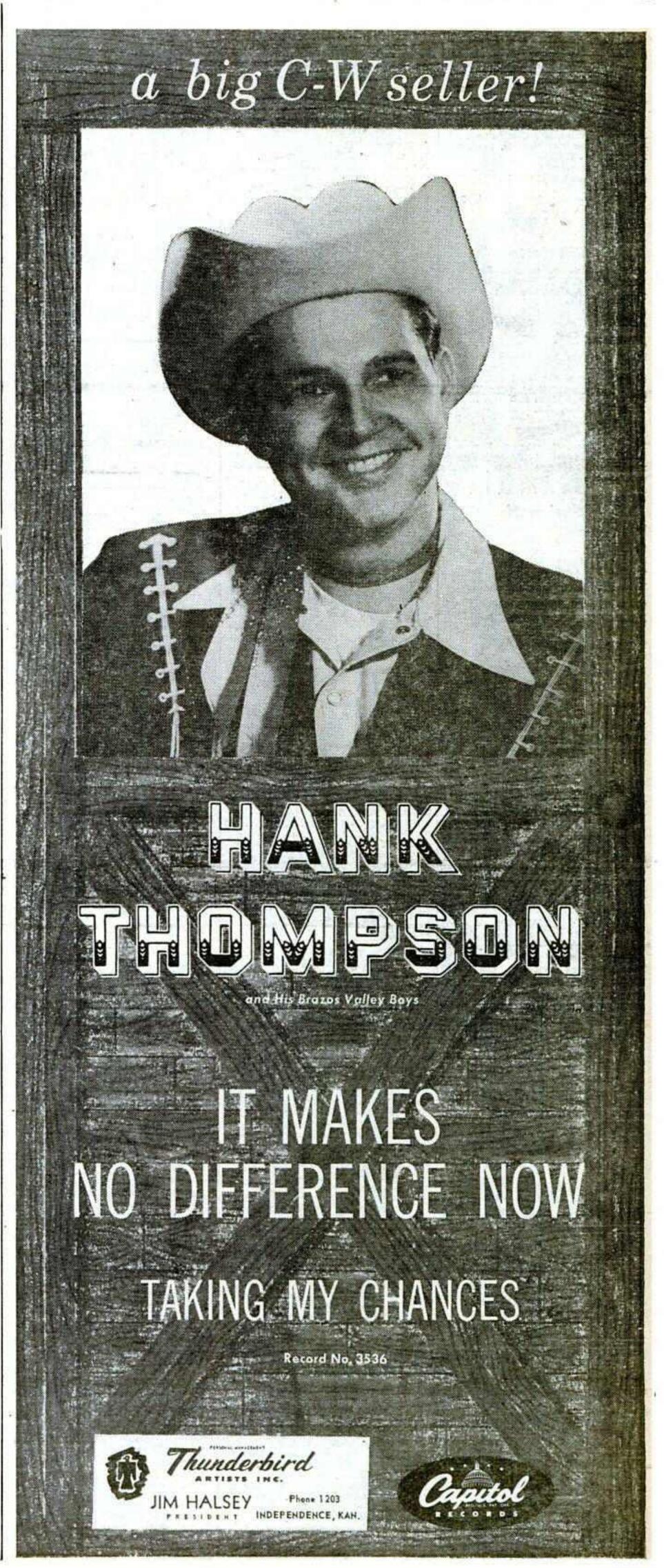
This Week	significant action is reported on both sides of a record, points are combined to determine position on the chart.	Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)-E. Presley HOUND DOG (BMI)-Vic 20-6604	. 1	12
2.	I WALK THE LINE (BMI)-J. Cash	. 2	19
3.	CRAZY ARMS (BMI)-R. Price	. 3	19
4.	SINGING THE BLUES (BMI)-M. Robbins I Can't Quit (BMI)-Col 21545	. 4	5
5.	SEARCHING (BMI)-K. Wells	. 6	17
6.	SWEET DREAMS (BMI)-F. Young	. 5	15
7.	JUST ONE MORE (BMI)-G. Jones	. 8	3
8.	POOR MAN'S RICHES (BM1)-B. Barnes Those Who Know (BM1)-Starday 262	. 10	6
9.	BEFORE I MET YOU (BMI)-C. Smith	. 7	4
9.	YOU ARE THE ONE (BMI)-C. Smith Doorstep to Heaven (BMI)-Col 21522	. 8	8

# Most Played C&W by Jockeys

For survey week ending October 24

SIDES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks

Week This		Last Week	on Chart
1. (	CRAZY ARMS-R. Price	. 2	24
2. 5	SINGING THE BLUES-M. Robbins	. 3	7
3. 1	WALK THE LINE-J. Cash	. 1	22
4. ]	DON'T BE CRUEL-E. Presley	. 4	12
	ACCORDING TO MY HEART-J. Reeves		1000
	SEARCHING-K. Wells		
	SWEET DREAMS-F. Young		
8. 1	LOVE ME TENDER-E. Presley	•••	- 2
9.	I'M A ONE-WOMAN MAN-J. Horton	. 9	9
10.	YOU ARE THE ONE-C. Smith	. 8	18
11.	YOU'RE RUNNING WILD-Louvin Brothers		3
12. ]	JUST AS LONG AS I'M WITH YOU— J. E. & M. Brown	. 12	2
13.	YOU GOTTA BE MY BABY-G. Jones		6
	HOUND DOG-E. Presley		12
15. 1	CAN'T QUIT-M. Robbins	. 13	4



Philadelphia

1. Honky Tonk, B. Doggett, Kng.

4. Blueberry Hill, F. Domino, Imp. 5. No Man Walks Alone, S. Burke, Apo.

### • R&B Territorial Best Sellers

For survey week ending October 24

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

#### Atlanta

- 1. Henky Tenk, B. Doggett, Kng. 2. Bineberry Hill, F. Domino, Imp. 3. Lonely Avenue, R. Charles, Atl. 4. I Can't Quit You Now, O. Rush, Cha.
- 5. Keep It to Yourself S. B. Williamson, Che. 6. Out of Sight, Out of Mind
- Five Keys, Cap. 7. Heeble Jeebles, Little Richard, Spe.
- 8. See-Saw, Moonglows, Chs.
- 9. In the Still of the Night Satins, Emb.

#### Charlotte

- 1. Honky Tonk, B. Doggett, Kng. 2. Blueberry Hill, F. Domino, Imp. 3. Brown-Eyed, Handsome Man
- C. Berry, Chs. 4. Still, L. Baker, Atl.
- 5. Too Much Monkey Business C. Berry, Chs. 6. Don't Be Cruel, E. Presley, Vic.
- 7. I Can't Love You Enough L Baker, Atl. 8. In the Still of the Night
- Satins, Emb.
- 9. Let the Good Times Roll Shirley & Lee, Ala.

#### Chicago

- 1. Honky Tonk, B. Doggett, Kng. 2. Don't Be Cruel, E. Presley, Vic. 3. Love Me Tender, E. Presley, Vic.
- 4. Green Door, J. Lowe, Dot 5. Bineberry Hill, F. Domino, Imp.

#### Cincinnati

- 1. Canadian Sunset E. Heywood-H. Winterhalter, Vic. 2. Honky Tonk, B. Doggett, Kng.
- 3. A B C's of Love, Teen-Agers, Geo 4. Don't Be Cruel E. Presley, Vic. 5. Let the Good Times Roll
- Shirley & Lee, Ala.
- 6. Out of Sight, Out of Mind Five Keys, Cap,
- 7. On My Word of Honor B. B. King, RPM
- 8. Blueberry Hill, F. Domino, Imp. 9. Thousand Miles Away
- Heartbeats, Hul.

#### Detroit

- 1. Let the Good Times Roll
- 2. Honky Tonk, B. Doggett, Kng.
- 3. I Can't Quit You Now, O. Rush, Cha. 4. Don't Be Cruel, E. Presley, Vic.
- 5. Blueberry Hill, F. Domino, Imp. 6. Soft Winds, D. Washington, Mer.

#### Los Angeles

- 1. Henky Tonk, B. Doggett, Kng. 2. Don't Be Cruel, E. Presley, Vic. 3. Blueberry Hill, F. Domino, Imp.
- 4. Confidential, S. Knight, Vta. 5. My Prayer, Platters, Mer.



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RAMA RECORDS 220 West 42 St. N. Y. C.

Climbing the Charts!

BIG MAYBELLE "MEAN TO ME"

Savoy 1500



6

6. After the Lights Go Down Low A. Hibbler, Dec.

#### **New Orleans**

- 1. Blueberry Hill, F. Domino, Imp. 2. Honky Tonk, B. Doggett, Kng. 3. In the Still of the Night
- Satins, Emb. 4. Lonely Avenue, R. Charles, Atl.
- 5. Green Door, J. Lowe, Dot 6. Love Me Tender, E. Presley, Via. 7. Don't Be Cruel, E. Presley, Vic. 8. You'll Never, Never Know

#### Platters, Mer.

New York 1. Honky Tonk, B. Doggett, Kng. 2. Blueberry Hill, F. Domino, Imp. 3. Hound Dog, E. Presley, Vic. 4. Bad Luck, B. B. King, RPM

5. A B C's of Love, Teen-Agers, Geo

St. Louis

2. Fever, L. W. John, Kng. 3. Oh, What a Nite, Dels, VJ

- 1. Honky Tonk, B. Doggett, Kng. 2. Riseberry Hill, P. Domino, Imp.
- 3. Please, Please, Please, J. Brown, Fed. 4. Bad Luck, B. B. King, RPM 5. Heeble Jeebles, Little Richard, Sps.
- 6. I Can't Quit You Now, O. Rush, Cha. 7. Keep It to Yourself S. B. Williamson, Che.
- 8. See-Saw, Moonglows, Chs.

#### Washington, D. C.

- 1. Honky Tonk, B. Doggett, Kng. 2. Blueberry Hill, F. Domino, Imp. 3. Love Me Tender, E. Presley, Vic.
- 4. Don't Be Cruel, E. Presley, Vic. 5. Green Door, J. Lowe, Dot 6. I Gotta Get Myself a Woman
- Drifters, Atl. 7. Closer You Are, Channels, Wdk.
- 8. Hound Dog, E. Presley, Vic. 9. Too Much Monkey Business
- C. Berry, Chs.

# Reviews of New R&B Records

#### B. B. KING ORK

- On My Word of Houor.....82 RPM 479-The great B. B. King sings a pop-flavored ballad here. Gets a big sound, and he's backed with chorus, which aids in the effect. But wouldn't the fans rather have his customary style? (Mr., BMI)
- Bim Bam....81 Up-tempo blues, with a novelty lyric. B. B. Will sell with it; but it doesn't match his great stuff. (Modern, BMI)

#### THE EL DORADOS

- Bim Bam Boom ......81 VEE-JAY 211-Sock reading on a jubilant rhythm novelty with a happy, insistent beat. Good sales possibilities in the teen-age groups. (Tollie,
- There in the Night. .75 The El Dorados warble an attractive ballad with sincerity and heart, (Conrad, BMI)

#### THE MIDNIGHTERS

- I'll Be Home Some Day ......80 FEDERAL 12285 - A wonderful, melancholy blues job, belted by the lead in a great Jimmy Rushing style. A solid side where lots is happening all the time. Could be a big one at all levels. (Armo, BMI)
- Come On and Get It .... 78 A bright, swinging blues with lead again belting solidly. Side rates plenty of exposure. (Armo, BMI)

#### JOHNNY FULLER

- Whispering Wind .......78 IMPERIAL 5413-An unusual, classy lament is warbled with great sincerity by Fuller. Side merits attention, as does the singer. (Reeve, BMI)
- Deep in My Soul .... 75 Fuller does another good job on a shout derived from the spiritual idiom. Material is more common here than on the overside. (Reeve,

#### ACKIE BRENSTON

- FEDERAL 12283 - Brenston is a frantic wailer with a hoarse revivalist quality. Generates a great warmth on the blues pleader which could start box action. (Armo, BMI)
- Gonna Wait for My Chance....76 The singer pounds and shouts this one out in another impressive blues Job. This side swings at a faster pace, but has plenty of potential in the

boxes, too. (Armo, BMI)

#### BOBBY MITCHELL

- I've Got My Fingers Crossed .........77 IMPERIAL 5412-Mitchell flashes a distinctive sound in this earnest bluesballad. Heavy-beat backing enhances his effort and this side bears watching. (Reeve, BMI)
- You Are My Angel .... 74 More common material on this ballad side, but Mitchell chants it as tho he means every word. A fine talent here. (Reeve, BMI)

#### BILLY GAYLES

No Coming Back .......77 FEDERAL 12282-Gayles follows his successful "Tore Up" with a slow, expressively belted blues ballad. Ike Turner's Rhythm Kings lend a pounding backing. (Armo, BMI)

#### Do Right, Baby .... 73

A faster blues on this side with Gayles showing to advantage in his vocalizing with the Rhythm Kings. Singer shows promise for good future waxings. (Armo, BMI)

#### LONESOME SUNDOWN

- EXCELLO 2092 - Southern blues, with the authentic touch and sound, Should sell well territorially. Lonesome's fine vocal is backed by excellent rhythm section. (Excellorec, BMI)
- Lost Without Love .... 76 Like the flip, strong Southern blues, with a touch of poetry: "like a bird without feathers, I'm lost without your love." For the territories. (Excellorec, BMI)

#### PEE WEE CRAYTON

# work. (Tollie, BMI)

A Frosty Night .... 71 Smooth, swingy instrumental blues with standout solo work. (Tollie, BMI)

#### JESSIE BELVIN

- MODERN 1005-Unusual sound to this ballad. Jessie's vocal is backed by sweeping strings and chorus, plus an insistent rhythm pattern. (Quintet-House of Fortune, BMI)
- (Regent, BMI)

- WHIPPET 203-The standard gets a solid performance. The Robins give it a world of energy, backed by a neat rhythm pattern. (Famous, ASCAP)
- sound. (Lanor, BMI)

- sound. (Lanor, BMI)
- Night Train....69 A lot of train blues lately. This one is only fair, with the usual lyric idea of bringing his baby back. (Pamlee,

#### PRENTICE MOORELAND

RPM 475 - Effective religious side. Moreland sings out with power and emotion; and he's been well-recorded, with a clean, bright sound. (Park,

#### Ave., BMI)

#### LLOYD "FATMAN"

- OKEH 7073-An up-beat shouter that builds excitement as it moves along. "Fatman" is hitting hard by the end. The material is not unusual, but the artist's strong sell deserves attention. (Rnieigh, BMI)
- Where You Been? .... 66 Here the singer takes his wife to task for coming home late and looking bedraggled. Material does not stand out, tho "Fatman" tries hard enough.

#### THE DUKES

(Raleigh, BMI)

- IMPERIAL 5415-Tune doesn't refer to the singer of same name. Group rocks the up-tempo chant, tho its main assist is the Fats Domino-type backing. (Reeve, BMI)

#### AL (MINNIE) BOYD

You Are My Sunshine....65 The bright standard gets a shouled

VEE-JAY 214 - Showmanly vocal stint on a sultry blues with a relaxed tempo and sock instrumental solo

- I Want You With Me Xmas .... 74 Another ballad, with the same quality as the flip-strings, chorus and strong rhythm-plus the Christmas element.

#### THE ROBINS

- That Old Black Magle ......74
- nce I First Met You....73 Slow ballad of the refined type. The lead singer prays for love, and with his cronies he manages a good, big

#### THE KIDS FROM CLEVELAND

WHIPPET 204-The kids are quite effective here. Tune is a pop-flavored item, with a slow steady beat; and the kids give the reading a fresh

#### JOE TEX

- Pueumouia ..... 73 KING 4980-Here's a rhythmic, blues patterned novelty idea which the young singer uses for his wax debut. Okay performance. (Jay & Cee, BMI)
- Get Way Back .... 69 Tex offers a humor idea about marrying for money, which doesn't quite come off. Flip is a better bet. (Jay & Cee, BMI)

#### Believe Me, Beloved .... 70

A completely pop-flavored side. Mooreland does the three-beat tune in okay fashion, backed by chorus and pop fiddles. (General, ASCAP)

- Part-Time Sweetheart ......69
- Cotton Pickin' Hands....68 Good beat in the backing helps this, an otherwise off-beam entry. (Commodore, BMI)

MIDDLE-TONE 012-Routine, weepy heartfelt blues gets the all-out treatment by Boyd. Plenty of volume here, but not much finesse, (Middleton, BMI)

# **R&B RECORDS**

Review Spotlight on . . .

#### SCREAMIN' JAY HAWKINS

I Put a Spell on You (Shalimar, BMI) - Okeh 7072 - The Screamin' man makes a tremendous impact on his bow with the label. Wild, insistent side has a mystic voodoo feel to it. The rhythm pattern behind the ranting and raving has a dynamic, ear-catching sound. Likely to be a controversial bit, and by the same token, a fast success at counters. Flip is "Little Demon," another showcase for Hawkins' lung power (Black, BMI).

#### CHUCK WILLIS

Whatcha Gonna Do When Your Baby Leaves You (Rush, BMI) Juanita (Progressive, BMI) - Atlantic 1112 - Here's another exciting coupling by the solid blues man, whose "It's Too Late" was a long-term chart rider. The top side is based on a spiritual, with the singer in a deeply expressive mood, while the ballad on the flip gets an equally interesting, payoff-styled reading.

# This Week's R&B Best Buys

- CONFIDENTIAL (Prestige, BMI)-Sonny Knight Dot 15507 Dot picked up this master from Vita after it had already established itself in Los Angeles. It is on the Los Angeles territorial chart and coming up strong in New York, Boston, Baltimore, Pittsburgh, Cleveland, and St. Louis. Due for national listings shortly. Flip is "Jail Bird" (Guild, BMI).
- I FEEL GOOD (Aladdin, BMI)-Shirley and Lee-Aladdin 3338-A few territories have not had this disk long enough yet to give solid sales information. However, the majority of markets reporting indicated that this new release moved in quantity from time of delivery and is snowballing. Acting very good on the pop level, as well as r.&b. Flip is "Now That It's Over" (Aladdin, BMI).

# FOLK TALENT AND TUNES

#### Continued from page 48

'n' Roll Blues." Jocks not covered may obtain a sample by writing to Vokes Music.

Uncle Len Ellis celebrates his sixth anniversary as c.&w. deejay with WJOB, Hammond, Ind., by bringing Red Foley and his "Ozark Jubilee" gang to Hammond Civic Center for two performances next Sunday (4). In the unit, besides Foley, will be Bill Wimberley and band, Bobby Lord, Wanda Jackson, Brenda Lee, the Foggy River Boys, Arlie Duff, Uncle Cyp, and Lennie and Goo-Goo. The show idea to celebrate his anniversary with the station is

an annual event with Ellis. My Love" for Columbia. . . . Carl Smith began an extended tour at Oklahoma City Sunday of last week (21) for Hal Smith, of Curtis Mont. He's set for Twin Falls, in Minneapolis recently to make several film commercials for the

Ballard Flour people. Jimmy Newman and George Jones toured Georgia last week

#### reading from Boyd, who seems to be far off mike on this one. Doubtful commercial kicks here. (Peer, BMI)

#### OTIS BLACKWELL

- DAVIS 455-Singer projects a blues of his own cleffing to good effect, Some good sound here and not lacking in punch. (Beacon, ASCAP)
- Daddy Rollin' Stone .... 66 Another chanting by singer of own material. Particularly good for jocks in search of something on a little different beat. (Beacon, ASCAP)

#### THE SPARROWS Love Me Tender ......58

- DAVIS 456-Presley competition is hardly likely to let this one get off the ground. Nor would it likely wing it on basis of projection, if competition were less overwhelming. (Beacon, ASCAP) Come Back to Me .... 56
- Not much here, either, to spark interest, with little imagination put into presentation. (Beacon, ASCAP)

for Hal Smith, with stops at Albany, Tifton, Thomasville and Moultrie. Last Sunday (28) Jones played Bill Monroe's Park at Beanblossom, Ind. Newman recently put in a big day in Baton Rouge, La., playing a show and dance for Country Boy Cutrer. . . . Davie Rich (RCA Victor) and His Melody Hands played Saturday in Madisonville, Ky., and Sunday (28) in Beanblossom, Ind. . . . Frank Evans (Starday) and His Top Notchers, heard five days a week over WHBO, Tampa, are set for a tour of Florida supermarkets for a Tampa meat packing firm.

Bookings on the Blackwood George Morgan has just cut "Can Brothers' Quartet for the first half of November stack up as follows: of November stack up as follows: Decatur and Sheffield, Ala., November 1; Nasville, 2; Montgomery, Ala., 3; Pensacola, Fla., 6; Miami, 8; Orlando 9; Tampa 10; Jones-Artists Productions, Nashville. He boro, Ark., 12; Jackson, Miss., has since played Sioux City, Ia.; 13; Lawrenceburg, Tenn., 14, and Winnipeg, Man.; Moose Jaw, Sask.; Louisville, 15. . . Red Sovine, Calgary, Alta., Edmonton, Alta.; Ray Price and the latter's manager, Spokane, Wash., and Billings, Al Flores, during a recent engagement at Civic Auditorium, San Idaho, Wednesday (31), and Salt Jose, Calif., with a "Grand Ole Lake City Thursday (1). Carl was Opry" unit, had as backstage visitors Al Rego, drummer with Blackjack Wayne's Bar 10 Ranch Boys; yodeler Arvada Miller, and Curley Gold, leader of the Texas Tunetwisters.

> Chef Adams and His Country Rhythm Kings, still holding forth in the Toronto area, have as their first release on the Quality Records label one of Chef's own tunes, "Now That You're Gone," coupled with "Marilyn Has Done It Again," a tribute to Canada's marathon swimmer, Marilyn Bell. Daves Folkes, Hamilton, Ont., also covered the Marilyn Bell tribute for Sparton Records, is planning a cross-country tour with his Cowboy Kings, including Miss Terry Parker. . . . The Circle B Club, Toronto, is holding its annual "Sunday Night Jamboree" soon at the Palace Pier, Toronto. Artists wishing to participate should (Continued on page 52)

#### • R&B Best Sellers in Stores

For survey week ending October 24

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers througt the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are

This Week		Last Week	Weeks on Chart
i.	HONKY TONK (PARTS I & II)-B. Doggett	. 3	12
2.	BLUEBERRY HILL (ASCAP)-F. Domino Honey Chile (BMI)-Imperial 5407	. 2	4
3.	DON'T BE CRUEL (BMI)-E. Presley IJOUND DOG (BMI)-Vic 20-6604	. 1	12
4.	LET THE GOOD TIMES ROLL (BMI)— Shirley & Lee Do You Mean to Hurt Me So7 (BMI)—Aladdin 3325	. 4	14
5.	LOVE ME TENDER (BMI)-E. Preslev	. 6	3
6.	IN THE STILL OF THE NIGHT (BMI)-Satins Jones Girl (BMI)-Ember 10005	. 5	10
7.	TOO MUCH MONKEY BUSINESS (BMI)-C. Berry BROWN-EYED, HANDSOME MAN (BMI)- Chess 1635	. 9	2
8.	STILL (BMI)-L. Baker	. 7	5
9.	GREEN DOOR (BMI)-J. Lowe	. 9	2
10.	LONELY AVENUE (BMI)-R. Charles Leave My Woman Alone (BMI)-Atlantic 1108	. 8	3
11.	YOU'LL NEVER, NEVER KNOW (BMI)-Platters. IT ISN'T RIGHT (BMI)-Mercury 70948	. 15	2
	CANADIAN SUNSET (BMI)— E. Heywood-H. Winterhalter This Is Real (ASCAP)—Vic 20-6537	. 13	7
13.	1 CAN'T QUIT YOU NOW (BMI)-O. Rush Sit Down, Baby (BMI)-Cobra 5000	. 12	4
14.	MY PRAYER (ASCAP)-Platters	. 9	17
15.	A B C's OF LOVE (BMI)-Teen-Agers	• -	2

# Most Played R&B in Juke Boxes

For survey week ending October 24

RECORDS are ranked in order of the greatest number of plays in juke boxes throut the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to de-

This Week	)	Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)-E. Presley	1	10
1.	BLUEBERRY HILL (ASCAP)-F. Domino	2	4
3.	HONKY TONK (PARTS I & II)-B. Doggett	3	• 9
4.	MY PRAYER (ASCAP)-Platters	8	15
5.	TOO MUCH MONKEY BUSINESS (BMI)-C. Berry. Brown-Eyed Handsome Man (BMI)-Chess 1635	4	5
6.	LET THE GOOD TIMES ROLL (BMI)—  Shirley & Lee  Do You Mean to Hurt Me So? (BMI)—Aladdin 3325	5	11
7.	LONELY AVENUE (BMI)-R. Charles	6	3
7.	I CAN'T LOVE YOU ENOUGH (BMI)-L. Baker STILL (BMI)-Atlantic 1104	10	3
9.	HEEBIE JEEBIES (BMI)-Little Richard SHE'S GOT IT (BMI)-Specialty 584	-	1
10.	IN THE STILL OF THE NIGHT (BMI)-Satins	-	7
	20 11 11000000 11000000		

# Most Played R&B by Jockeys

For survey week ending October 24

SIDES are ranked in order of the greatest number of plays on disk lockey radio
shows through the country according to The Billboard's

This Wee	weekly survey of top disk jockey shows in all key markets,	Last Week	Weeks on Chart
1.	BLUEBERRY HILL-F. Domino	. 2	5
	HONKY TONK (BMI)-B. Doggett		10
	LET THE GOOD TIMES ROLL-Shirley & Lee		15
4.	DON'T BE CRUEL-E. Presley	. 4	11
5.	LOVE ME TENDER-E. Presley	. 8	3
	IN THE STILL OF THE NIGHT-Satins	1 173	8
7.	STILL-L. Baker	. 7	4
8.	LONELY AVENUE-R. Charles	•=	2
9.	SHE'S GOT IT-Little Richard	. 12	2
10.	I CAN'T LOVE YOU ENOUGH-L. Baker	. 15	6
10.	YOU'LL NEVER, NEVER KNOW-Platters		1
12.	HOUND DOG-E. Presley	. 5	12
13.	BROWN-EYED, HANDSOME MAN-C. Berry	. –	2
14.	RIP IT UP-Little Richard	. =	15
14.	SWEET, LITTLE ANGEL-J. Turner		1

# RHYTHM-BLUES NOTES

By GARY KRAMER

When do kids outgrow rock and roll? It is usually taken for granted that this music is for the teen-agers and that the run-of-the-mill adult buyer is impervious to its charms. One radio station, KNEV in Reno. Nev., in a recent missive pointed out that it did not program rock and roll, feeling that this was only a phase that high school students went thru, their tastes undergoing a refining process that led them to "good music" by the time they reached their college years.

It is an interesting fact, however, that many radio stations with a predominately college crowd audience do have rock and roll programs. At the least, almost all college radio stations have programs with "Hit Parade" formats, which automatically program rock and roll and rhythm and blues records that make the national popularity charts. Station WRTC, Hartford, Conn., affiliated with Trinity College, has a halfhour program on Saturday nights in which rock and roll material predominates. The University of Florida's station, WRUF at Gainesville, has a special rock and roll show and occasionally plays r.&r. numbers on other pop shows. Station KARL, Northfield, Minn., Carlton College's outlet, programs rock and roll on its pop segs. Station WRIU, Kingston, R. I., on the campus of the University of Rhode Island, writes that rock and roll is rising in popularity and that more of this music is being scheduled as a result.

Many military bases, here and abroad, have radio facilities and program from The Billboard charts. Several have written to tell of their special rock and roll and rhythm and blues programs. Servicemen demand this music at their dances and are getting it. It may be questioned whether the youngsters who have been brought up on rock and roll these last few years are going to turn "naturally" to blander varieties of pop music as they pass into their twenties. This music may be making a deeper and more permanent influence on music tastes than many adults realize.

Analyzing the fears of rock and roll of more conservative, some liner notes on an album ("Scooby Doo") from Zephyr Records, Hollywood, remind that fear of music goes back

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to the oldest antiquity. After all a trumpet brought down the walls of Jericho-and then there was that other cat, the Pied Piper of Hamlin. The "Scooby Doo" LP, by the way, is a collection of rock and roll dance instrumentals. One of them, "Ernie's Journey" is being released as a single. The rest of the material is all new and created specifically for this album.



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#### WHEN IN BOSTON It's the HOTEL AVERY

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The Home of Show Folk

# Reviews of New C&W Records

Continued from page 48

appeal for the jocks. (4 Star Sales,

LITTLE BRENDA LEE

I'm Gonna Lasso Santa Claus .......77 DECCA 30107 - This nine-year-old singer, currently getting attention due to her "Jambalaya" waxing, has a loud, piercing voice reminiscent of Barry Gordon. She also has a lot of style and know-how for her age, and so this holiday opus will have to be watched. (Copar, BMI)

Christy Christmas....76 Christy Christmas is one of Santa's helpers who picks out toys for the kiddies. A cute, bouncy tune with a catchy melody, this will have strong pop and hillbilly appeal in the moppet department. (Amber, ASCAP)

#### SAMMY MASTERS

Whop-T-Bop ......76 4 STAR 1607-Country blues, with a real swinging arrangement. By no means as extreme as the flip, despite the novelty lyric, this side moves right along. (4 Star Sales, BMI)

2 Rock-n-4....74 Lively rockabilly side, with Masters chanting a novelty lyric. Arrangement has a staccato effect, choo-choo train style. (4 Star Sales, BMI)

NDY STARR

M-G-M 12364-Starr is one of the more noteworthy Presley disciples, and here he is blessed with a strong piece of material and a funky "back shack," backing that ought to inspire plenty of deejay play. The beat is solid and works on the nerves hypnotically, (Hill & Range, BMI)

Give Me a Woman .... 71 Also in the rock-a-billy voin and reminiscent of one of the Presley numbers. It is slower in tempo, but just as insistent a beat. Starr sells this blues-styled material well. He could break thru, if any of the Presley imitators can. (Hill & Range,



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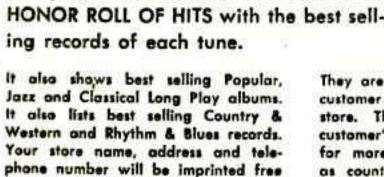


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RUDY (TUTTI) GRAYZELL

Jig-Gu-Lee-Gu ......74 STARDAY 270-This platter takes the integration of c.&w. and r.&b. wax a step further, with a convincing r.&b.-styled chorus, backing country warbler, Grayzell's personable reading of a catchy rock-a-billy rhythm tune. Something new for jocks. (Starrite, BMI)

You Hurt Me So .... 74 Grayzell and the Imperials accord a similar integration technique to a plaintive ballad. (Starrite, BMI)

MOON MULLICAN

Keep a Light in the Window for Me ... 74 KING 4979-Good solid weeper, with Mullioan's sincere vocal backed by good string and piano accompaniment. (Jay & Cee, BMI)

If You Don't Want No More of My Loving .... 72 A rhythm side, Fair enough, and with a swingy beat, but not quite as strong as the flip. (Mar-Kay, BMI)

GARY BRYANT

DECCA 30104-A powerful and very pretty weeper which makes an excellent debut vehicle for Bryant. He has a big voice and an open vocal style that impresses talent-wise. Watch him. (Old Charter, BMI)

I'm Just Wild About You....72 Here is a happy, outgoing rhythm number in which Bryant also cuts a fine figure. The strong beat here makes this a good juke box side. (Copar, BMI)

CANDY ROWELL

DU RO 254-Rowell belts out a swingy, fiddle-backed Western-styled ditty, which in the territories might make good juke fodder. (4 Star Sales, BMD

My Weary Love .... 68 Lots of pretty sounds from guitars and fiddles here, too, as Rowell sings a slightly melancholy ballad. (4 Star Sales, BMI)

JIMMIE WILLIAMS

M-G-M 12362-In a traditional styling, Williams cries into his beer over the lost love that is causing him to dissipate and throw his life away. Material is hackneyed and is not livened by Williams' performance.

We're Drifting Farther Apart....65 The break-up of a marriage is the theme of his weeper. Material and interpretation are lightweight.

NORMAN BULLOCK

M&J 2-1-Singer kicks off a fine brand of country blues. Backing by Southerneers Trio adds additional belt to projection. (M&J, BMI)

Moanin' the Blues ... 65 Good sound and beat here, too, in same tempo, but flip has the edge. (Acuff-Rose, BMI)

JEANETTE HICKS

Cry, Cry (It's Good for You) .........65 STARDAY 271-Thrush delivers a slow tempo ballad for fair results. This will cut no deep furrows saleswise, but is pleasantly listenable. (Starrite, BMI) Extra, Extra....60

Faster tempo here on notion which has scant message in the idiom. Less sales appeal indicated. (Starrite, BMI)

# Clarifies Tax On Multiplex

WASHINGTON -- Music by multiplexing out of an FM radio station is taxable to subscribers at the same rate as music furnished by leased wire, Internal Revenue Service ruled last week (22).

"Tax at the rate of 8 per cent of the amount paid for the musical program service should be collected from the subscribers by the company furnishing the service," Revenue holds.

#### Hadda Brooks Back With Modern Label

HOLLYWOOD-Singer Hadda Brooks was reunited with the first recording company she waxed for here last week, when Modern Records inked Miss Brooks to a term recording contract.

Chirp will cut both albums and singles, and will not be confined

# **FOLK TALENT AND TUNES**

Continued from page 50

contact Stan Larke at Station CFJB, Brampton, Ont.

Hank Thompson and His Brazos Valley Boys, under the personal management of Jim Halsey, are routed thru November as follows: San Angelo, Tex., November 1; Tinker Air Force Base, Oklahoma, 2; Oklahoma City, 3; Amarillo, Tex., 4; Carlsbad, N. M., 7; Lubbock, Tex., 8; Stillwater, Okla., 9; Chickasha, Okla., 10; Seminole, and sideman with a "Grand Ole Okla., 16; Oklahoma City, 17; Vance Air Force Base, Oklahoma, c.&w. aggregation on WGGA, 18; Wichita Falls, Tex., 19; Lawton, Okla., 23; Oklahoma City, 24, and Fort Sill, Okla., 30. . . . Elsie Pierce Wilks, Baytown, Tex., songwriter, is submitting two seasonal tunes to the record companies. The first, "Oh! the Man in the Moon Is Santa Claus," was released last vear by Bennie Hess on Jet Records. The other is titled "Barnvard New Year."

Jim Denny has moved his Jim Denny Artists Bureau into larger quarters at 146 Seventh Avenue, North, Nashville, where he's engaged in booking "Grand Ole Opry" and other acts. . . . Ken Nelson, c.&w. a.&r. man for Capitol Records,

# Case Joins H&R Staff

NEW YORK--Paul Case, veteran music man, joined the staff of Hill & Range last week to handle artists relations and special pro-

For a number of years in the 1940's, Case was professional manager of Williamson Music, the Rodgers-Hammerstein-Drevfus firm that handled such scores as "Oklahoma!" and "Carousel." More recently, he was a partner with orkster Art Mooney in several publishing enterprises, and also operated his own firm.

#### Hillman Exits Marks To Set Own Label

CHICAGO --- Mort Hillman has resigned as Midwest representative for E. B. Marks Music to set up his own label, Salem Records, Inc. Hillman, prexy and general manager of the new firm, will produce mood music LP's initially, releasing singles only if a side should break big out of an album.

Salem, which will headquarter in Chicago, has lined up distributors in 16 markets to date. Its first album - featuring canary Corky Shayne-will be released November 5.

#### FAME NOT ALL TO THIS MAN

HOLLYWOOD — Vocalist Art Smith, who works at a nearby aircraft plant for a living, is a man of principle.

Tho most singers would have leaped at the opportunity to became a permanent member of the new Ray Anthony Plymouth teleshow, Smith turned down the chance last week, when he decided that "the contract had enough holes in it to be used on a playerpiano."

Smith instead will audition for the Lawrence Welk show, also sponsored by Dodge-Plymouth.

to rhythm and blues material. One Coral Records. She arrived here of the early mainstays of the Mod- for recording sessions last week ern firm more than 10 years ago, and later returned to Chicago, Miss Brooks recently waxed for where she is currently appearing.

with headquarters in Hollywood, was in Nashville last week recording albums with Gene Vincent. Nelson plans to remain in Nashville right thru the deejay convention November 9-10. . . . Ray Price is reported to be getting bang action on his newest tune, "I've Got a New Headache."

Don West, former steel player Opry" unit, has joined the Pioneers, Gainesville, Ga. . . . Shirley Hunter has become a permanent addition to "Old Dominion Barn Dance" before returning to the Coast from the forthcoming deejay convention in Nashville. . . . Cliff Waldon, currently getting action with his two new Starday releases, "India Mama," b/w "It Takes Money," is on tour with Porter Wagoner, Little Montie Jones and Peter Stamper.

#### With the Jockeys

Zeke Mullins recently kicked off a new c.&w. stanza, "Country Music Round-Up," over WPAY, Portsmouth, O. The show, heard 10 hours a week, is the first country and western seg aired by WPAY in several years. Mullins would like to be added to the mailing lists. . . . Ed Hurt, known on the air as Ol' Pinky, has joined KFXD, Nampa, Idaho, with his "Caffeine Patrol," Hurt, who was with XERB, Rosarite Beach, Mexico, for a year, reports that KFXD has gone to a 24-hour-day operation, making it the only station in Idaho airing around the clock.

#### Col. Skeds Russell Concert Grooving

JOHANNESBURG - Anna Russell, noted comedienne, last week was scheduled to record one of her concerts at the Johannesburg Festival here. The disk, a 12-inch LP, will be issued by Columbia Records, Inc., in the United States for world-wide distribution and will be marketed in South Africa under the C.B.S. label.

Arnold Golembo, managing director for the Gramaphone Record Company, Ltd., distributors in South Africa for American Columbia, set the deal with Eastman Boomer, Miss Russell's manager.

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2 SO. DATES

# 1st Touring **Appearances** By Roto-Jet

NEW YORK-First touring appearances of the Roto-Jet German ride were at the Memphis and Dallas fairs, and importer Eric Wedemeyer reports lively interest Corporation decided at a meeting 253. on the part of carnival operators. The heavy, attractive unit was first displayed in America a couple of 1-6, reportedly attracted 96,224 years ago at the Mineola Fair and persons to the grounds. The 1957 Industrial Exposition, and sales dates will be September 30 to Ocfrom that moment on have been tober 6. limited to parks.

the German machine carried ceed Dr. E. L. Rayhorn Jr. as presi-19,000 riders in Memphis, it is dent, Gilbert C. Martin as viceclaimed, and better than 40,000 in president, W. R. S. Curtis as secre-Dallas. Opening day at the Texas tary-treasurer and Elmer L. Brisevent saw 7,200 customers paying tow Jr. as recorder. Ralph G. Lockto ride the unit.

The ride will be shown again at the Florida State Fair in Tampa, til closing day when it rained, altho Wedemeyer said.

hours, and the teardown about eight hours, with a three-man crew required, plus two trucks for transportation. This time should easily be trimmed by an experienced the next board meeting. The midcrew after a couple of continuous weeks with the ride, i. is claimed.

Wedemever, returned from the October Fest in Munich, Germany, said he will be offering a couple of new units viewed there.

# Ranger Plans **Road Jaunt**

HOLLYWOOD — The Lone Ranger will make personal appearyear, H. G. Saperstein, appearance and merchandising director of the firm bearing his name, disclosed here this week.

The Saperstein office is also handling Lassie and this attraction will be offered separately or with the Lone Ranger for rodeos, fairs and celebrations.

An organization of nine people will handle the tours of the two attractions. Film trailers are scheduled to be made with press books, art and mats already available for the appearances.

R. (Red) Weatherwax, the wellknown dog trainer, will appear with Lassie.

and on television for eight.

# Added Day for Petersburg; Claim 96,224

PETERSBURG, Va.—An added seventh day, extending the closing to a Sunday instead of Saturday, will be scheduled by the Southside Virginia Fair here, the sponsoring Petersburg Lions Club and Charity new attendance record of 2,672,this week.

This year's event, held October

Elections at the meeting had Dr. Operating at a quarter a head, William B. Russell named to sucett continues as manager.

Weather was good this year nn-26,600 persons reportedly turned Setting up required some 10 out on that day. Top day was the Friday children's day when 30,094 were counted into the grounds. Opening day had drawn 5,100.

> Attractions will be taken up at way this year was provided by the Ross Manning Shows, and other attractions were the Joie Chitwood and B. Ward Beam stunt driving units, Gene Holter's racing ostriches and MCA-booked Sunshine Sue, Tex Ritter, and Smiley Bur-

# Dallas Fair Gets 2,672,253 for New All-Time Record Mark

'Pajama Game' Viewed by 54,000 Patrons; Borge Draws 6,000 in One Performance

The mammoth total shatterd by 60,982 the old mark of 2,611,271. set by the Dallas fair last year.

The new attendance record was achieved during a fair that was one night shorter than the 1955 version. Last year's fair opened on a Friday night and ran 16 days

of Texas, in its 71st year, ended morning opening date. The 65,000 Thornton Sr., who is also mayor its 16-day exposition with a strong handicap with which the 1956 exfinish that helped to establish a position opened was handsomely made up.

> Fair officials had halfway expected that the 1956 attendance would lag somewhat behind that for last year, partly because of the shorter run and partly because of drought conditions which have prevailed in Texas for several

The success of this year's fair and 17 nights. This year, the fair was described as "remarkable"

DALLAS-The 1956 State Fair reverted to its usual Saturday both by State Fair President R. L. of Dallas, and by James H. Stewart, executive vice-president and general manager of the fair.

Top Gross Looms

It also appeared that this will be one of the fair's top money years, boosted by a hike in gate admission prices from 60 cents for adults and 30 cents for children to 75 and 40 cents.

Expo was extremely lucky on weather. Fair had no rain insurance this year for the first time in many years, but a chart kept by Stewart showed that in spite of some rain which fell at various times on several days of the fair, no insurance would have been collectible anyway.

Only on two days of the fair's (Continued on page 72)

# Shrevep't Snaps Back After Opening Rain

Auto Race Program Lost to Weather; Barnes Show, Royal Do Okay Business

Louisiana State Fair, which opened Saturday (20) in the rain, was racing last week and by Friday (26), its seventh day, expected to make up any loss brought about by the inclement weather.

Joe Monsour, fair manager, said 6,000 race fans. that with the exception of Thurs- The Barnes-Carruthers' night re Named to one-year directorships day night (25) when it again are Dr. Rayhorn, J. W. Scoggin, rained, the weather had been good James E. Dodd, Lester I. Bowman, and indications were that the gate William G. Ritchie and J. M. Titus. count could equal last year's record

SHREVEPORT, La. — The | 563,039 or even surpass this mark by Sunday (28), the final day.

The opening day rain washed out a program of stock car races produced by Al Sweeney's National Speedways, Inc., and the fair lost the income from an estimated

vue, altho hurt by the rain on both Saturday and Thursday, was recuperating and by Friday was on its way to equaling last year's figures. The big show was in for eight nights of the fair.

Auto races were again scheduled to take over the grandstand on Saturday and Sunday afternoons with Sweeney bringing in big cars for both days. Victor Borge, comedy-pianist, was scheduled for a one-night performance in the coliseum on Saturday. Some 9,000 kids turned out for a free grandstand show, provided by Barnes-Carruthers on Friday morning.

Royal American Shows, the midway attraction, was up 10 per cent going into the weekend.

The progressive Shreveport fair covers 100,000 square feet of secretary announced. improvements included a complete the '56 fair. overhauling of the Agriculture Barnes-Carruthers Theatrical Enthe fairground roads.

# Cisco Kid Pulls Strong At Mobile

MOBILE, Ala. - Cisco Kid racked up the biggest day of the Greater Gulf State Fair here Wednesday (24) when he was credited with pulling close to 30,-000 moppets on Kid's Day. The cowboy TV-motion picture actor was sponsored by a local bakery and made two appearances in front of the grandstand where he passed out thousands of autographed photos.

Attendance at the fair during the week was reported as more than satisfactory. Gem City Shows were on the midway and the featured grandstand show was provided by the Boyle Woolfolk Agency with George B. Flint on hand. Illinois Fireworks produced the nightly pyrotechnics.

#### Tampa Signs Sweeney For Four Race Days

TAMPA—National Speedways, this year unveiled a new cattle Inc. (Al Sweeney), has been conbarn, a structure that ranks with tracted to present four days of any in the country. The barn, auto races at the 1957 Florida State which has a capacity of 2,000 head, Fair here, J. C. Huskisson, fair space, is fireproof and has a pre- S weeney-headed organization cast concrete roof. Other plant staged four days of auto racing at

Building and considerable work on terprises, Chicago, will furnish the night grandstand show.

# Bigger Cars and No ances after Thanksgiving, when motion picture commitments are completed, and thruout the coming

Continued from page 1

nevertheless included a basement are faced with inadequacy and no garage to accommodate 850 cars. place to turn. They have bull-On the other hand, long estab- dozed and filled in to their outerlished centers, like Brooklyn's most limits, but on big days they Ebbets' Field, have been strangled can only sit back and figuratively by neighborhood growth. A new watch money go down the drain. location, and soon, is a must.

Circuses, carnivals, amusement parks and fairs have all felt the squeeze of the parking situation. The tented enterprises have had to set up farther away from the centers of population and so become almost inaccessible except by automobile. Under these circumstances acres of parking are The Lone Ranger has appeared needed to accommodate even a on radio for 23 consecutive years few thousand people. Most established amusement parks and fairs

Kiddielands The several thousand Kiddie-

lands that have sprouted in recent years include many that located, with foresight, alongside, or as a part of, shopping centers with their acres of parking.

New arenas and coliseums are being located in shopping center fashion in areas where they can be surrounded by parking areas. Operators know that patrons want the convenience of arriving and leaving at their own convenience and that this is made possible only thru the use of their own automobiles.

Events or places that could do so acquired or developed adjacent parking. Some that couldn't, and had the means, moved to locations offering more space. With the increase in the size and numbers of cars constantly growing, even the more fortunate enterprises of the moment may be only a few years away from the gate-throttling problem.

There is one slim sign of hope in the report that automotive engineers are now close to perfecting sliding doors for cars. Eliminating

# 420-Date Season Good For Four Chitwood Units

NEW YORK -- Four units of | Equipment is partially stored in thrill shows were operated by Joie Tampa, and the balance is en route Chitwood in the season just ended, to Reading, Pa. Chitwood will be and Chitwood, promoting the at- making his usual appearances at tractions under his own name, is the Chicago and State fair meetprepared to operate in the same ings, as will general representative fashion in 1957 if sufficient dates Ben Braunstein.

Total dates played, given at Rain was experienced this year Fair in Dallas.

Rainy Spots Cited

some 420 places, produced better at several major dates altho none revenue than last year thru sheer was a total washout. Included volume of business, altho the shows were Trenton and Syracuse. Other experienced the weather difficul- spots where good grosses were 000, for a hefty gain of 35 per more episodes of her TV film the swinging arc of today's doors ties prevalent in several sections reaped included Shelby, Charlotte might save considerable parking of the country. Biggest of the and Rocky Mount, N. C.; Bedford, footage. But the pessimist might engagements was the lucrative, 33- Pa.; Detroit; Pueblo, Colo., and reason that sliding doors would show stand at the Texas State others. The opening day show in (Continued on page 72)

# Amer. Royal Sets Record Attendance First 5 Days

ance at the American Royal Live in the stock show sections. stock Show and Rodeo, featuring Gene Autry, set a 58-year record for the first five days of the run, it was reported last week. The show continues thru Sunday (28). Autry and Gail (Annie Oakley) Davis were there for the first five days (20-24).

KANSAS CITY, Mo. -- Attend- | Others of the 95,000 circulated

From here, Autry returns to the West Coast on business. He is scheduled to return to the Middle West to attend the outdoor show business conventions in Chicago November 25-28, but no other personal appearances are set for now.

Meanwhile, Annie Oakley is go-Paid attendance was set at 95,- ing back to California to make cent. The American Royal Building | show. Following its appearance at seats 6,500 for the rodeo, so the Chicago recently, the Autry-owned period's 32,500 seats were filled Cremer Rodeo stock was returned and standing room was utilized. to its Colorado ranch headquarters. require still longer bodies. materialize.

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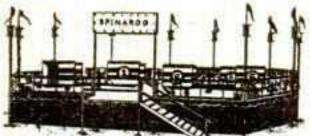
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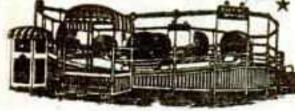
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# Herb Dotten

Octoberfest Enthuses Patty

TIRELESS Patty Conklin at 62 has been many places and seen many things, but to him everything he has eyed in the way of a midway operation is topped by that at Munich's Octoberfest.

Pausing in Chicago en route to Hot Springs for a brief vacation, the Canadian midway biggie sounded off enthusiastically over the operation of Germany's biggest beer bust-and, more specifically, over the midway operation there.

A huge number of rides, including no fewer than four portable Roller Coasters of the size of the permanent coasters at medium-sized

or small-sized amusement parks in the U. S.; seven Auto Scooters, three Moon Rockets, five Dark Rides, and two Hot Rod rides, were at the recent Octoberfest, according to Patty, who visited it on what turned out to be a buying spree for him. What's more, he adds, there were at least 150 shooting galleries, 10 girl shows and no less than 775 concessions of various kinds. The Octoberfest runs 17 days

and is attended by close to five million people, Patty points out. It is built around king-sized beer halls. The consumption of beer is enormous, with estimates, as relayed by Patty, putting consumption at one million gallons for the 17-day run.

Despite its name, the Octoberfest begins in September. The

reason for this, so the story goes, is that the natives, who look forward to the Octoberfest like most people anticipate Christmas, just couldn't wait until October for the big yearly event of their lives.

#### Plow Money Back in Adornments

PATTY CONKLIN

"Ride operators in Germany are in business to live. Those on this side of the pond are in it to make money," Patty comments in pointing up the sharp contrast in the methods of operation.

"In Germany an operator usually has only one ride-and he keeps it for years. In many instances, the ride passes from father to son. Rarely is there an operator who has two rides, and usually an operator can obtain only one location at the big doings througt the country.

"Little thought is given to expansion, to adding rides. Instead, the profit is plowed back in adorning the rides to insure that good loca-

tions can be obtained.

"Practically all rides-even the kiddie rides-have music. Many have ornate organs-and, I mean, expensive organs. Decorative work on the rides are elaborate . . . and many are topped by such things as miniature heliocopters, hot rod cars, or like eye-catchers." Patty was impressed by the care given rides.

"It was a common sight at the end of the Octoberfest to see many women-as well as men-wash down rides with boiling hot water before the rides were loaded into vans for shipment to the next fest.

"Members of the ticket selling crews of rides such as the Scooter could be seen in the early hours of each day waxing or simonizing the

"German operators," Patty continued, "apparently give topmost consideration to watching their property rather than to building up receipts. For that reason, ticket booths, for instance, are placed not for the convenience of the public but rather so that the operator can easily see all of the operation.

"Too, only a few rides have ticket boxes. In most cases, tickets are sold on the ride-and this, of course, greatly cuts down the earning potential."

Gives Checkbook Vigorous Workout

The average ride hand is paid what corresponds to 25 cents an hour, plus his meals. A first-class mechanic receives what in U. S. money would mean 68 cents to a dollar an hour, Patty reports.

There is an abundance of labor . . . fortunately, too, for ride operators, as most rides are heavy and require twice as many men to tear down and set up as do their lighter counterparts in the States.

"At least 15 to 25 riding devices at the Octoberfest were so heavy that it would not be possible to move them from week-to-week such as is the practice here," Patty observes.

The policy thruout all of Europe, he adds, is for 10-day stands that span two full weekends with four days in between allotted for tear-down, moving to the next location, and for set-up.

On his trip, Patty gave his checkbook and pen a vigorous workout. He bought several rides, including one of the only four German-made Wild Mouse or Devil's Kitchen rides. One such ride has been manufactured in the U. S. by B. A. Schiff and Associates of Miami, another is now in the works by the Schiff organization and more are planned. But Patty in '57 will have the distinction of operating the only Germanmade Wild Mouse on the North American continent.

Patty, incidentally, plans another quick trip to Germany in early December, when he and his ride superintendent, Herman Larson, will arrange for the shipment to Canada of the rides and other show equipment he purchased on his recent visit.

# FAIR MEETING DATES

Ross, 59 Twentieth Street East, 3, secretary. Prince Albert, Sask.

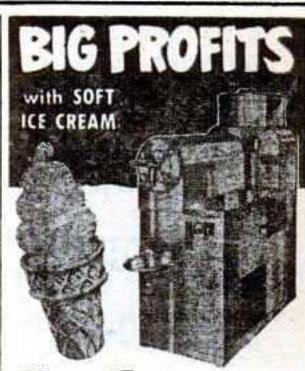
nomah Hotel, Portland, November Chicago, November 26-28. Frank 7-8. Hallie Huntington, 13th and H. Kingman, Ridge Road, Winston-Monroe streets, Eugene.

Canadian Association of Exhibi-

Western Canada Fairs' Associa- tions, Royal York Hotel, Toronto, tion, Hotel Saskatchewan, Regina, November 20-21. Emery Boucher, Sask., November 3-7. George K. Coliseum, Exhibition Park, Quebec

International Association of Fairs Oregon Fairs' Association, Mult- and Expositions, Hotel Sherman, Salem, N. C., secretary.

(Continued on page 72) 124 N. 35th St.



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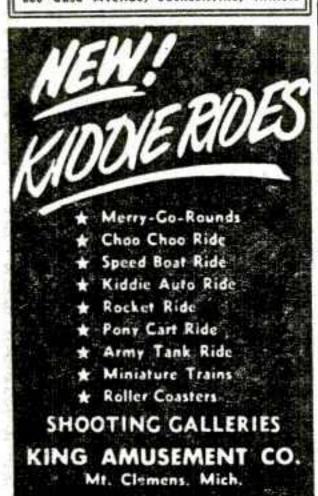
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experience. Gooding Amusement Com-pany owns fourteen (14) BIG ELI WHEELS. Write for information on 1957 Model BIG ELI WHEELS,

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ARENAS & AUDITORIUMS

# Managers List Buildings' Most Novel Events, Uses

By TOM PARKINSON

W/E ASKED several hunrded arena and auditorium managers what they considered their most unusual booking of the past year. There were nearly as many different answers as managers and the collection of replies adds up to a revealing roundup of just how versatile the buildings are, just how aggressive managers can be in finding new business, and what a great variety of business there is to be created or steered into the halls.

A professional football team used the Nelson, B. C., Civic Center as a training camp. The Cambria County War Memorial at Johnstown, Pa., was the scene of a marching band clinic. Seattle's Civic Auditorium housed a ski jump, and the Coliseum at Quebec City counts its winter carnival as the most unusual booking.

The Municipal Auditorium at Shawnee, Okla., was used as a public school, replacing a building that was destroyed and serving until a new one could be built. Cornwall Community Arena, in Ontario, housed a piano recital. A healing revival stands out among the activities at the Municipal Auditorium in McCook, Neb.

SEVERAL EVENTS at the Arena, Richmond, Va., are listed as unusual, but one that comes first is the roller skating championships sponsored by the Roller Skate Rink Operators' Association. Church services have been held each Sunday for a year in facilities of the Heart O'Texas Coliseum at Waco. From a long list of activities at the Memorial Field House of the College of Puget Sound, Tacoma, Wash., one that stands out is a naturalization ceremony conducted by the U. S. Federal District Court.

In Santa Cruz, Calif., Civic Auditorium a Senior Citizen's Show was booked successfully. A combined fair, auto show and pet display filled the arena at Wallaceburg, Ont. One of several places where a Jehovah's Witnesses assembly has been conducted is the Civic Center at Lansing, Mich.

It may be considered a little incongruous that a wedding reception was conducted in the National Guard Armory at Jacksonville, Fla., Fresno, Calif., merchants came to the Memorial Auditorium to stage a preview of their Christmas wares. San Jose, Calif., Auditorium was used in connection with a closed-circuit TV airing.

CANADIAN ARENAS often keep ice in for much of the time. and that was turned to advantage by several spots for an unusual event, motorcycle races on ice. Memorial Community Center at Smith Falls, Ont., and Memorial Arena at Tilsonburg, Ont., had this

The Cow Palace at San Francisco naturally listed its handling of the Republican National Convention. Birmingham Municipal Auditorium recalls a bicycle rodeo, at which children were taught safety on bikes. Donkey basketball got mention from Rockne Hall, Allentown, Pa. The Oklahoma City Municipal Auditorium believes that the National Square Dance Festival "must be the most colorful and enthusiastic convention ever."

There seems to be no limit to the assortment. Dundas, Ont., Arena mentions wholesale auto auctions. Ak-Sar-Ben Coliseum in Omaha names the Billy Graham revival, Memorial Auditorium, Canton, O., harks back to a rummage sale booked on percentage, which brought the city \$6,500.

It comes to the point described by the managers of the Minneapolis Auditorium, who note that "in this business nothing seems unusual!"

# Arena Recap

"Ice Follies" Shows Chicago Increase . . .

CHICAGO — "Ice Follies", officials said at the Chicago Stadium this week that 100,000 people had seen the show in the first six nights of its run. They also said attendance at four weekend shows totaled about 60,000 people. Show and Stadium are playing up the fact that absence of "Hollywood Ice This is expected to help "Ice Follies" business now and to be of even more aid to "Ice Capades" here in April.

Big Demand Told For Atom Displays . . .

OAK RIDGE, Tenn.—Exhibits prepared by the American Museum of Atomic Energy are booked six and eight months in advance and only a fraction of the requests for them can be accepted, Charles G. Wilder, chairman of the museum division of the Oak Ridge Institute of Nuclear Studies said last week. One unit has been playing fairs.

Girl Cagers Tour Mid-West, East . . .

BELOIT, Wis. -- The Texas Cowgirls basketball team is making its seventh annual tour, playing about 150 games. Unit will be in Minnesota, Iowa and Illinois during November and December, with Eastern dates to follow. Dempsey Hovland, manager, said he also is

putting out an All-American Indian basketball team in November. Illusionists' Show Sets Auto Expos. . . .

NEW YORK—Illusionist Richiardi Ir. and company have been booked for Dallas and Minneapolis auto shows in December; Radio City Music Hall in January, and Las Vegas, Nev.; Reno, Nev., and San Francisco during February and Revue" will leave Chicago without | March. Act is handled by Hans a Christmas ice show this year. | Lederer at GAC, who reports that Richiardi will make his third appearance on the Ed Sullivan TV show November 4.

# Swan Appointed Arena Manager At Albuquerque

ALBUQUERQUE, N. M.—C. W. (Chuck) Swan, manager of the El Paso, Tex., recreation board, has been named to take over management of the new Civic Auditorium in Albuquerque. He is scheduled to make the move December

The Albuquerque Auditorium is under construction now and the tentative completion date is March 15. Swan will be in Albuquerque on weekends during November to confer with the auditorium board about details of operation and construction prior to his leaving El Paso.

In the Texas city Swan's duties included management of the Coliseum, Liberty Hall, McKelligan Canyon and Ascarte Park. As manager of the Coliseum and Liberty Hall, he was host to the annual convention of the International Association of Auditorium Managers in August. He is a former city editor of The El Paso Herald and was associated with establishment of a radio station there.

The Albuquerque building will have 3,500 permanent seats and 2,500 portable seats for the arena floor.

#### John Strong Unit Set for WFA Meet

THOUSAND OAKS, Calif.— The John A. Strong Circus, which played a successful fair season of more than 20 events this past summer, will be showcased at the four-day Western Fairs' Association which opens at the Hotel Del Coronado in Coronado on December 3.

John A. Strong, owner with his wife, Ruth, of the one-ring show that played the fair circuit as a free attraction, said that the performance is being set at 20 minutes. The event is expected to be televised at the time, and will be attended by children from the San Diego orphanages.



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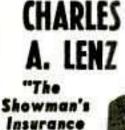
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# FOLLOW THE LEADER! Georgia State Tabs 130,000 Gate Count

ance at the Georgia State Fair dur- mitted free for special FFA and ing its six-day run reached approxi- school competitions on Friday. mately 130,000, Bob Wade, gen- Total gate receipts for 1956 was eral manager, disclosed this week announced as \$38,803.40, as comafter a study of figures. Of this pared to gate receipts last year of total there were about 90,000 paid \$36,094.97. admissions.

buildings are used behind the gates total of \$4,279. in the park by the city and others Too, about 10,000 school children

MACON, Ga. - Total attend-| from all over the State were ad-

The advance sale of tickets also The fair is operated by the showed a gain this year, Wade re-Macon Exchange Club in a city-ported. Advance sales for '56 toowned public park. Many other taled \$5,285 compared to a '55

For the first time in recent hisfor other all-year purposes and tory the grandstand showed a this is a factor in a heavy pass list. profit, grossing \$4,784 against an

(Continued on page 61)

# **Boat Show Feature of** 2d Jacksonville Event

JACKSONVILLE, Fla. -- Sec-| clude representatives of all newsond edition of the new Greater paper, radio and TV media in the Jacksonville Fair got off running area. on Thursday (25), in and around The maiden run in 1955 wound the Gator Bowl. Event is a joint up with a reported surplus of \$50,venture of the Jacksonville Variety 000, and Manager Ted Chapeau Club and the Chamber of Com- noted total attendance in excess of merce. A boat show, bound to 75,000 including kids and freedraw heavy interest in this coastal gaters. community, is one of the main elements.

Publicity has been excellent, with heavy newspaper coverage on the grounds taking shape and the tors boothed-in beneath the stands Cetlin & Wilson Shows midway and three big tents at the north end setting up. Board members in-

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# **Carnival Routes**

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Amusements of America: (Fair) Manning. S. C.; (Fair) Charleston 5-10. Barker, Al: Coffeeville, Miss, Beam's Attrs .: (Fair) Blackstone, Va. Borderland: Hagerman, N. M. Buck, O. C.: (Fair) Rocky Mount, N. C. Capital City: (Fair) Thomasville, Ga .;

(Fair) Valdosta Nov. 5-10. Donovan's Famous Midway: Kingsville, Tex.; Cuero 5-10. Cetlin & Wilson: (Fair) Jacksonville, Fia. Drew, James H.: (Fair) Panama City, Fia.:

Augusta, Ga., 5-10. (season ends) Gold Coast: (Fair) Pascagoula, Miss. Gooding Am. Co., No. 3: (Fair) Savannah,

Griggs Bros.: Jacksonville, Ark. Heth, L. J.; Tifton, Ga.; Bainbridge 5-10. Hoard & Mullins Am .: (Fair) Hinesville,

Hottle, Buff, No. 2: Wisner, La. Interstate: Elba, Ala. Jack's United: Jeanerette, La.; Morgan City

Ken Penn: (Fair) Manning, S. C.; Warsaw, N. C., 8-12. Latin-American: Uvalde, Tex.; Crystal City 6-18.

Lewis, Ted: Jacksonville, Fla., 1-5, Mighty Interstate: (Fair) Elba, Ala.; (Fair) Defuniak Springs, Fla., 5-10.

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# THE FINAL CURTAIN

BJERRE-Holger,

71, at one time one of the leading producers of chorus-dance troupes in Europe, died in Copenhagen October 16. From a wealthy Danish family, Bjerre gave up a commercial post to try his luck as an actor and ballet dancer but first became known for his handling of the choreography at the old Scala, Copenhagen. His "Bjerre Girls" became the vogue in Scandinavia and Germany, and he often had 10 or more troupes working, from which many revue and operetta stars were developed.

GALLAGHER-Virginia,

49, with World of Mirth, Cetlin & Wilson and Olson shows in recent years, October 9 in Gibsonton, Fla. Services in Tampa and the body shipped to Ashland, Ky., for burial. Surviving are her husband, Charles (Chuck) Gallagher, and a brother, Arnold Hanners, of Ashland.

HALL-John A.,

87, long-time midway and parks concessionaire, October 16 in a Buffalo, N. Y., hospital. Sur-vivors included his widow, Abbie, and a daughter, Hilda, of Bridgeport, Conn.

Miller, Ralph R .: St. Martinsville, La. Mo-Ark: Anguilla, Miss. Moore's Modern: Cleveland, Tex.; Wharton Nov. 4-10; Laredo 12-18. Page Bros.; Clarksville, Tenn.

Page Combined: (Fair) Wayeross, Ga.; Palatka, Fla., 5-10. Pelican State: Henderson, La. Penn Premier: (Fair) Loris, S. C. Powelson Amusements: Newark, O. Preff's Broadway: Columbia, S. C. Raley Bros. Expo.: (Fair) Walterboro.

S. C.; Beaufort 5-10, Royal, Jack: Hampton, S. C. Schafer's Just for Fun: (Fair) Gilmer, Tex. Shan Bros .: (Fair) Ozark, Ala. Siebrand: Phoenix, Ariz., Nov. 3-12. Southern Fair: Blackshear, Ga.

Southern States: Donalsonville, Ga.: Pelham Nov. 5-10. Strates, James E .: (Fair) Charleston, S. C. Tassell, Barney: Reidsville, Ga. Tibbs, Roy: Pearson, Ga.; Lakeland 5-10. Tinsley, Johnny T.: (Pair) Hawkinsville,

Ga.; (Fair) Milledgeville 5-10, Tivoli Expo.: Lake Charles, La. United Expo.: Osceola, Ark. (season ends) Victory Expo.: Killeen, Tex. Virginia Greater: (Fair) Williamston, N. C .:

Suffolk, Va., Nov. 5-10. Wolfe Am. Co.: (Fair) Anderson, S. C. (season ends). World of Mirth: Augusta, Ga.

#### Circus Routes

Beatty, Clyde: Columbus, Ga., 31; Albany Nov. 1; Valdosta 2; Jacksonville, Fla., 3-4; St. Augustine 5; Daytona Beach 6; Melbourne 7; Hollywood 8; Miami 9-11. Carson, Tex; Graham, Tex., 30; Bridgeport 31; Sanger Nov. 1; Celina 2; Farmers-

ville 3. (season ends) Clyde Bros.: Rochester, Minn., 31-Nov. 1; La Crosse, Wis., 2-4. Cole, Geo. W.: Welsh, La., 31; Sulphur Nov. 1; Buna 2; Sour Lake 2.

Davenport, Orrin: Wichita, Kan., 4-10; Kansas City, Mo., 12-17. Hagen Bros.: Madill, Okla., 31 (season

Polack Bros. Eastern: Philadelphia, Pa., 31-Nov. 3; Baltimore, Md., 5-10. Polack Bros. Western: Harlingen, Tex., 31-Nov. 1: Ardmore, Okla., 4-5; Oklahoma City 7-10; Little Rock, Ark., 14-16; Springfield, Ill., 22-24. Strong, John A.: (Schools) Los Angeles, Calif., 31-Nov. 30.

# Miscellaneous

Burke's Wild Cargo: (Fair) Savannah, Ga., 29-Nov. 3; Laurens, S. C., 5-6; Union 7. Hitler's Personal Armored Car: (Fair) Savannah, Ga., 29-Nov. 3; Walterboro, S. C., 4-5; Columbia 6-10.

O'Day, Marie, Palace Car: Prentis, Miss., 30; Taylorsville 31; Columbia Nov. 1-2; Tylertown 3; Franklinton, La., 5; Kentwood 6; Magnolia, Miss., 7; Centerville 8; Gloster 9; Woodville 10; Bude 12. Village of Rosedale: Natchez, Miss., 30-31; Brookhaven Nov. 1; McComb 2-3; Hattles-burg 5-7; Laurel 8-10.

#### Ice Shows

Holiday on Ice of 1956: Hutchinson, Kan., 31; Albuquerque, N. M., Nov. 2-5; Odessa, Tex., 7-11; La Crosse, Wis., 14-18; Bangor, Me., 21-25.

Holiday on Ice of 1957: Indianapolis, Ind., 31: Huntington, W. Va., Nov. 2-4: Norfolk, Va., 6-14; Richmond 15-19; Canton, O., 21-25.

Ice Capades, 16th Edition: Mexico City, Mex., 31-Nov. 19; El Paso, Tex., 22-28. Ice Capades, 17th Edition: Cleveland, O., 31-Nov. 12; Buffalo, N. Y., 13-18; Syracuse 19-25.

Shipstads & Johnson's Ice Follies of 1957: Detroit, Mich., 31-Nov. 11; Cincinnati, O., 13-25.

HARVILD-Georg Kornelius,

82, former head bookkeeper of Tivoli Amusement Park in Copenhagen, October 20. Harvild was a well-known music critic prior to holding the post of office manager or Tivoli for 14 years. Later, from 1920 to 1946, he was head bookkeeper of Tivoli. He wrote a well-documented book, "Tivoli in the Past and at Present."

JOHNSON-Herman Smokey,

veteran rideman and concessionaire, October 16 after a long illness. Formerly toured with B. & H. Amusement Company and Metzgar Amusements. Survived by a son; a sister, Mrs. Jennie Quackenbush, of Rock Island, Ill., and a niece.

LaBARRE-Eugene,

68, musical director of the New York World's Fair and bandmaster of the Long Beach (Calif.) Municipal Band since 1950, October 19 of a heart attack at his home in Long Beach. Before becoming leader of the Long Beach band, he led the Elks' band in Peoria, Ill.; the New York City police band and played cornet in the John Philip Sousa band. Survived by his widow, Flora.

MULLER-Lucia,

29, member of the Chaludi circus act, in Kiel, Germany, October 14. (Details in Circus section.)

McCRAY-George M.,

80, former sales manager of the Illinois Fireworks Company, Danville, Ill., and a former fair secretary, October 16 in Danville following a heart attack. He was secretary of the Danville Fair many years ago and was associated with the fireworks company for 30 years prior to his retirement two years ago. Burial in Springhill Cemetery, Danville.

SCHMECK-Herbert P.,

66, former president of the Philadelphia Toboggan Company and a leading designer of Roller Coasters and Funhouses, died at Philadelphia's Abington Memorial Hospital on October 22 after an illness of several weeks. (Final details in Parks section.)

#### **BIRTHS**

WOOD-

A daughter, Maureen Louise, September 20 at Santa Monica, Calif., to Mr. and Mrs. Jimmie Wood. Father is general manager of Pan American Amusement Corporation, Hollywood, Calif.

To thank all my friends for their kind messages of condolence and the beautiful flowers received in memory

Edward (Red) Horwitz

who passed away October 5, 1956

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The Billboard Outdoor Convention Special is the ONLY medium that assures you COMPLETE COVERAGE of EVERY buyer in the Industry . . . Carnival Owners, Ride Men, Food & Drink Concessionaires, Fairmen, Parkmen, Game Concessionaires . . . ALL of them. Here's why . . .

Distributed November 19, this Special will reach your prospects BEFORE they leave for the Convention in Chicago. If you exhibit, this is an excellent opportunity to presell your exhibit and to invite Conventiongoers to visit you.

3,000 FREE COPIES of the Special will be distributed from The Bill-board's booth right on the Convention floor. Your advertisement in it will AGAIN be seen by EVERY buyer who goes to Chicago while he is looking . . . while he is buying.

The vast importance of the many EXTRA Features in the Outdoor Convention Special is further guarantee that this issue will be kept for many weeks after publication, AGAIN and AGAIN exposing your advertisement to many thousands of buyers.

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#### RESORT SHAPING UP

# Fun Zone Likely For Mystic Isles

and legal entanglements prevented tained. full completion of plans for 1956 at Mystic Islands, new shore resort to be on straight percentages until in Ocean County, but several elements of the \$55,000,000 development became reality during the 20,000,000 people living within a year.

September 5, and the yacht club of Atlantic City. and 1,200 feet of boardwalk were in operation during most of the over-all scheme include golf. sea summer. There is also a 20-acre food and refreshment locations, recreation park with tennis, a ball fishing pier, public and private field, and horseback path.

Intention was to provide a midway access to the beach, which is sorts. A causeway carries bus ridabout 200 feet from boardwalk to ers from Tuckerton for 15 cents, water, and deposits were taken for and auto visitors get parking near concession games. Food operations the beach for 50 cents. and rides were also in the scheme.

Deposits Refunded

Islands Development Corp. at 1 South Main Street, Toms River, recalled this week that miserable weather fouled up full development of the beach zone, and the Statewide confusion over concesphase of the resort picture. Rides did not come in because of unsuitable site, and game operators got their deposits refunded.

but the area will be properly developed. There will be space for ance, partly due to a fine location firm, operators of conventional and ants requiring new rides have them some 45 game and food units, a Kiddieland, and major rides, on the and execution job. midway approach to the board-

The corporation controls 2,000 acres in various zones. Some 250 acres are the site of homes ranging from \$6,000-\$14,000 and including both all-year and summer bungalow types. Realty sales have been good, with housing sites being prepared and first homes now going up. Lagoons are being built and more beachfront property made ready for development, and the resort's own Mystic Isles Water Company equipment is being installed.

A weekly television show, Sy Newman's "House Detective" realty program, is beamed out of Philadelphia and New York, plugging the Mystic Islands homes.

#### Full Swing Seen

Next season should see the spot in full swing as a new major resort area, it is predicted. With a heavy advertising outlay in all media, traffic of some 7,000 visitors on weekend days is anticipated, if not more. The 1,200-foot boardwalk promenade will be extended to a mile in length in three years if the

# **High Spending** Seen for Chi

NEW YORK-A very good session for equipment manufacturers changes or improvements enviand salesmen is seen for exhibitors at the Chicago convention of the National Association of Parks, Pools and Beaches by Bill de

National Amusement Device Corporation, said his visits to parks 9,000, it is understood, altho a recently have uncovered evidence capacity of 15,000 is possible and that spending should be higher may be achieved if the weather than usual in Chicago. He said breaks right on key days next sum-National's sales and production mer. have been very high and indications gotten from park people are

TUCKERTON, N. J.—Weather current public interest is main-

First-year ride operations were business potentials were learned. Builders based their hopes on the two-hour drive of the Mystic Is-A nine-hole golf course opened lands site, which is 20 miles north

> Concession operations in the docks and moorings, and other elements peculiar to waterfront re-

# For Golf Links

The 6,400-yard layout covering 125 acres will be built on the hills of a former Delaware Indian Reservation. The present clubhouse at the park will be remodeled.

acres, now includes a drive-in theater, half-mile race track and stadium, a swimming pool, a 95-acre fishing lake, and a 15,000-square foot ice skating rink.

Plans call for the new golf

#### KANSAS CITY, Kan .-- George prises, announced last week an 18hole golf course will be added to a cost of about \$200,000.

Lakeside, which covers 300

course to be ready for play in the spring of 1957 or early next summer, according to Bennett.

# Lewis Glorsky, head of Mystic lands Development Corp. at 1 Views 300,000 Year

toward a total of 300,000 paid ad- Braverman, formerly with "Holi-

white castle, which is far back from the road and on an incline, thereby providing visual exposure and front-door parking, Storyland encompasses many structures drawn from children's fables.

The castle houses a fine food operation run by Walter Reade Theaters. On the neatly landscaped area are many attractive, cartoonish structures designed by Russell Patterson, and concession Man, Dies in Philadelphia Russell Patterson, and concession operations run by the park. These include a camera shop (in a building shaped like a camera with bellows), post card shop, stage coach ride, pony ride, and many more.

Unique Rocket Ride

Other rides are a rocket ship. train, and Bill Ashmore's Kiddieland. Access to the Kiddieland is by pass-out system, since it also has an entrance elsewhere, besides that which leads to the park. Ashmore also runs the train and rocket ship, the latter of which was provided by Messmore-Damon in New Coaster designers dwindled to a York. This has seats inside and mere handful of men, one of offers vibrations and space ship whom, Joe McKee, was among film, giving kiddie passengers the those at the funeral services. Mceffect of flying thru space. Kids Kee is general superintendent of pay 20 cents to "ride" it.

Park also has a gingerbread and two others of the small clan castle within which patrons can see men making gingerbread cook- Keenan, of Beaver Falls, and Ed ies, which are for sale.

Park admission is 83 cents for adults and 35 cents for children, the same as last year. Price will reportedly remain the same in 1957, and there are no physical sioned for next year.

Business was slack during the spring, when weather was bad but a big increase was experienced in July, followed by another level-De L'horbe, representing the ing off and a good season's windup. Top daily crowd was around

Big Ad Budget

A hefty sum of \$35,000 was re- shortly after World War I, at Parathat Chicago should see quite a bit ported spent on publicity and pro- gon Park, and the two most recent altho the county is designated by motional efforts, including outdoor were at Hershey Park, in 1955, the U. S. Government as a so called association and the NAAPPB.

ASBURY PARK, N. J .- With | paper in all sizes. Manager Merrill sion games put the quietus on that its first complete season of opera- Braverman set up a silk-screening tion behind it, Storyland, at the shop on the premises and turned traffic circle in Neptune, is looking out interesting posters in Day-Glo.

missions by the year's end. The day on Ice" and other amusement The same plans exist for 1957 lavish kiddie attraction opened in elements, will finish out the year manager.

Schmeck, respected and popular

figure in the ride manufacturing

business, succumbed in Abington

Memorial Hospital on Monday (22)

after an illness of several weeks.

Schmeck, 66, had retired three

years ago from the presidency of

Philadelphia Toboggan Company,

which he led during its greatest

In his passing, the outdoor

amusement field's number of Roller

Palisades (N. J.) Amusement Park,

design or construction of 210 coast-

er structures in the nation, as well

as numerous Funhouses, Mill

Chutes, Tunnels of Love, and Cud-

dle-Ups. During his leadership the

last of Philadelphia Toboggan's

Carousels, among the best of the

old-time indestructible Jennies, was

constructed in 1937 for Beach

Amusement Company, Asbury

First Coaster at Paragon

at Forest Park Highlands, Cincin-

nati's Coney Island, Elitch Gar-

dens, Carlin's Park, and many

Schmeck designed the coasters

period of growth.

Vettle, of Pittsburgh.

Park, N. J.

Herb Schmeck, Vet Ride

ville, in 1948.

# Plan Revealed Work Revived on At Kansas City Gotham P. C. Spot

age operation in Queens, Fim Fair unit. were cleared recently with delivery facilities of Lakeside Park, 91st of 70 tons of steel and redesigning Amusements (Fred Jacobs and Lou Street and Leavenworth Road, at of the restaurant building. The opening, originally planned for last for the food operation, which is units. the spot's major building. Operation next year will intensify comparks in the area.

with Max Lander and other operators of the Adventurers Inn, widely spot, a lavish refreshment-type operation, will be duplicated in Queens, which decision necessitated new architectural work. The building will also house a new and a kids' party room.

John Ursini, whose Boro Realty Company developed the park theme in consultation with Bill de L'horbe Jr., said construction is the main project now on the property, of which there are four acres of rides and six acres of parking. Location is adjacent to the Whitestone Parkway, on the Queens side of Bronx-Whitestone Bridge and near Flushing Airport.

Ride Tenants Listed

All available ride space has June, 1955, and won quick accept- and then join the Walter Reade been contracted for and those tenand, partly, to a competent design drive-in movies, food concessions, on order since the summer. Harold Asbury Park's Convention Hall, and Fredericks, of Peekskill, former In-Spread out behind an impressive Baronet Theater in New York City. dian Point Park tenant, had his Max Kolmer, with associates, who Big Eli Wheel up during the last established Storyland, has started several weeks, but there was no casting around for a replacement attempt at operating it since the site was not developed further

NEW YORK-Final obstacles | than filling and leveling. He will Bennett, owner of Lakeside Enter- to construction of the new percent- also put in his kiddle fire engine

> Other professionals are Lejak Schwartz) of Coney Island, putting in a Hot Rod ride and German July, was held up by negotiations Skooter building, both German

> Rest of the tenants are as follows: Joe Alberti & Son, Napetition among major-sized kiddie tional's Century Flyer train, and also negotiating for miniature golf; A 25-year lease was worked out Louis Damelio, Junior Hot Rod; Ralph Stabile, Herschell kiddie tanks and National pony carts; known food spot in Yonkers. The Sorci & Company, Teetercopter; Carl Bennett, Tilt-a-Whirl; Rose Scriloff, National's Comet Junior Coaster; Ed Steinberg, Herschell Sky Fighter and boat ride; Morris Schmier, Mangels junior replica of Rods, Inc., plus areade equipment Pony Trot; Sam Kersch, kid rocket and Ferris Wheel, and Herschell Jolly Caterpillar, and Sal and Ralph Deturris, novelties.

10-year Ride Leases

All rides are in on 10-year leases, and the Adventurers Inn has a 25year lease. Fun Fair provides the site, electricity, promotion, and (Continued on page 59)

#### Coast Ride Man **Putting 7 Units** At New Shop Area

WEST COVINA, Calif.-Norman (Dutch) Schue, veteran ride operator, is installing a kiddie park at a new \$20,000,000 shopping center.

Schue, who has been in show business for 55 years and on the West Coast for 45, said that the park will include seven rides. The ride operator will continue to book his rides on various shows traveling the Pacific Coast area as he has in past years.

#### Carolina Funspot PHILADELPHIA -- Herbert P. and Fountain Ferry Park, Louis-**Buys Three Rides**

WHITE LAKE, N. C.-Management of Crystal Beach here is buying amusement rides to replace manager and, in 1947, president. those which formerly were operated at the beach by concessioners.

Lawrence and William Corbett, operators of the 30-year-old funspot, have purchased a Roadway was the promotion of Skee Ball ride, Skyfighter and 36-foot three-Alleys many years after Philadel- abreast Merry-Go-Round, all from phia Toboggan's founder, Henry Allan Herschell Co., Inc. Later, Auchey, had turned down a prop- they expect to add other rides.

The operator who formerly had A native of Reading, Schmeck rides at the beach has taken them was buried in that city's Charles out to set up a new funspot next

osition from the inventors in 1914. (Continued on page 59) to Crystal Beach.

First becoming associated with

the firm in 1920 as chief engineer,

Schmeck later became general

He retired in January, 1954, since

which time John Allen has held the

One of his notable achievements

#### Wilkes-Barre Funspot are Pennsylvania residents, Vernan Wins Best Attendance Schmeck is credited with the

WILKES-BARRE, Pa. -- Sans ["distressed area." This situation Souci Park here scored the best according to James Lenahan Brown, secretary-treasurer and at-

Altho bad weather hit on several weekends and holidays, the park drew more than 500,000. The spot closed most of the facilities September 3. That final Sunday and Monday of the season pulled an estimated 25,000 persons, Brown said. On the last day the park had a picnic which it has hosted anmore. His first such project was nually for 43 years.

and the community allied effort attendance of its 54-year history, to recruit new industry for the region, resulted in one of the parks innovations this year.

This was Creater Wilkes-Barre Progress Day, during which the Chamber of Commerce and its Industrial Fund campaign broadcast a radio program from the park midway. The event marked the climax in a campaign to raise money for interesting industry in coming here.

The park's manager and presi-The attendance was registered dent is Edward J. Lee, who also is

#### ROLLER RUMBLINGS

# MARSI's Promotional Campaign Kicked Off

concrete promotional step to be taken by the newly formed Manu-Skating Industry, an organization for the promotion of the rink industry on broad scales, was announced by association President Sam Asad during the late-summer convention and national contests here of the Roller Skating Rink

#### WE BUY AND SELL USED ROLLER SKATES

1000 pr. Used Clamp Skates . \$3.50 pr. Brownie Precision Wheels.. 1.50 set

Economy Precision Kit, Cottrell Wheels ..... 9.50 set

Bonny's Hug-Me-Tights. . \$10.50 dz. Bonny's New "Princess" Line Skating Skirts... 24.00 dz. up

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#### FOR SALE ROLLER RINK EQUIPMENT

70 Pair Clamp Skates (Chicago), fibre wheels, like new. All assorted popular sizes. Also used Rinx Records. Inquire STROUD ROLLER RINK Box 110 Stroudsburg, Pa. Phone: STroudsburg 4067

"CHICAGO"

**Duryte Plastic Wheels** 

**Rental Clamp Skates** 

CHICAGO ROLLER SKATE CO.

RICHMOND, Va. - The first Operators' Association of America. At the same time, it was announced that in the future MARSI facturers' Association of the Roller trade shows, probably quarterly, will be held independently of any Paterson (N. J.) Arena. In the curskating association or championship competitions. Tentative plans are 26 points, followed by Paterson to hold such shows in hotels in various parts of the country, sites onne, N. J., 16; Florham Park to be chosen so as to be convenient (N. J.) Rink and Hackensack to the greatest number of rink (N. J.) Arena, 14; Twin City Arena, operators.

> meeting here that the association had mailed a promotional piece to daily and weekly newspapers across the country. This mailing was designed to reawaken the interest of newspapers in roller skating and educate them in regard to the advances made by the industry and its benefits to a community. Once that is established, it is felt, rink operators will find newspaper promotional managers more co-operative when the operator seeks bookings for newsboy skating parties and the paper more receptive to skating news releases. The MARSI plans similar mailings to PTA and church group and Lions clubs and Elks lodges, it is understood. Also in the planning stage by the association are nationwide skating video shows and skating films.

Organizational meeting of the MARSI was held February 6 in Chicago, at which time seven mancharter members. They were Chicago Roller Skate Company, represented by Joseph Shevelson; Cleveland Skate Company, Sam Asad and Robert Phillips; Hyde Continued from page 58 Athletic Shoe Company, George Hyde and Max Luben; Cottrell Skate Wheels, Paul Cottrell; Raybestos Skate Wheels, Jerry Brush; Riedell Shoe Company, Paul Riedell, and Fo-Mac Enterprises, Inc., Vernon Fowlkes and Cecil Davis. Since then, Charles Snyder, Douglass-Snyder Skate Company, has joined.

Buckingham Cash Box Rifled by Burglars . . .

WATERBURY, Conn.—Thieves Skating Rink recently and took \$30 ment Parks, Pools and Beaches. from a petty cash box, according to Anthony Mollica, owner. Entrance was gained into the storage room, where the cash box was kept, by forcing a lock on the door. AOW Speed League Draws

Big Crowd at Kick-Off . . . ELIZABETH, N. J.—Inter-rink league speed skating in the Northem division of the William Schmitz - operated America on Wheels chain got off to a hot start October 6, with Jack Edwards, AOW director of speed, reporting

a speed league debut at the open- Twin City. ing. Edwards said that the outlook AOW's Southern division got Van Walton; Fair Haven (Mich.) for the season is good, with en- away to a fast start October 13 at Roller Rink, Mr. and Mrs. Paul K. competitive skaters 10 per cent that rink's entry taking the divi- Glendale, Calif., Harry Dickerman,

the league lead in kick-off competi- (Md.) Arena, 4. tions, running up a total of 12 points, and continued to lead following the October 20 contests at rent standings Mount Vernon has with 24; Boulevard Arena, Bay-Elizabeth, 4, and Levittown (N. Y.) President Asad said during the Arena, 2. Northern division com-

#### Gotham Spot

• Continued from page 58

central ticket operations. The spot will have a rustic park appearance, with log railings, lawns and landscaping. Operators will, in turn, yield a percentage of tickets, participate in certain extra promotional efforts, and abide by overall Fun Fair rules.

It is the first operation in this area running on a strict percentage basis.

The area already has three spots with no less than 15 rides apiece, of junior and major varieties. Just over the bridge in the Bronx is Funland on Bruckner Boulevard, a recreation center with two ride spots, miniature golf, golf driving, batting, and ice skating. Queens Boulevard has Fairyland, and Northern Boulevard has Kiddie ufacturers attending became City. All are within 10 miles of one another.

#### Herb Schmeck

Evans Cemetery on Thursday (25) after services had been held in Kirk and Nice Funeral Home here, Germantown Avenue and Washington Lane. Attending were scores of business and social acquaintances, including Joe and Al Mc-Kee, Ray Lusse, John Logan Campbell, Brady McSwigan, Carl Henninger, Bob Plarr, and Elmer Foehl. Among those sending sympathetic messages was Paul Huedepohl, executive secretary of the broke into Buckingham Roller National Association of Amuse-

Schmeck is survived by his widow, Frances, of 439 Greenwood Avenue, Wyncoat, Pa.

#### ROLLER SKATING RINK BUSINESS FOR SALE

One of the finest floors in the United States. Three years old. Finest of Equipment. New Hammond Organ—used only three months. Plenty of Parking. Long time lease on building. Priced to sell quick,

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Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to

the largest crowd ever to witness petitions resume November 3 at are: Port Park Rollerdrome, North

thusiasm high and registration of National Arena, Washington, with Hildebrand; Harry's Roller Rink, greater than it was at this time last sion lead with 12 points. In second and Trianon Roller Rink, Spencer, Mount Vernon (N. Y.) Arena took with 8 points, and Bladensburg

#### Mineola Awarding Watches At Halloween Party . . .

MINEOLA, N. Y. — Six 17jewel Gruen wrist watches, three for men and three for women, are on the prize list for the annual October 31 Halloween masquerade party at Earl Van Horn's Mineola Roller Rink. The prizes will be awarded to wearers of the funniest, most original and finest costumes at the party.

On October 6 operator Van Horn awarded a pair of Chicago shoe skates and a skate box to each of three winners in a children's voodoo contest. Another such trios number is scheduled for Novem-

Dingfelder Reopens Spot in Comfrey, Minn . . .

SLEEPY EYE, Minn.—H. G. Dingfelder, veteran Minnesota operator, reports the closing of his summer rinks and the reopening of his Memorial Hall Rink, Comfrey, for the 12th winter season. To date, said Dingfelder, business at Comfrey has been on a par with that of former years.

Melody Celebrates First Anniversary

GROTON, Conn.-Melody Skating Rink held its first anniversary party and night of champions October 14. Regular skating sessions and prices prevailed, with parents admitted free. Regional champions participated in exhibitions, and other activity included prize-winning games and audience-participation stunts.

Four Spots Entered on RSROA Membership Roll . . .

DETROIT - The addition of four rinks to the membership roll of the Roller Skating Rink Operators' Association of America was announced last week by Robert D. Martin, RSROA secretary-treasurer, at association headquarters here.

The rinks and their operators

Charleston, S. C., Mr. and Mrs. place is Alexandria (Va.) Arena Ia., Charles A. and Margaret J. Brown.

> Starlighter Club Headed by Forester . . .

SAN ANTONIO—Ronnie Forester is newly installed president of the Starlighter Club at North St. Mary's Roller Rink here, now the city's only rink since the closing of Midtown Roller Drome.

kind and you are interested in a perma-nent Playground Park; no competition, population over 112,000; I will build as many Concessions as you need. Whoever takes over will have full control. Write your own contract, you can't lose. If interested write

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#### Communications to 188 W. Randolph St., Chicago 1, Ill.

# FLA. TIME GOOD FOR CRISTIANIS

#### 3 Shows Required for Tampa Throngs; Add Day Tour to Play Lost Stand

Bros.' Circus added one day to its City followed. season Monday (22) in order to play the stand lost to a hurricane Florida business. Show had Shrine a week earlier at Leesburg. The auspices and gave three shows on show then returned to its quarters the day (20). First afternoon show at Sarasota Tuesday (23). Origi- drew a straw house. Second had nally, it was to have closed after about 800 people. The regular its Sarasota appearance Sunday night show attracted another full (21).

General Agent Paul Cristiani said that the show's Florida tour was above all expectations. Entering at Tallahassee, October 13, the show pulled a full house in the afternoon and a half house at night. Then came Gainesville (15) and Leesburg (16), with the latter

Daytona Beach (17) worked up the best advance promotion ever sold by a circus there, Cristiani said. Melborne (18) had two threequarter houses, with schools out in

# Tennessee Rain Finds Beatty; Knoxville Okay

Clyde Beatty Circus at Chattanooga and Knoxville, the first bad weather it has had in some time. At Knoxville the day-long drizzle let up slightly at night and the show had a good turnout.

Show was slow getting off the Chattanooga lot and the afternoon performance at Knoxville was delayed. It drew a half house. The night house was near-full. Auspices here was the Grotto.

Earlier the show played to a string of half and three-quarter houses in Yazoo City, Greenwood and Greenville, Miss. Cristiani Bros. was ahead of the Beatty show in the latter two. At Greenwood the cotton harvest was still in process. At Greenwood the advance sale was for about 3,000 tickets.

# Kriel Family Will Combine Rep, Circus

BURLINGTON, N. J.—Richard Kriel, of the Kriel Family of circus acts, is the partner of Roland Raffler in purchasing the Brooks Stock Company from Mrs. Maude Brooks. Lowell Kriel said here last week that an earlier announcement was partly in error.

Kriel said the under-canvas rep show will be readied for next season. It will use an orchestra, offer three-act plays and augment this and Barnum & Bailey Circus might with animal and circus turns. He play in the spring developed that said names of the personnel would be announced later.

The show will play its regular territory in Wisconsin and also will invade some new territory in Iowa.

#### K-M Okay in La.

NEW ROADS, La.—Al G. Kelly-Miller Bros. Circus had a house at night.

SARASOTA, Fla. - Cristiani | the afternoon and a soft lot. Plant

Tampa brought the best of the

Sarasota Sunday Okay

Sarasota was a Sunday stand and had a full afternoon and 40 per cent night, with many visitors from Ringling and other shows. The extra stand at Leesburg followed Monday (22) and the show then returned to the barn here.

The show's advertising car closed at Sarasota Tuesday (16). Car manager Elmer Kauffman announced destinations of his crew as follows:

Art (Doc) Miller, boss billposter, Elmira, N. Y.; Buck Ramsey, billposter, Reading, Pa.; Harry Hart, billposter, Allentown, Pa.; Andy Campbell, boss lithographer, Jamestown, R. I.; Bobby Chaffin, lithographer, Covington, Ga.; Gordon Curran, lithographer, Tampa; Al Green, lithographer, Baltimore, and Kauffman, Macon, Ga.

# Polack Plays KNONVILLE - Rain hit the Corpus Christi Shrine Stand

CORPUS CHRISTI, Tex-Polack Bros.' Circus drew one packed house and a string of half and third houses in the 4,000-seat Memorial Coliseum here October 17-This was the show's first

Feeling here was that over-all attendance for the show's Western unit was affected by the recent appearance here of the Clyde Beatty Circus and the run a week ahead of Polack by "Ice Capades."

Turnouts for the Shrine-sponsored circus drew 860 and 1,247 on the first day; 1,819 and 1,115 on the second; 1,657 and 2,339 on the third, and 4,122 and 2,061 on the final day.

newspaper hits was an interview with Pinito Del Oro, aerialist formerly with Ringling and now featured with Polack. She joined this show in Vancouver and is completing the season. The contracted with Circus Schumann in Europe ning to join the act. Others in the for next year, it is expected she act were Karl Schwarzbauer and will be with Polack Bros.' Circus Karl Schwarzbauer Jr., who are not in 1958.

#### **BOOK REVIEW**

# **New Version** Rome-Ringling **Book Appears**

CHICAGO --- A de luxe book of 352 pages and nearly 100 illustrations is "Circus! From Rome to Ringing," by Marian Murray, who is on the staff of the Ringling art museum in Sarasota. It isn't to be confused with the 1932 book by cus, from Rome to Ringling.".

May's book is regarded as the first and basic history of the American circus, and it's now a rarity selling for several times its original price. But there has been an opening for a new book.

Mrs. Murray's book duplicates the May title and seeks to fill the same need. In some over-all respects it succeeds and does comprise an adequate history; in other ways it isn't the comprehensive and accurate volume that show

(Continued on page 61)

# Lucia Muller Dies; Member Of Chaludi Act

CHICAGO --- Word has been received in this country of the death October 14 of Lucia Muller, 29, member of the Chaludi Troupe, at Kiel, Germany.

The Chaludis came to this country for Ringling Bros, and Barnum & Bailey Circus and performed Hetzer Names 1952. They returned to Germany for two seasons, appearing there with the Circus Grock. In 1955 they came back to this country and were with the Western unit of Polack Bros.' Circus.

During the past year, they were with the Orrin Davenport Circus until May. A contract to play fairs for Barnes-Carruthers was canceled because of her critical illness. They Publicity was good. Among flew back to Germany on July 13.

The Lansing, Mich., branch of the Circus Fans' Association was named for the Chaludis.

Survivors include a sister, Gerta, who also was in the act, and a second sister, Alice, who now is planrelated to the Mullers.

# MILLS PLANNING MAJOR CHANGES

Brothers to Confer; Make Plans For New Trucks, Canvas, Program

JEFFERSON, O.-Winter action | gram, repeating with none of the at the quarters of Mills Bros. Circus acts except for one clown that alis likely to be extensive, Co-own- ready has been signed. The new ers Jack and Jake Mills have stat- show will continue with three

Each brother has a plan for in 1957, and how the two ideas will be fitted together remains to be seen. Jack Mills said last week a month to make detailed plans.

Whatever that outcome might be, some changes already seem definite. The owners have said that the show will move on allnew trucks. Behind this is a move to concentrate the show loads on fewer units. In the past season some units were eliminated, and some trucks lost to accidents and wear were not replaced.

Same Capacity

Now the idea is to put the show on 35-foot semi-trailers rather than on more numerous trailers of various shorter lengths. Both trailers and tractors will be new, it is planned now.

The show will retain its present seating capacity, and will buy 500 chairs to replace those lost when a truck burned in an accident this summer. But the seats will be fitted into a somewhat smaller top. That tent is ordered from O. successful. The first day pulled Henry Tent & Awning, Chicago, altho its exact size has not yet been decided upon.

Jack Mills and his family will go to Europe again, and he said that he will use European acts again, as well as a troupe of English ballet girls. He said the present plans are to have an all-new pro-

# First Acts Set For Cop Show

HUNTING FON, W. Va. Makeup of the Police Circus, which is to be produced by the Jimmy Hetzer Agency here has been prepared in part, it was announced

Show will be November 19-21 at the Huntington Field House, with auspices of a police organization. Acts already signed are:

Ed Widaman's elephants; La-Blonde Trio, bars; LaNorma, trapeze; Cycling Therons, Harold Voise's Flying Harolds, Baudy's greyhounds, and Larry Ruhl and Sandy Winters, aerial act. The last named duo works a helicopter aerial act in the summer, and Ruhl will have charge of the aerial ballet and the spec in this circus.

Clowns signed are Al and Lou Ross, Gene Randow, Larry Benner, Paul Kaye, Jack LaPearl, and Pinky Pinkerton, Most of the clowns and some of the acts set so far are with the Polack Eastern

#### Arkansas Towns Okay for Hagen

ELDORADO, Ark. -- Business for Hagen Bros.' Circus was good a three-quarter afternoon and straw East this spring. In the fall of 1957, house at night. Legion was the ing more serious injury. She was

> In Benton, Ark., Monday (15), K-M had drawn fair business also. Kansas City, Mo., November 12

rings.

At quarters here, Charles Brady framing the show they will field has directed the storage of all equipment. Supply of hay has arrived for feeding animals during the winter. Felix (Fats) Brazon is Earl Chapin May called "The Cir- that they will get together in about the buyer for winter quarters ac-

# Lincoln Good, Sioux Falls Off for Clyde

SIOUX FALLS, S. D.--Clyde Bros.' Indoor Circus played to light business here October 22-23 and good business at Lincoln, Neb., October 17-18.

At Lincoln the show played the Nebraska State Fairgrounds Coliseum, which seats 3,000. Sponsor was the Kiwanis Club, and an officer of the club said the date was crowds of 2,200 and 2,425, while the second day had 1,975 and 2,600 people.

The Sioux Falls Coliseum Annex seats 3,000 also. Show had American Legion auspices and was ahead of a Shrine date here. This one drew 500 and 750 on the first day and 750 and 1,000 on the second.

Tony Smaha has taken over training of the show's young elephants and, with his wife, works their dressage horse. Recent visitors included the Rink Wrights, the Floyd W. Hentons and the Glenn Trumps, all at the Omaha stand

# Joe Haworth On the Mend

GADSDEN, Ala. — Joe Haworth, former legal adjuster with Cole Bros., Hagenbeck & Wallace, Walter L. Main, Mighty Haag and other circuses, is recovering here from a heart attack suffered several weeks ago. His condition for awhile was critical but has shown vast improvement during the past

As soon as his condition permits, he will be moved to his daughter's home, 115 Kilkare Court, Winston-Salem, N. C. His wife, Fannie, is with him.

## Sevina Lucky In 30-Ft. Fall

CHARLOTTE, Tenn.-Sevina, high act and trapeze, sustained bruises and shock when she fell 30 feet while presenting her single traps here Monday night (22). The accident occurred when the swivel on her mouthpiece broke as she was about to descend.

Her husband, James Howell, broke her fall, thus possibly avoidrushed unconscious to Charlotte Hospital, where she was released the next day.

Sevina and Howell join the Or-

# R-B Contacts Arenas; Pacts Not Signed Yet

some arenas that Ringling Bros. the circus has made preliminary contact with the buildings.

Management of the buildings contacted said that they had been contacted by Leon Pickett, Ringling contracting agent, in the past few days.

But they said that no contracts have been signed.

asked about concessions and other January of 1958.

CHICAGO .-- A spot check with operations around the arenas, they

Meanwhile it was reported that Arthur M. Concello, executive director of the show, was making a booking tour also. He had been in Sarasota winter quarters earlier.

Concello said previously that the show was planning to play about here Tuesday (23), when it pulled 10 weeks of building dates in the he said, the show would make three auspices. months of stands in the West. And the plan also calls for the show to following a Kelly-Miller date, Hagood day here, with a near-full Pickett acquired information play Middle Western buildings for gen Bros. had half and three-quarhouse in the afternoon and a straw about building facilities and also two months, starting in Chicago in ters houses, with Civitan auspices. rin Davenport Indoor Circus a

# New Rome-Ringling Book

Continued from page 60

people anticipate will some day be | a few fresh pictures of historical on the market.

#### **Traces Origins**

by the circus and has caught some of its spirit. She looks deeply into origins of circuses and acts, going back beyond Astley and even beyond Rome to beginnings in Egypt and elsewhere. She points up the strong connections between British and U. S. circus tradition and then follows along the circus family tree that includes Ricketts, Flatfoots, Van Amburgh, Forepaugh, Coup, Barnum, Cole, Bailey, Sells, Ringling, Mugivan and North. Attention turns to shows other than those that were the biggest of their time, so there is mention of dozens of shows and showmen. In an original manner, she indicates that many shows fed into the channels and funnels that eventually evolved into the Ringling-Barnum show.

Much the same treatment is accorded types of acts. She tells of early and subsequent practitioners in various arts of the circus. There is some historical material about clowning that is new.

projections turn up as she traces the general stream of show history. vocalist. So far as the general public is concerned, this book will serve interestingly as the history of the circus.

#### Hits High Points

Altho many persons close to the circus business also will read and value this volume, the fact remains that tradewise it falls short of its billing as "the circus book to end all circus books." Mrs. Murray says what several writers before her have published, that circus history is hard to come by. As a newcomer she has absorbed a tremendous amount of information.

But even so the limits of the research are apparent. The high Wade said. points and the obvious in show history are recorded; the less easily acquired parts often are omitted, glossed over or confused.

In perhaps 20 places it is stated that "no one knows" about some situation, when actually most of that information she didn't find does exist and is available. There is evidence of background from standard books on the circus but little from original sources that frequently would change conclusions. History does know why Coup and Barnum parted, why Bailey also left Barnum once and whether a Ringling was in show business before 1882.

The account of how Hagenbeckin basic information.

from historical sources of unpub- and other health agencies. lished material. Three of the photo kids sidewalling; one is a still from building. an old movie rather than a circus; being Gargantua. In contrast are tighter gates, he said.

value and a great number of fine old drawings and woodcuts.

In all, this is an adequate book The author has been fascinated for those who are reading circus history for the first time and want the general picture. However, for show people and serious show historians who are looking for specifics, it is not very dependable.

Published by Appleton-Century-Crofts, New York, at \$7.95.

-Tom Parkinson.

#### Georgia State Gate

· Continued from page 56

expense of about \$4,400. Last year the grandstand grossed \$3,953, which was not the break-even

Icer Wins

Macon has long been known as a good stand for ice shows and this is credited with taking the grandstand show out of the red. Jack Kelly's Ice Frolics was presented nightly, with cast of Jack Kelly, emsee; Jean Kelly, contortionist on ice; Les Barker, cartoonist; the-Ballards, adagio; Jean Sakovich, Other original observations and Tommy McGinnis and June Rae, solo skaters, and Lucille Loring,

A program of fireworks by Tony Vitale followed the ice show.

Wade, who became general man- Platinos. ager after the death last year of E. Ross Jordan, believed heavy emphasis on many new educational features were largely responsible outs, with Merle Evans, CFA Ward for the build-up in gate receipts.

A total of seven livestock shows were presented this year. For the first time the fair held a Georgia Pure Bred Sheep Show, which was directed by Dennis C. DeLoach, extension service specialist. This show was co-sponsored by the fair and the Citizens & Southern National Bank, and proved popular,

The other livestock shows were Georgia Polled Hereford Show, Georgia Aberdeen-Angus Show, Open Swine Show, FFA Cattle and Swine Shows, and the Open Poultry Show.

Hypo Departments

Women's Work and Flower Show

were stepped up.

A new department largely de-Wallace Circus came into being is and other dental health measures. doing well at 72 years of age. one example of compounded errors | The Bibb County Tuberculosis Association made free chest X-rays. Illustrations are largely from Other sections were devoted to ex-

#### WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Kind of Show	
Owner	
Manager	
Winter Quarters Address	

# UNDER THE MARQUEE

er, is in Fort Wayne, Ind., where Bros. played Springfield, Ill., rehe is taking part in a fund-raising cently, the Henry Kyes Tent of campaign for a church that will CFA gave a party for circus perbe located at the old circus grounds sonnel at the home of the Carl in that city. : . . Don Smith, Detroit circus fan, is announcing a midwestern round-up of circus fans to be at Detroit November 10.

E. W. Adams, Hapeville, Ga., caught Ring Bros. Circus near Atlanta and spotted Joe Smiga, who has the concessions, and the De-Riskie Family. There are two bulls with the show. Records and a drum supply the music. Adams said he missed owner Franco Richards, who was away for the day, but word was the show has had good business in Georgia.

E. F. (Boppy) Day clowned a Super market date in Phoenix, Ariz. . . . Sam Ward began the 1957 season last week, moving to Fort Wawne, Ind., to start promotion for Polack Western's date there in February. . . . Billy (Mr. Sensation) Parton completed a string of Louisiana fair dates at Winnsboro (20) and jumped to join Clyde Bros.' Circus at Albert Lea, Minn. At the Eurice, La., Fair after the show. he and the Irwin-Harrison Troupe were free acts, while George Flint's grandstand show included the White Horse Troupe, Del Oros and

Chicago's Atwell Luncheon Club continues to draw capacity turn-Shafer, Gene Whitmore, Scott Hall, Sam Stratton, Bev Kelley, Babe Boudinot, Sam Ward, Al Sweeney, Doc Conley, George Johnson and Bob Hickey among recent at-

When Burma, the elephant mascot of the Republican party, was at Youngstown, O., to present flowers to Mrs. Richard Nixon, it was startled by a jet plane and bolted thru a fence. The elephant, however, was calmed in time to handle the bouquet assignment.

The Todd Henry Monarch indoor circus, playing Ripon, Wis., recently, had the McNeece Ele-At the same time other depart- phants, Eugene Christy's Lions, ments on Agriculture, 4-H clubs, Bobo Barnett, John Facer and others. CHS Dusty Rhodes visited. ville baseball park, for livestock

Joe Short, who clowns an amusevoted to educational exhibits by ment park excursion boat in the health services also attracted much summers, has been working with attention. For the first time the Irv Romig on the "Ricky the Georgia Dental Association and Clown" TV show in Detroit. Short Central District Dental Society will work as Mickey Mouse at a were exhibitors with a demonstra- department store during the Christtion of use of fluoridated water, mas season. Joe writes that he is

have their seal act with Atayde Base provided music. Mallison is photo agency stocks rather than hibits by the Polio, Public Health Bros. Circus in Mexico, write that superintendent of the city recreathey were witnesses when Don tion department. City and county Wade said there is an urgent Filipe Castillio, lion trainer, and a officials had been treated to a perquota was spent on the same thing. need for another large exhibit driver were injured in a truck accident that also freed four lions in previous night, following, a kickoff A newly installed system of the village of Magdalena Buenoa photo of M'Toto is labeled as punching season tickets made for jate. The lions killed two donkeys and one cow. Then local farmers successful run, aided by the exmoved in and killed all four lions.

> clowned again for a day when the Jacksonville. Cristiani show played Pensacola, Fla. . . . Col. H. G. Coffey writes that the Martinsville, Va., Kiwanis Club is passing its okay of the Cristiani Circus on to Kiwanis national headquarters. Don Marcks and Don Miller caught the Dolly Jacobs Circus at Tacoma, Wash. The show was in Canada earlier with a carnival.

Milt Herriott, now trainer with the White Horse Patrol of the Shrine at Sioux City, Ia., is breaking three new horses for a Liberty act and and two for a teeterboard routine.

Frank Schalk, who was with De-Waldo Agency circuses, now has his own band at the Covered Wag-

Clare (Mickey) Boyd, circus bill- on, Minot, N. D. . . . When Mills Amrheims.

> The Flying Royals, owned by Roy Romas, have played fairs in Minnesota, Seattle, Portland and California. They will play the Shrine show in Hawaii for Wally Yee in February, and they plan to return to Los Angeles later for motion picture work. With Romas are Pat Douglas, Jeep Milan, Billy Alexander, Buddy Brewer, Julian Austin and Jackie Gibson. The Bill Dunns are to be with them in 1957. . . . Duke Patterson is clowning Toyland at Rollman's, downtown Cincinnati department store, where he's set thru December 22.

Visiting the Clyde Bros.' Circus at Sioux City, Ia., were the Milt Herriotts, of Sioux City, and their daughter, Mrs. James Gustafson, Minneapolis, as well as Jack Leontini, of the Tom Packs Circus, St. Louis. Herriott said business was good for the show. Several performers were visitors at his home

Ray Brison, Reading, Pa., reports that he went to Chambersburg, Pa., where his circus has been stored, and sold a power plant and three trucks. He is planning to make some indoor dates for Dave Wharton in Maryland.

Norman and Elizabeth Kester caught the Kelly-Miller show at New Roads, La., and visited with Guy Smuck and Mrs. Miller, with whom they trouped on the Howes Great London and Mighty Haag circuses. . . . Wanda Lee, who was with circuses and last trouped on Cole Bros., writes that she is ill and wants mail at Box 7012, Nashville, Tenn.

#### **Boat Show**

• Continued from page 56

of the stadium for the Southeastern Boat Show. Additional tents are set up across Duval Street in the outfield of the adjacent Jacksonand poultry exhibits.

The midway extends thru the stadium's parking lot area from Adams Street north to the Express-

Activities got rolling at 10 a.m. on opening day with a downtown parade with Nathan L. Mallison as grand marshal and featuring many of the boating displays. The Albert and Judy Spiller, who band from Palm Beach Air Force formance of the Raynell Show the banquet at the Roosevelt Hotel.

Indications were that a second perience all hands picked up in 1955, will clinch the event's bid Former performer George Gregg to become a permanent fixture in

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# Columbia Speeding To New Gate Mark

Ideal Weather and Improvements Combine for Big Days at Outset

weather graced the early stages walls and aluminum panel roofing of the South Carolina State Fair of rigid frame design. as the event opened strong, moved Friday (26) activities which drew marching band parade and competition.

In several respects the event was in the afternoon. improved over recent years and the early pace, if sustained, was likely office as well.

Three new metal structures glistened on the grounds. They are a general purpose barn with roofed-over judging arena at one end, 70 feet by 180 overall; judging arena alongside the dairy cattle barn, 50 feet by 40, and an FFA livestock barn, 50 by 152. All

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COLUMBIA, S. C. - Great | three have galvanized steel side-

Opening day on Tuesday (23) into a traditional big Thursday found the grounds jammed, and which was again a big day and spending was reported as fine continued a strong pace thru the from many quarters. It was FFA and Junior Homemakers' Day with people from far and wide for a some 14,000 assembling in the stadium for a rally in the morning, then spilling onto the grounds

A notable exhibit in the Steel Building, major display structure, to show improvement at the box was a complete, life-sized gasoline station model with gasoline pumps and a Ford Thunderbird at the pumps. The U. S. Brewers' Association showed its cut-away model \$44,273. of a distillery.

# Sets New Grandstand

COLUMBIA, S. C .-- Elections for the South Carolina State Fair were held Tuesday (23), and financial figures were revealed which gave evidence to the event's enviable stability.

Ransome J. Williams was renamed president of the State Agricultural and Mechanical Society, and Gov. George Bell Timmerman was elected a new life member. J C. Darby, of Winnsboro, was named again to the executive committee, and Frank Hampton remains as vice-president of the asso-

ciation. Fair assets as of December, 1955, were \$527,321 and liabilities

Hampton told of plans to build a Also new is the display of a new concrete grandstand, seating (Continue l on page 72) 3,000 persons, next May.

# Rain Jars Macon's Bid for Gate Mark

to keep it from enjoying the fruits receipts were cut to \$240 by the minute to save them from cancellaof perfect weather on five of the weather.

a fine week, and Manager Robert M. Wade reported the added satprofitable week in his memory 50 cents for adults and 25 for kids for the Kelly "Ice Frolics" booked year on rides and shows or about 2 p.m. Pat Boone and the "Midin thru Gus Sun. (Continued on page 70) western Hayride" followed at 4:30 in thru Gus Sun.

A first-time combination advance sale ticket deal worked out very well. This consisted of a book of five 50-cent outside gate tickets, with a free grandstand ticket thrown in, for \$2.50. With 25,000 gate passes distributed and free gate entry to all State FFA and 4H-ers on their dues cards, the overall attendance for the week was around 130,000 of which 80, 000 was paid.

Saturday Washout Closing day was nearly a total

MACON, Ga. — Rainfall on priving the fair of at least \$10,000

by the combination of low prices were lost because of weather.

# Raleigh Wins Over Rain, Ends Strong

Tremendous Appeal of State Event, All-Out Group Effort Pays Off

lina's State Fair battled intermittent packed houses in the 5,000-seat rain on three of its five operating arena. The same three shows were days, but still came thru with a presented again to capacity audihighly successful run.

At the conclusion, Saturday (20),

Estimated attendance was announced at 545,000, about 55,000 the Stars" revue, plus acts, was under the 1956 attendance. High- the grandstand feature. Tony Viway police are usually credited tale presented fireworks nightly. with the estimates. Income from fair was \$114,049.

#### Go Barefooted

The noted tremendous appeal of this event was evident thruout the run. Patronago was big on each day despite unpleasant weather and masses of mud in many sections of the grounds. Many patrons solved the gummy footing in the midway area by removing their footgear and going barefooted.

Only two grandstand events were lost altho it was recessary at closing Saturday (20) pulled the in paid admissions. Prior to then, times to plow off the mud on the Georgia State Fair's record-break- it had been mild and clear on all race track. The location of some ing pace to a halt, but too late days. The final night's grandstand shows was switched at the last tion. One day of horse racing and On other days the 5,000-seat a late Thursday (18) night presenta-All segments of the annual had stands were well filled, Wade said, tion of the Ward Beam thrill show

at both the gate and grandstand. On the same day three shows isfaction of the grandstand's first The Cetlin & Wilson Shows like- were presented in the Coliseum, wise suffered on closing day but including Gene Holter's animal with some \$300 cleared. Price was pulled out with at least a 5 per show, originally scheduled for the centage point increase over last grandstand. Holter went on at

RALEIGH, N. C .-- North Caro- and 8:30 p.m. All played to ences on Saturday.

Four inches of mud had to be Dr. J. S. Dorton said the week pushed off the track on Saturday had been one of the most exciting, in preparation for the Sam Nunis hectic and demanding in his career. big car auto races. Jack Kochman's He had high praise for the work of Hell Drivers did a night show fair personnel, showmen, exhibitors which was televised over WCUN. and concessionaires, under adverse The troupe featured the 1957 Dodge.

The GAC-Hamid "Stairway to

Name talent was used by the general admissions at last year's fair for the first time. Excellent results were reported by the management. Dorothy Collins and Russell Arms were the Coliseum feature except for the last two days when Pat Boone and the "Midwestern Hayride" took over.

The James E. Strates Show had a banner opening, topping last year's first day figures by \$4,000. The rain and mud hurt thereafter. Tons of straw and shavings were used to improve the walk areas and business, under the circumstances, was reported very good.

The poor weather aided one group, the exhibitors. The buildings, including the new arena exhibit space, were jammed daily.

# N. H. Events Receive 12.4% Hike in Aid

CONCORD, N. H. -- New Hampshire fairs have 12.4 per cent more to share this year from the State subsidy derived from the pari-mutuel racing tax.

Plymouth State Fair is getting \$17,384; Lancaster Fair, \$16,219; Rochester Fair, \$14,750; Deerfield Fair, \$13,386; Cheshire Fair of nual convention of the Western to be awarded to the person wearing Keene, \$9,682; Contoocook Fair, \$9,661; Canaan Fair, \$9,010; Fairs, \$5,389; North Haverhill Fair, Whitaker will preside over the \$1,086, and Atkinson Fair, \$1,265.

The total subsidy figure is \$106,-Registration of delegates, includ- the meeting to be adjourned at 245, derived from a quarter of 1 ing fair managers and directors, 7:30 p.m. A dinner-dance will fol- per cent tax on gross wagers at from Canada, Nevada, Oregon, low and wind up the business and Rockingham Park race track in Salem, N. H.

# Western Fairs Assn. Sets Dec. 3 Meeting

Fairs' Association will be held for the most Western garb. "California four days starting December 3 at Hayride" is to be presented at 8:30 Sandwich Fair, \$6,775; Northwood the Hotel Del Coronado in Coro- p.m., followed by a dance. nado, Louis S. Merrill, WFA general manager, announced.

Texas, Utah, Washington, Arizona social functions. and California, will start at 10 a.m. on Monday (3) and continue until ing, with the afternoon sessions to include that of the WFA directors and advisory directors, and the resolutions committee, of which R. M. C. Fullenwider is chairman.

J. E. Whitaker, WFA president, will deliver the welcome and president's message at dinner at 6:30 to be introduced at that time. Folof the evening will be an "open house" with the service members as hosts.

tion Answered" will get under way trical lighting for night use.

SACRAMENTO, Calif. -- An- as "Western Dress Day," with prizes

WF. meeting on Thursday, with

# 4:30 p.m. A WFA directors' meeting is scheduled for 10 that morning with the afternoon consists. State to Spend 250G on Exhibit Bldgs.

sippi Agricultural and Industrial including electrical outlets for Exhibition has announced plans lighted displays. p.m. in the Coronet Room. New for construction of two new, modmanagers and new members are ern exhibit buildings that will cost a total of \$250,000. The structures lowing the dinner, the remainder will replace the present, outmoded wood buildings.

Each of the contemplated halls will contain approximately 20,000 Tuesday (4), second day of the square feet of exhibit space, will meeting, will be highlighted by be built on piling and will employ the College of Fairs Ad Clinic in Lampella arch construction, having the forenoon and area meetings in a free span of approximately 100 the afternoon from 4:30 to 6. Fol- feet. They will be skyligthed for lowing dinner at 6:30, "Your Ques- daytime use in addition to elec-

JACKSON, Miss.—The Missis- | bility of center floor display areas,

The walls are to be painted concrete, ceilings are largely to be exposed structure and the two buildings will be connected by covered and lighted walkways.

They will be placed on a mall which will be established leading from the main gates, and, in addition to exhibit space, will include offices, storage and rest rooms.

Between the time the present wood buildings are razed and the new ones constructed, commer-Wednesday has been designated with provisions made for flexi-



Communications to 188 W. Randolph St., Chicago 1, Ill.

# Strates Beats Rain, Equals Raleigh Take With Winner;

Patrons Go Barefoot Thru Mud as Drenching Rains Mar Three of Five Days

and muddled but buoyed up by attractions. bulging coffers after a week at the An opening day gross, reported North Carolina State Fair, Raleigh, \$4,000 above the same day a year the James E. Strates Shows started ago, provided a cushion. The puboff at the Florence Fair with much lic's response indicated that the better weather and the promise of shows might have racked up a recanother good gross.

The Raleigh event, affected by kind of a break in the weather. adverse weather on each of its five rains on three, proved a surprise and earnings, the fair admitted all and demonstrated the strength of the Strates' organization, which succeeded in equaling the gross earned last year under much better conditions.

Cluey mud, a foot and more deep, and puddled water thruout the midway, failed to stop midway activities. The show dumped tons of straw and shavings on the walk areas but fresh rains created a new mess. The public ignored the unpleasantness and hundreds removed their footgear and happily

# SLA Ladies Nominate Frieda Rosen

CHICAGO -- Frieda Rosen was nominated for the presidency of the Ladies' Auxiliary of the Showmen's League of America at the regular nominating meeting held here last week.

Also on the slate are Phoebe Carsky, first vice-president; Dorothy Kennedy, second vice-president; Mrs. Carl J. Sedlmayr Jr., third vice-president; Evelyn Hock, treasurer; Mrs. Robert H. (Elsie) Miller, secretary.

Nominated for the board of governors were Lillian Lawrence, Ann Sleyster, Mary O'Hara Smith, Bar- same room. bara Woody, Pearl Hall, Rose H. Young.

FLORENCE, S. C.—Drenched sloshed their way to the various

ord gross for the event with any

In an effort to salvage some of operating days, including heavy the calculated loss in attendance school children free on the final Saturday (20). Area and State school children are admitted on two days during the fair but all are required to hold tickets of which 275,000 are distributed thru school systems. The bad weather kept thousands away on their regular days. On Saturday they were still greeted by ankle deep mud in

> The Dowis Sky Wheels helped boost the midway gross. While the take for the unique ride was good under the circumstances, Strates believed it might have doubled its gross under perfect

(Continued on page 72)

# **ACA Sessions** Set for Chi

ROCHESTER, N. Y. -- The 23d annual meeting of the American Carnivals Association will be held at Chicago's Hotel Sherman, as usual, in conjunction with the yearly outdoor conventions, according to Max Cohen, general counsel.

The session will start Monday, November 26, at 1 p.m. in Room 111, when Cohen and associate counsel will meet. At 4 p.m. the annual meeting of directors, officers and past presidents will take place. All meetings will be in the

On Tuesday (27) there will be Page, Ethel Wadoz, Myrtle Hutt a 10 a.m. meeting of all railroad Morris, Mrs. Ned Torti, Grace show owners and managers, plus a Weiner, Bess Hamid, Dorothy meeting relative to labor problems. Goldberg, Virginia Kline and Dolly The general meeting of members will be at 2 p.m.

# Macon Re-Inks C-W After Okay Fair

MACON, Ga.-Cetlin & Wilson Shows, which completed a highly successful week at the Georgia of their fair engagements have been State Fair Saturday (20), will return to the fair in 1957 for the ninth consecutive year.

Bob Wade, general manager of announcement jointly.

perfect week of weather, the midway gross for shows and rides was up about 10 per cent over last year than \$60,000.

in a gross of close to \$20,000 this year, compared to \$17,000 last night.

In the rain on Saturday the midway grossed about \$7,000 instead year ago.

Co-Owners Cetlin and Wilson announced here that practically all signed again for 1957, with the exception of the Indianapolis date, the Indiana State Fair, which does not close contracts until later.

Show left Macon Sunday for the the fair, and Co-Owners Issy Cet- final stand of the season at Jacklin and John W. Wilson, made the sonville, Fla. Cetlin and Wilson said they had completed arrange-Despite heavy rain all day Sat- ments for the show to return to urday, which marred an otherwise winter quarters at Petersburg, Va., as usual.

During the week here the midway take fell off slightly Monday for a total gross of slightly better but showed a substantial gain in grosses every day thru Friday. The big day, Friday (19), turned | Rain started Saturday morning and poured steadily thru the day and

Officials said the re-signing of Cetlin & Wilson for the ninth year set the record for any show playing his son, C. J. Sedlmayr, Jr. of \$11,000 on the clear Saturday a the fair, which observed its 101st anniversary this year.

# Hill Ends Tour Inks '57 Fairs

ARANSAS PASS, Tex.-Hill's Greater Shows not only wound up its season with a big winner but has its '57 route fairly well set, H. P. (Punk) Hill, owner-manager, announced here at his winter home.

Tour wound up at the Eastern New Mexico State Fair, Roswell, which awarded him a contract for next year before he left the grounds,. Hill also signed seven fairs in North Dakota, including High School Day (19) was par- fair. those at Cando, Rugby, Rolla, Bottinean, Crosby, Flaxton and Fargo.

Ride and show grosses at the Roswell Fair, which closed October 13, were almost 30 per cent ahead midway, said to be the largest the fair ever had, included 34 major and kid rides, 12 shows and close to 100 concessions.

Lisa Del Mar's Side Show took top money on the back end, with Kenneth McCoy's two girl shows running close behind. Other winning units included the Geek Show, Funhouse and Glass House, Mickey Mouse unit and midget cattle also received their share.

# Big Attendance Ups Dallas Midway Take

#### Estimated 500,000 View Shows; Roller Coaster Rides 104,846

DALLAS-Midway and conces- ried a total of 68,531 passengers sions operations at the 1956 State on the short length of track that Fair of Texas had one of their bet- was completed, while construction ter years as the Dallas exposition continued on the remainder of the closed with a powerful 2,672,253 line. The Monorail will be a permaattendance for its 16 days.

ticularly good, with an attendance of 157,098, mostly teen-agers.

of last year, Hill reported. The a million people saw his 24 shows, led by Charlie Taylor's Cotton Club Revue with about 85,000 patrons. Other shows that did well included the Strip-O-Rama girl show, Palace of Wonders illusion show, Miracle Fountains water show and the Snake Show.

#### Monorail Clicks

The Monorail, suspended overhead railway constructed mainly for transportation purposes but Hill said he planned to spend which served as a novelty type of several weeks fishing here before ride during the 1956 fair, did very going to the Chicago meetings. He well after losing several days at recently purchased a new pleasure the beginning of the fair due to construction delays. The device car-

nent installation at the fairgrounds.

A strong close after inclement | Two small 30-capacity paddleweather hit the fair during the wheel showboats, operated on the first part of the second week gave fairgrounds lagoon by Willis Naler, the fun zone several excellent days, carried a total of 53,674 during the

Of the line-up of permanent rides, the Roller Coaster carried Clif Wilson, booking the mid- 104,846 riders, tops, as usual, way shows for his fourth straight among the rides. The Velure Bros. year, estimated that close to half Rotor carried 47,417, the Roto-Jet 31,104 and the Twister 36,432. These were rides brought in especially for the fair.

> The large Merry-Go-Round rode a total of 61,830 and the rides in Kiddie Town had a total of 331,-885 passengers.

> The midway had possibly its best day in history on Saturday (13), when attendance at the fair hit a new high of 325,741. Rain on Tuesday morning (16) was the only day when weather seriously affected the midway operation, altho there were a few cool nights.

> Games were strong, and foods and novelties thruout the fairgrounds did well, reported Fred Tennant Jr., superintendent of midway and concessions for the

# Koyal American Net Is Up at Shreveport

American Shows went into Friday retary of the Oklahoma State Fair; (26), seventh day of the eight-day Clyde Byrd and Pat Ford, secre-Louisiana State Fair here, with ride and show takes up about 10 per cent over the same period in

Rain pelted the midway from early afternoon to early evening Saturday (20), first day of the event, but Sunday, given excellent weather, yielded a matching day's gross. Negro Day, Monday, also was big, enabling the show to pull well ahead of 55 to the same point.

Tuesday and Wednesday held about even with the same days last year. Thursday's receipts were cut by an hour and a half rain.

Lash La Rue's Western Show joined here and it was bunched with Leon Claxton's Harlem in Havana, Dick Best's Side Show, Watercade and Johnny Branson's Goliath among the top moneygetters.

The Royal American Shrine Club Thursday (25) held its annual party at the Shrine Crippled Children's Hospital here. Talent from Watercade, Harlem in Havana, Dick Best's Side Show, and the Lash La Rue Show and also from the grandstand show - a Barnes-Carruthers revue - participated.

honored by the show personnel gle day since it is built around licity. Thursday night (25) after the the football classic, South Carolina close, when he was presented with vs. Clemson, and includes a holia handsome clock in observance day atmosphere with most business Tyler Fair of his 50th year in show busi- houses closed down. ness. The presentation was made

ployee on the show. (23) in the Mirror Steak House by ment.

Visitors included Douglas K.

SHREVEPORT, La. -- The Royal | sota State Fair; C. G. Baker, sectary and concession manager, respectively, of the Arkansas Livestock Show; Bob Shivers, secre-Baldwin, secretary of the Kentucky in '57. State Fair, and J. M. Dean, member of the board of directors of the Mississippi State Fair.

wind-up of the Royal's season.

# Link, Glosser Get Okay \$\$

MERIDIAN, Miss .-- Rod Link and Ep Glosser, co-owners of World of Pleasure Shows, closed their show here Saturday (20) after a successful run at the fair here. Show spent seven weeks in the South this season to excellent busitary of the Hope (Ark.) Fair; Dan ness and will again make the tour

From here the show went to its Norwalk, O., winter quarters. Both Link and Glosser will attend the Engagement here marks the Chicago meetings plus a number of State conventions.

# WOM Gross Up At Columbia Event

with a comfortable lead of several of that event. thousand dollars over the hefty Business at Anderson was very gross earned last year.

ness continued good thereafter with day. Saturday (20). big grosses earned on Children's

by Frank Stubblefield, foreman of (26) to turn that into an excellent the Round-Up and the oldest em- day. Final Saturday (27), a quiet A birthday party for the show been building steadily and now owner was given Tuesday night counts as an important earning seg-

Awarded Contracts

Baldwin, secretary of the Minne- midway contract at a dinner given thru 21.

COLUMBIA, S. C .- The World by fair officials Sunday night (21). of Mirth Shows went into the final Last week the show was awarded day of operations at the South the contract for the 1957 Anderson Carolina State Fair Saturday (27) (S. C.) Fair before the conclusion

good, Frank Bergen reported, altho The show got off to a booming the weather was against operations start at a preview, free gate open-thruout the week and virtually ing. on Monday night (22). Busi- washed out all activity on the final

The Dowis Sky Wheels joined for Day, Tuesday (23) and Thursday this engagement. The spectacular Carl Sedlmayr, RAS owner, was (25), traditionally the biggest sin- ride attracted attention and pub-

# More kids turned up on Friday Inks Franklin

TYLER. Tex.-Don Franklin session until a few years ago, has Shows will again provide the midway attractions at the '57 East Texas Fair here, Bob Murdoch, manager, announced. Next year's annual will again be for eight The show was awarded the 1957 days, running from September 14

#### N. S. A.

CARNIVALS

#### IMPORTANT NOTICE TO ALL MEMBERS AND FRIENDS OF THE NATIONAL SHOWMEN'S ASSOCIATION

Several years ago when the five-year plan was begun, aimed at the purchase of a club building, an appreciable sum of money was realized thru the purchase of building bonds. A great many pledges were made since then, contingent on the NSA buying its own permanent home.

The home has finally been found and secured by means of a large deposit, and the time has therefore come for members and friends to make good their generous pledges, in an expression of the excellent faith which has enabled the club to grow to its present stature.

Our new building, the present Friars Club home in Manhattan, is not only ideally located but it is perfect for us in having been erected as a clubhouse. It contains large assembly rooms, other meeting rooms, offices, ample toilet facilities, cloak rooms, kitchen, complete weather conditioning, etc., all of which will make it the showplace among outdoor showmen's quarters. For social, entertaining and business use, it is a place to be proud of.

It also means, however, that the NSA has reached a crucial period in its history. This year must, for obvious reasons, be the best for fund-raising that the club has known since its inception. One regular meeting on Wednesday, November 7, remains on the schedule. On that night important financial matters will be discussed.

It is urgent that all those who sincerely intend to make bond purchases come to the meeting prepared to do so. If attendance is impossible, checks can be sent to the club at 317 West 56th Street, New York City. The same applies to all who intend to turn in Jambores, award book and Yearbook revenus.

We will be looking forward to seeing you personally at our testimonial dinner to the retiring club president, immediate president and club physician on November 19; our gala openhouse party on November 20, and annual banquet on November 21.

**GERALD SNELLENS, President** 

# MIGHTY INTERSTATE SHOWS

WANT FOR

WALTON COUNTY FAIR AND ARMISTICE CELEBRATION COMBINED DE FUNIAK SPRINGS, FLORIDA, NOV. 5-10

Want Merchandise Concessions, also Hanky Panks. Good opening for large up-to-date Cookhouse and Bingo. Want any Bally or Grind Shows not conflicting.

Address H. B. ROSEN, Elba, Ala.

# FOR SALE—ALLAN HERSCHELL

1955 MODELS-USED IN ONLY ONE LOCATION CAN BE SEEN SET UP

36' 3 Abreast Merry-60-Round with Merri-Org. and (8) additional small horses. . \$13,950.00

Kiddie Boat Ride ..... \$ 3,775.00 Kiddie Tank Ride . . . . . \$ 3,775.00

...... \$ 4,425.00 Jolly Caterpillar with Track, Revolving Kiddle Auto Ride-10 Car \$ 3,775.00 Center Light and Fence \$ 4,375.00 PRICE AS IS WHERE IS ... LOCATED N.Y. STATE

TERMS TO RESPONSIBLE PURCHASER WRITE BOX D-252, C/O THE BILLBOARD, CINCINNATI 22, OHIO

#### TIBBS & KEELER

All Hanky Panks. Will book Flat Rides, Side Show. Want Ride Help, must drive. For Sale: Nine young, well-trained Ponies; six Mares to foal in spring, new Saddles, Bridles, entire Riding Ring; also truck for same, \$2,800.00. One High School Mule, wt. 400 lbs., four years old, \$200.00; one midget adult Horse, 27 inches high, new top, Banners and sound system, \$2,000.00.

ROY TIBBS

c/o Western Union, Pearson, Ga.

No phone calls.

		PRICES F.O.B.
100,000 \$32.00	ROLL	COLLINSVILLE, ILL.
10,000	TICKETS	Coupons Double Price
50,000 20.00 200,000 55.00	Printed to Order	Stock Tickets, 1x2 Inches
Price Chg\$3.00 Color Chg\$1.00	Collinsvilla, Ill. Union Mada	5 Rolls 4.25 10 Rolls 8.00 50 Rolls 23.00

when answering ads . . . Say You Saw It in The Billboard

#### **BEST ON RECORD:**

# Don Franklin in WQ After Top Fair Season

SAN ANTONIO -- Don Frankbearing his name, last week reported that fairs played this year produced the best grosses since the show has been out. And as a rethe annuals played this past season have been re-signed for '57.

Most of his organization wound up its season October 19 at Refugio, Tex., and is currently in winter quarters at Sequin, Tex. One unit, under the management of Ralph Wagner, played the Del Rio, Tex., annual and then headed for quarters after the Sunday (28) close.

Outstanding runs of the year were at the Texas fairs, which yielded many record-breaking grosses despite drought conditions, Franklin said. With 19 rides now being carried, the organization plans to concentrate on its back-end. Plans are in the making for a menagerie type show among others.

# Sumter Good For Vivonas;

SUMTER, S. C.—Amusements of America remained here a second week, playing the white and colored fairs in succession, following a good stand during the firstnamed event, the Sumter County

Opening night's gross on Monday (15) topped the usual opening \$200, and Ed Sopenar, \$1,000. by about one-third. Second night, hampered by a drizzle and stiff winds, wound up okay with people turning out for the auto giveaway.

It lagged a bit on Wednesday, colored children's day, but picked up nicely for the Thursday auto giveaway and Friday city school day, featuring a pony giveaway. Saturday was only fair, probably due to the fact that the fair closed on Friday for many years and were not used to the Saturday operation despite all the advertising and publicity that was employed.

Publicity resulted from the escorting along the midway by Peggy Wilson, of 55 underprivileged children from Silver City Playground, with Mrs. J. W. Edens and Mrs. Beulah Baker in charge, courtesy of the fair association and John and Morris Vivona.

Visitors during the week included Mayor S. A. Harvin, City Manager Wade Kolb, Sheriff Byrd Parnell, Chief McIntosh, Abe Fennell of the State Labor Board, Gordon Bennett, Rred Getz and others of the Lehighton (Pa.) Fair board, and Phil Vivona and Buddy Chico Ferro, from Duke University.

# Ruback Adds Two '57 Dates

SAN ANTONIO --- Alamo Exposition Shows has signed to provide the midway attractions at the 57 run of the Nebraska Big Rodeo, Ruback, owner-manager, announced. Both dates were signed own. by the show's general agent, Jim fair for the Ruback show.

for a vacation.

Among the annuals signed for lin, owner-manager of the shows next year are the Tyler, Tex., fair, played by Franklin for the first time this year. The show will play the annual Charro Days Celebration at Brownsville, Tex., for the sult, Franklin said, the majority of first time February 23-March 3. The regular season will open the last week in April.

Mr. and Mrs. Franklin plan to visit the Phoenix fair, vacation in the West and then head for the Chicago meetings.

# League Members Pledge \$10,200 For Building

Showmen's League of America pledged an additional \$10,200 in in Miami, has been aiding in the bond debentures for refurbishing collection of \$50 pledges. of its new elubhouse, raising the total amount promised to within \$5,000 of the \$75,000 needed. The William B. Moore, Shep Blumberg, action took place at the regular John Campi, Charles Wright, Ed-Thursday night (25) meeting here die Horwitz, Ed Perls, Eddie Edin the clubrooms.

W. (Patty) Conklin, who added Maer, Maxie Sharp, Al Weinberg, \$5,000 to his earlier pledges. A Dick Burns, Kenny Meyers, Sidney number of others increased their LeBau, Bunny Bell, for Henry Taramounts as follows: Sam Arenz, bes, Mel G. Dodson, Danny Dell, \$100; Chick Schloss, \$300; Al John Vivona, Harry Modele, Mic-Kaufman, \$200; Earl Galpin, \$500; key Karr, Rip Weinkle, Sonny Le-Maurice Ohren, \$700; James Knight, \$100; J. Arenz, \$200; Solomon Insurance Agency, \$1,000; Noble Case, \$200; Hadji Delgarian,

Dennis Sheehan pledged \$300; Dick Jacobs, \$300, and an anonymous donor, \$1,000.

President Maurice Ohren was in the chair for the meeting, assisted by two past presidents, Ned Torti and Conklin, and Homer Briant. executive secretary.

New members included Dick Boylan, Hal Wilson, Lowell Stape, Frank Gray, Ben B. Worthy, Frank R. Kirk and Robert Cashner. Two new members, Dick Jacobs and Bert Peck, attended their first meeting. Members making brief talks included Torti, Abe Raymond and Earl Calpin.

It was announced that the cemetery committee was supervising a landscaping and beautification program that would include planting of a hedge around three sides of the

It was also announced that Frieda Rosen had offered to donate an electric water cooler for the new clubrooms.

# Majestic Ends Season in Ala.

SELMA, Ala. -- Sam Coldstein's Majestic Greater Shows ended the season in the rain on a still date here last Saturday (20). Show opened the season late in March and since has toured thru Georgia. Indiana, Tennessee, Kentucky and Alabama. Business was fair when Burwell, Neb., and the Beauregard weather permitted and Coldstein Parris Fair, De Ridder, La., Jack is reported to have come away with a bit of scratch to call his

The show's equipment has been Schneck, with De Ridder a new placed in temporary storage here. Goldstein went from here to Mi-Show recently closed its season ami for a vacation, R. C. McCarwhich, according to Ruback, was ter, legal adjuster with the show satisfactory with the exception of this season and half of 1955, left a few early dates that were hurt Selma early this week to visit by drought conditions. Ruback shows in the Carolinas, Georgia plans to go to Hot Springs soon and Florida the next several

# Weiss' Junket Adds 9G for Miami Group

Vivona Jamboree Gets \$1,000; 40 Pay for Plaque

MIAMI--Close to \$9,000 was collected for the Miami Showmen's Association on the recent tour of Marty Weiss, executive secretary, who also reported that about 40 members have contributed toward the cemetery plaque fund.

Weiss visted many Eastern fairs and shows and reported good cooperation on the part of owners, managers, concessionaires, ride help, and other members and friends of the club, for which he expressed gratitude. It was his second revenue raising trip since being named to office.

William B. Moore, chairman of the fund which will establish a memorial consisting of an elephant CHICAGO - Members of the flanked by two lions, all life-sized, on a marble base at the cemetery

Donors Listed

Oscar C. Buck, MSA president, wards, Nate Farber, Willie Lish, Leading in the pledges was I. Thomas Singleton, Wallace N. vin, Tommy Carson, Ross Manning, Whitey Byrus, Al Basso, Al Boxall, George Gordon, Joe Aarons, Patrick J. Finnerty, Jerry O'Moore, George Beardsley, Richard Coleman Michael Timin and Pud Hart-

> A jamboree on the Amusements of America Show yielded \$1,000 on Thursday (18) with President Buck on hand. A 15-act show was arranged and emseed by Harry Wilson, including the "Stars of Tomorrow" band, Long, Tall Sally's fire dance, Wilson's comedy illusion act; Aggie Ross, songs; Don Crawn, whistler, and Little Wayne Crawn's Presley routine. John Vivona, MSA third vice-president, was aided in the auction by Danny Dell, Billie Palitz, Rosita Dell and Peggy Wilson. Bar was handled by Mrs. Sylvester, Nova Dell, Mae Levine and Aggie Ross.

# WFA Skeds **Booker Meet**

SACRAMENTO—Service members, which includes suppliers, booking agents and carnival owners, will be introduced at the Western Fairs Association convention on December 3, the opening day of the four-day convention at the Hotel Del Coronado in Coronado.

The service members will meet at 4 p.m. with Stuart Waite, secretary-manager of the Yolo County Fair, Woodland, as the chairman of the WFA committee. At 8:30 that night the service members will be host at "open house" festivities in their various hotel suites.

Serving on the WFA committee with Waite are Edward Ball, Tom Camp, Frank Deason, Robert Gromm, Thomas J. Medeiros, Oren Robertson, Max P. Schonfeld and J. Leroy Wehr.

#### FOR SALE

Water Boat Ride, good condition. Can be seen in operation at Prell's Broadway Shows, Columbia, S. C., Oct. 29-Nov. 3; Amusements of America Shows, Charles-ton, S. C., Nov. 5-10. Reply:

J. R. MORTON

# MIDWAY CONFAB

Winnie Carlson), a veteran of 18 concessions with the Conklins, years in the carnival field, has suf- Douglas Greater, Royal Canadian fered a heart attack and would and Meeker shows, and then played like to hear from friends, who may fairs at Memphis and Dallas. His write to her at 293 Summer Street, wife, Gladys, has been seriously ill Paterson, N. J. At one time she for the past month. worked with James Heron, Don Pierson and Ted Cory.

R. C. McCarter, who closed the season as legal adjuster with Sam Goldstein's Majestic Greater Shows in Selma, Ala., October 20, is currently visiting shows in the Carolinas, Georgia and Florida. Mc-Carter says he is entertaining several offers for a combination agentlegal adjuster post for next season but is putting off his final decision until after the Chicago meeting. McCarter is driving a 1957 Lincoln, a gift from his wife on the occasion of their recent wedding anniversary. In turn, McCarter gifted his wife with a new twodecker house trailer.

Louie Berger, agent for Olson Shows, is back in Chicago after winding up his chores at the Beaumont, Tex., fair, the show's final stand. Berger recently moved to a new apartment at 411 Fullerton Parkway, Chicago. . . . Turner Scott writes that he will again supply five rides for the Chistmas celebration in College Park, Orlando, Fla., from November 28 thru December 31.

W. LeRoy (Doc) Wallace reports he's sold out his share of his motel in Bamberg, S. C., and plans to head for Florida after a brief vacation in Indiana. . . . Bunny Venus reports biz okay at Georgia fairs. is confined to Parkview Hospital, kill, after firing four times. Rocky Mount, N. C., with a serious ailment. Would like to hear from friends.

Jerry Mackey, concession op, headed for his Vancouver, Wash., home after closing what he termed played the Pacific National Exhibi- 18.

Winnie Lehr (formerly known as | tion, Vancouver, B. C., sent out

Jerry Kasin, son of concessionaires Mr. and Mrs. Andy Kasin, is now out of the Army and a student at the University of Illinois where he is majoring in engineering. His parents, who wound up their season at the Shreveport, La., fair, headed for Hot Springs for the winter. . . . Mr. and Mrs. Hoyt Shuemaker, featured on Dick Best's Side Show with Royal American this season, left for their Tampa home after closing at Shreveport.

Ruth and Jay Williams are back at their Florida home after a good run with the William T. Collins' Show. . . . Pinky Pepper postals that Al Prensy will join his show on Tivoli Exposition for Louisiana spots. After that they will head for Florida fairs.

Jack Rose is in the Veterans' Hospital in Miami, Joe Bellinger is in Jacksonville, Fla., Memorial Hospital, and Bill Tucker is confined to his home, is the word from Miami. J. C. Weer is improving nicely in South Bend, Ind. . . Hymie Rusenblum has been released from the hospital in New York City.

Frank Boyd was shot in the arm by a local man with a .32 at the fairgrounds in Sumter. He was in fair condition in Tuomey Hospital, and the assailant was booked for ... W. F. Moore, veteran trouper, assault and battery with intent to

Birthday parties celebrated on the Vivona midway were for Mrs. Angie (Henel) Desiderio, her 40th, on October 15, and Mrs. Clarence Lauther, her 70th, on October 17. Show members with the Vivonas "an excellent season" at the Dallas attended the funeral of W. E. fair. Mackey opened the year at (Johnny) Hobbs, owner of the Jansen Beach Park, Portland, Ore., B. & H. Shows, who died October

#### NEW HOME SPURS INTEREST

# NSA Holds 5G Bond Sale, Sets Big Drive on Nov. 7

NEW YORK-A peaceful Na- | book ads, and bonds-will be totional Showmen's Association meeting erupted into a flurry of building bond purchases on Wednesday (24), with the announcement by John Weisman, past president, that an offer had been received to match, dollar for dollar, the money subscribed on that night.

With only some 40 members present, only one of whom, Is Trebish, is a show owner, a total of \$5,000 was raised. Brothers Joe and Al McKee made the first response, and the activity snowballed with a profusion of purchases ranging from \$100 and upward.

The next meeting, November 7, will be the last regular session prior to the annual banquet-and-party week starting on the 19th. It was empahsized that all monies raised for the club be turned over before then, and that a final major bond sale will be scheduled.

Significance of this year's fundraising was pointed out, in the light of the NSA having started the purchase of its long-sought permanent clubhouse, the Friars Club in Manhattan. The appeal to, and much of the \$5,000 came from, metropolitan area members who are steady users of the clubrooms. A considerable number of members are expected to come off the road for the following meeting, when revenues from all sources -jamborees, award books, Year-

Al Howard made good the pledge of Phil Isser at a previous meeting, and presented a \$500 check from the I. T. Shows in lieu of a jamboree which could not be held at the Mineola Fair because of the fair's early curfew.

Award money raised so far, it was announced, includes \$3,000 by Bess Hamid and \$1,100 by Joe McKee, who said his efforts at Palisades Amusement Park had been hampered by the shutting down of games in early July.

Tickets were sold to the Monday (19) testimonial dinner in the Park-Sheraton Hotel's Tropical Room, honoring President Gerald Snellens, Weisman, and Dr. Jacob Cohen, club physician. Price of \$7.50 per person includes meal, tip, gratuity, show, and dancing, with Dave Brown being chairman. The meeting was conducted by Morris Batalsky, first vice-president, in the absence of Snellens.

# CAPITAL CITY SHOWS

WANT FOR SOUTH GA. FAIR AND ARMISTICE DAY CELEBRATION, VALDOSTA, GA., 7 DAYS AND NIGHTS, NOV. 5 THRU NOV. 12. 2 BIG KID DAYS. THIS IS THE LAST BIG DATE IN THE SOUTH.

CONCESSIONS—Legitimate Stock Concessions of all kinds, Photos, Name on Hats, Glass, Bear or Parakeet pitches. Ice Cream on a stick.

RIDES—Twister, Flying Scooter, Fly-o-Plane, Train or any ride not conflicting with what we have. SHOWS—Big Snake, Mechanical, Fat, Drome, Glass House. Can use Revue type Girl Show with own equipment. Can use any show that caters to ladies and children. All replies:

J. L. KEEF c/o Western Union, THOMASVILLE, GA.

P.S.: HAVE FOR SALE-ONE ALLAN HERSCHELL 3 Abreast 36-ft. Merry-Go-Round with or without transportation. Can be seen up in Valdosta. Also one 22-ft. Tower Smith & Smith Chairplane.

#### WANTED

FOR PELHAM, GA., AMERICAN LEGION CELEBRATION

In the Heart of the City, Nov. 5-10

Stock Concessions such as Cigaret Gallery, Bumpers, Pitch Till You Win, Hoop-La, Ball Game, High Striker, Coke Bottles and other Stock Concessions, Positively no P.C. or Mitt Camps. Can use useful Ride Men who drive semis and have valid license. Have more good ones to follow. All communications to JOHN B. DAVIS, SOUTHERN STATES SHOWS, Donalsonville, Ga., this week.

#### FOR SALE **USED CATERPILLAR**

15 KW Generator complete with Louis Alles single phase 110 Volt AC 144 Amp. type alternating 1200 r.p.m. frame 5006 Generator; with class 511SA Louis Alles Excitor; with 4 cyl. model D3400 Caterpillar Diesel Engine #9J4905; with 2 Cycle Starting Engine, 60 gallon Fuel Tank; mounted on steel skids and completely housed in wood housing. In excellent condition; subject to inspection our yard. Terms: \$2,100 net cash, f.o.b. our yard. Terms: \$2,100 net cash, f.o.b.
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#5 Eli Wheel, very good shape, with new Allis-Chalmers motor, \$4,000.00; 8-car Kiddie Auto Ride, \$500.00; 26-ft. Trailer, Van, \$400.00; 1950 GMC Tractor, good shape, new tires, \$600.00; 26 ft. Flat Bed (Stake) Trailer, \$400.00. Cash on delivery.

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2 King Long Range Calleries, both In excellent condition. Photo Gallery, new this season; also 20x36 Bingo Top.

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Independent Grab Concession Operators, for your Chevrolet tractor pur-"Save Money With Johnny"

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Set of 8 Buckley Diggers mounted on factory-built trailer. Has 3-way double awnings with flash panels. All A-1. This set has real class. Ideal for one man or woman. \$1,250.00 now, end of season.

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# JOHNNY T. TINSLEY SHOWS

For Middle Georgia Fair, Milledgeville, Nov. 5-10; 2-State Colored Fair and Armistice Celebration (downtown), Augusta, Nov. 12-17; followed by two more weeks in the heart of Greenville, S. C. (Pendleton Street location). Parents and Teachers' Association and 36 schools supporting. This is a Red One.

RIDES: Round-Up, Spineroo, Fun House or Glass House or any nonconflicting. SHOWS: Mechanical City, Wildlife, Animal, Ten-in-One, Illusion, Monkey, Midget or any Grind Attraction. CONCESSIONS: Long and Short Range Galleries, Bear and Parakeet Pitches, Novelties, Jewelry, High Striker, Basket Ball, Hats, Derby Racer, Gadgets and Auction Pitch. Midway open. All phone calls and wires to

JOHNNY T. TINSLEY, Owner TED WOODWARD, Gen. Mgr. Hawkinsville, Ga., Fair, new, with Milledgeville to follow.

#### AMUSEMENTS OF AMERICA

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Charleston County Colored | Our Florida tour starts Novem-Farmers' Fair, Charleston, S. C., November 5-10.

Hankies of all kinds, Popcorn, ruary 1 thru 10. Apples, Floss, Glass Pitch, Age Hankies of all kinds, Buckets, and Weight, Eating and Drink- Cat Rack, Glass Pitch (Cassady, ing Stands, Long and Short contact), Age and Weight, Long

ber 17 in the heart of Miami and includes SOUTH FLORIDA STATE FAIR, Homestead, Feb-

Range, Hi-Striker, Basketball. and Short Range, Basketball.

NO EXCLUSIVES Address JOHN VIVONA, Manning, S. C., this week

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Want for PUTNAM COUNTY FAIR, Palatka, Fla., week November 5. The last big Fair this season. Three big Kid Days with the schools co-operating. Day and night play. Other dates to follow.

Want legitimate Merchandise Concessions of all kinds—Eating and Drinking Stands, Diggers, Derby Racers, etc. Shows—Motor or Monkey Drome, Colored Minstrel with own equipment or any worth-while Bally or Grind Shows. No Girl Shows permitted. Rides-Scooter, Roundup, Rockoplane, Coaster or Dipper, No. 5 Wheel to dual. Can place Ride Help who can drive and have license. This is a high-class fair operated by the County Commissioners of Putnam County, Florida. You can get your winter bank roll here. All replies:

**BILL PAGE, Waycross, Georgia** 

P.S.: Billie Siegrist, come on as per your wire.

#### JACK'S UNITED SHOWS

WANT FOR JEANERETTE, LA., NOV. 1-4; MORGAN CITY, LA., NOV. 6-10, and the rest of our Louisiana spots. Then our Florida Fairs and Celebrations.

Want Hanky Panks of all kinds (no flats or semi flats). Want Shows of merit except Girl Shows. WILL BOOK MERRY-GO-ROUND. Phone or wire: Jeanerette, La. (Phone: 4983), this week; Morgan City, La., next week.

JACK SETTLE or JACK O'HAVER

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WANT FOR BALANCE OF SEASON AND MY FLORIDA SPOTS

Kiddie Rides and Major Rides not conflicting WANT Concessions of all kinds, including Grab and Bingo. Can place Sound Truck. Don't let size of towns fool you. They are all good, sometimes better.

Wire after Wednesday c/o Western Union, Reidsville, Ga.

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Will book major Rides of all kinds. Can place Photos, Stock Concessions of all kinds. Can also place Demonstrators. Can place Grind Shows. Address: Kingsville, Tex., now; then Cuero, Tex. (Base Payday); Victoria and Beeville follow.

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Showing downtown Lake Charles, La., October 29-November 4; with four more weeks of choice still spots to follow.

Can place Concessions of all kinds that work for stock; privilege reasonable. Will also place any worth-while Sideshow. Wire or write

H. V. PETERSEN, Lake Charles, Louisiana

# WANT TO BUY FOR CASH

1 30x50 ft. Tent, must be in good shape.

1 Custard Machine on truck, must be priced right. 1 Kiddie Merry-Go-Round

All must be in first-class condition. Answer to P. O. Box 2168, Sarasota, Fla.

# CLUB ACTIVITIES

#### Arizona Showmen's Association

PHOENIX—Secretary Earl Salter is back here to take up his official duties and will open the clubrooms in the very near future.

Recent arrivals here were M. M. Buckley, Mrs. Rose Merrow, Mrs. Dorothy Kennedy, second Ray Adams, Brownie Gallamore and Jack Terrell. P. H. Siebrand, president, will call the first regular meeting on November 19. Lateness of the opener is due to the Arizona State Fair which will be held here November 3-12.

George Slagel is out of the hospital after a recent illness. John and Marguerite Stone are reported in good health and are due to arrive here soon. Hiko Siebrand is still convalescing at his home.

William E. Saunders, former club secretary, now living in Danville, Ill., spent a week here recently. Johnnie Ritter and Charlie Thompson visited. Loyd and Betty Wilson have been entertaining many friends at their home here. N. Nicolas Quinn, retired showman, spent a little time in Phoenix recently.

The membership was saddened by the death of Hank Carlile, one Lee M. Brumleve. of the club's founders, who passed away in Pueblo, Colo.

fit show to be held on the Siebrand was represented by Elsie Miller, midway at the fairgrounds here was very successful. on November 1. The proceeds will | be turned over to the welfare funds | Cloth, Lillian Woods, Nan Ranof the Pacific Coast Showmen's kine, Bess Hamid, Lucille Anthony Association and the Arizona Show- and Bessie Polack. men's Association.

#### Michigan Showmen's Association

DETROIT - President Bob Morrison opened the second meeting of the year Monday (22) along with Marvn Keys, first vice-president; Calvin Lovejov, second vicepresident; Max Kahn, treasurer; Jack Dickstein, executive secretary; Paul Greely, recording secretary, and the two sergeants-at-arms, Tim Galo and Sam Fine.

It was announced that Rex Allen had been awarded first prize in obtaining the most donations for the "burn the mortgage" drive. Fred Silber was second. Sam Burd was awarded second prize in the membership drive.

Plans were discussed for a pastpresident's party to be held during the January meeting of the Michigan Association of Fair and Exhibitions. Highlight of the party will Mansell, Ravil Galo, Tina Weiner be the burning of the mortgage.

Rotter, Roy Kissell, Stephan Dunkirk, Albert Clothier, Art Cohen, Raymond Ostrow and Gerald er, Margie Mansell, Lottie Johnson Cordon.

#### Showmen's League of America

Ladies' Auxiliary

Carmelita Horan was in the chair for the regular Thursday (18) meeting. Other officers included Frieda Rosen, first vice-president; vice-president; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. The invocation was delivered by Lillian Lawrence, chaplain pro-tem.

Hannah Forman is a new member. Lillian Freeman, another new member, attended her first meeting. Also on hand were Ethel Los Angeles. Wadoz, Harriet McBeath, Ann Belden, Minnie Delgarian Hoffman | Mary's Help Hospital with injuries and Viola Parker.

Margaret Filograsso's daughter, Mary Lou Callbeck, presented her presidents and life-time members husband with a daughter. Other was being planned for November births included a new grandchild 12. for George and Bess Hamid, and the Mike Sullos have a new daugh- Missouri Show Women's ter, Meldo Ann.

Named to the nominating committee were Mrs. Margaret Hock, chairman; Lucille Hirsch, Phoebe the season attracted 28 members. son. Carsky, Margaret Filograsso, Lillian Lawrence, Ethel Wadoz and Lucille Anthony, Esther Speroni,

were reported ailing. The social, Plans are being made for a bene- sponsored by Alice Hennies, who the mend following survey.

Letters received from Jennie C.

#### Michigan Showmen's Association

Ladies' Auxiliary

Ann Stone, first vice-president, was in the chair for the first meeting of the season, due to the illness of President Laura Baker. Also on the platform were Tina Weiner, Helen Cook, Grace Zeigler and Gertrude Quist.

Ravel Galo reported that the fund-raising campaign for the cemetary had been successful.

Helen Cook was congratulated on the birth of a son. It was announced that Jean Briggs was married during the summer. Condolences were offered Carrie Dear on the death of her mother. Jennie Hesher, who was a charter member of the auxiliary.

Laura Baker and Clara Connors were reported on the sick list.

Hostesses for the successful Monday (22) social were Margie and Carrie Dear. Lunch was Club room visitors included Alex | served to 35 members and guests. Winners of the evening were Jean Briggs, Betty Greeley, Tina Weinand Laura Baker.

#### PEPPERS AMUSEMENT CO.

Want Concessions for Ft. Walton, Fla.—Photos, Age & Scales, Fish Pand, Bumper, Coke Bottles, Slum Blower, Cark Galleries, Pitch-Till-U-Win, Dart Stores, Long and Short Range Galleries. This is a \$4-million payroll at Air Base Nov. 1. Join on wire, no phone calls. No flats. Wire

c/o Western Union, Ft. Walton, Fla., this week.

#### **ROYAL CROWN SHOWS**

WANT FOR MACON, GA., COLORED FAIR, OCT. 31-NOV. 10

Hanky Panks of all kinds. Want Mug and Straight Sales. Scale and Age open. Need Agents for Razzle and Rolldown; only two Games on Show. Need two good P.C. Dealers. Will book one Colored Girl Show. Ride Help for Tilt and Octopus.

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#### WANT 20 STRONG SIDE SHOW ACTS AND OUTSTANDING FREAKS

Fat Girl, Fat Man, Giant, Alligator Girl, Sword Swallower for two Units.

Venezuela Unit leaves Miaml, Fla., Dec. 3. Mexico City Unit leaves McAllen, Tex., Dec. 15. 4 months or more with each unit. Pete Kortes with Venezuels Unit. W. (Red)
McKittrick with Mexico Unit.

All answers PETE KORTES General Delivery, Phoenix, Ariz., until Nov. 3; then General Delivery, Ft. Worth, Tex.

#### Show Folks of America

recording secretary.

Representing West Coast Shows, Bobby Cohn.

Joe LaMont was reported in sustained in an auto crash.

A special dinner honoring the

# Club

ST. LOUIS-First meeting of

Correspondence was read from Harriet Maher, Jane Bunting and Mrs. Ann Belden and Alice Hill Estelle Regan. Mrs. Lotis Francis reported her husband, John, on

> New members include Mrs. Frances Long, presented by Florence Cobb and Jane Buting; Mrs. Olly Baldwin, presented by Florence Cobb; Sussie Meyers, by Florence Cobb and Dorothy Williams; Nancy Lee Reynolds, by men. Florence Cobb and Betty Hutchenson, and Leona Keiser, by Flor-

ence Cobb and Mary Thompson. Loretta Dobb's mother is still on the sick list.

Virginia Von Brehren, chairman of ways and means, is hard at work on many social events for the

#### Miami Showmen's Association

MIAMI -- Dorothy Gould has sent in her money for the Ladies' Auxiliary cemetery plaque fund,

Members are trickling is as their the lunch counter doing business under supervision of Johnny Hoffman and Eddie Horowitz. The women's kitchen has been finished, and Frenchy Schwacha and his crew are going over the clubhouse closely, getting it in shape for the social season. Frequent visitors are Harry Newfield and Tubba Hyman.

#### **Pacific Coast** Showmen's Association

LOS ANGELES -- The cemetery fund was swelled by a check for \$612.50 raised on the West Coast Shows at a function in Medford, Ore., this past summer. Club President Edward J. Harris, manager of the West Coast Exposition Shows, presented the check to Sam Dolman, of West Coast Shows, at the meeting Monday night (22) here.

Harris conducted the regular meeting with Bob Matthews, secwere dimmed in tribute to a de-

Two new members, Ezie Shervoted into the organization.

Committee reports were heard.

#### REQUESTS, SERVICE FACTORS

# **Fairs Consultation Field** Attracts Dr. J. S. Dorton

vice-president; Oscar Mattley, sec- said he was motivated by a series with the best. ond vice-president; Charlotte Port- of requests for such services and own career.

With his son, Sib, now aiding who handed over a check for him on a full-time basis, Dorton \$612.50, were Mike Krekos, Louis envisions enough spare time to be Leos, Al Rodin, Harry Myers, and able to devote sufficient time to travel and on-the-scene study to It was announced that Louis the events interested in his services. Messina had died October 22 in He emphasized that he would function solely as a consultant and not as an engineer, architect or builder.

Dorton has operated 70 fairs in his career-three each season in recent years-with the unique distinction that not one failed. He controls and operates the Cleveland County Fair, Shelby, N. C., and the Southern States Exposition, Charlotte, N. C., and manages the North Carolina State Fair here. This year the active management of the Charlotte Fair was turned over to his

A term as president of the International Association of Fairs and Exhibitions, speaking engagements at a number of State and regional fair meetings, several terms as president of the North Carolina Association of Agricultural Fairs and feature articles on his fair activities in Collier's, Kiwanis International and Farm Journal magazines have helped make him one of the best known present-day fair

In addition to his reputation for operating sound, bona fide events that make money, Dorton is noted

#### Los Angeles Club Schedules Nov. 16 Homecoming Cele

LOS ANCELES-Members of the Pacific Coast Showmen's Association and Ladies' Auxiliary will of which Ruth Schreiber is chair- ward J. Harris, president, an- in Chicago and elsewhere for a few

work on the plans.

prizes and dancing.

RALEIGH, N. C .- Dr. J. S. for his showmanship abilities and SAN FRANCISCO-The Mon- Dorton has announced his intention keen economic sense. He has conday (22) meeting was called to to make his services available to structed exhibits, buildings and order by President E. S. Fitzgerald. fairs on a consultant basis. The decorative features at almost unbe-Also present were Louis Leos, widely known veteran fair manager liveably low costs that would rank

The Dortons form perhaps the er, treasurer; Lola Cox, financial by the desire to further progress in only father-son team devoting their secretary, and Bonnie Townsend, a field in which he has made his full time to fair activities. The longrange plan is for the son to take on an increasing share of the operating responsibility.

# Olson Gross Up First Eight Days

BEAUMONT, Tex.—The Olson Shows chalked up better-than-'55 business at the South Texas Fair here thru Thursday (25), eighth day of the 10-day run. Forecast was for good weather thru the final two days and show execs pointed out that if business held to its earlier pace the show would finish with a ride and show gross about 25 per cent higher than last year. A windstorm hit on the first kids'

day, Saturday (20) at about 5:15 p.m. when the show was operating to capacity and forced a shutdown until about 8 p.m. A whopping Sunday's (21) business was more than double that for the corresponding day last year and more than overcame the loss sustained the previous day and the show held to its better than '55 the following four days.

Show officials gave a birthday party to the Ronnie and Donnie Calon, Siamese twins, in the show's cookhouse Tuesday (22), with about 75 children from a local orphanage as guests. The twins were gifted with many presents. A live telecast of the event was made.

Frank McClosky, general manhold a Homecoming Celebration ager of the Clyde Beatty Circus, November 16 in the clubrooms, Ed- rejoined at Nashville after being nounced here Monday night (22). days. . . . Jimmy Armstrong, now Harris named the committee, with the Beatty show, will play shows close, and things will be in which includes Steve Vaughn, Sam the Kansas City, Mo., winter date full swing shortly. They will find Dolman, Jimmy Smith, Hunter and then go to New York for a Farmer and Joe (Red) Dauer, to Christmas season booking. . . Floyd King, agent of the Beatty In addition to a dinner, the pro- show, was in Washington and Ralgram will feature entertainment, eigh, N. C., on business for the show.

# Field Day, Car Giveaways Stir Interest at Florence

FLORENCE, S. C. - Several reigning over the event during the six days starting Monday (22).

A fair queen will be chosen for interest in the fair. the first time, being crowned the Saturday prior to the fair and

tenssen, house; Arthur Andersen, greased pig catch. cemetery, and Matthews for Harry Phillips, welfare committee.

was raised with the Show Folks of day at 10:30 p.m. man and Edward Cadieux, were America in San Francisco also getting part of the funds.

and means; Steve Vaughn, awards; Sam Shaffer and Art Andersen.

special events and novel contests week. This choosing will climax a highlight the program of the East- field day open to all 4-H, FFA and ern Carolina Agricultural Fair, to school teams consisting of at least be staged here at the air base for five boys, and the day's program is expected to stir greatly the regional

Competing groups will be in ages 6-12, and 13-15, in shoe racing, egg loss, sack race, three-Coe, public relations; Fred Mor- legged race, pie eating, and

About 75,000 persons are expected to attend the fair, which Dolman told the group that he will offer a reported \$22,000 in retary, on the rostrum. Following was indebted to Clara Andersen, premium money this year. A 1956 the Pledge of Allegiance, the lights Lillian Schue and others for their Chevrolet will be given at 10 p.m. assistance in making the Medford Thursday (25), Community Day, parted brother, William Messina. function a success. Over \$1,000 and another such car on closing

Sponsored by the Florence City County Agricultural Commission President Harris called on sev- and South Carolina Livestock As-Reporting were Sam Dolman, pub- eral members just off the road, sociation, the fair will also feature licity; Harry Fink, trustees; M. J. They included Joe Blash, Red a marching band festival, kiddie (Mike) Doolan, finance; E. W. Coe, Crawford, Louis Pegliese, Harry days on Wednesday and Friday. legislative; Joe (Red) Dauer, ways Illions, Red Dauer, Norman Schue, sweet potato auction, and other

Communications to 2160 Patterson St., Cincinnati 22, O.

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TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only.

\$1.30 per gallon. RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every onnee guaranteed. Packed 6 gallon cans to carton. \$1.40 per gallon. SHERMAN MASTER PAINTERS PRODUCTS

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Of Taffeta & Rayon Cloth Full cut body e \$12 per doz.

In & doz. lots.

CLOTH BABY DOLL SE.00 10" PLUSH SCOTTY DOG \$5.75 9" ALL PLASTIC ASSTD. \$6.50 STUFFED ANIMALS ... 8" CHENILLE ANIMALS \$6.75

No extra charge for samples. 36 Pieces (6 of each) . . \$25.88

Minimum Order: 3 Dozen.

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All Purpose Economy Flood Lights

Complete with 91/2" reflector and 20 feet of cord .........\$1.45 ea. 14 Gauge 100 Foot Power Cables

Steel reinforced, oil and water proof. Packed 5 to the carton .... \$3.79 ea. 50 Foot—same as above ....\$2.49 ea. 7-Piece Magnetic Screw Driver Set

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#### MERCHANDISE TOPICS

wants it made clear that this was ple at \$10.75. an error and that the Valencia is \$29.50 with a retail value of \$175. The watch contains six diamonds. is a 17-jewel model and comes in a yellow or white gold plate case.

A special package deal, four name watches in a handsome leatherette and satin-lined sample kit, is being featured by Joseph Bros., 5 South Wabash, Chicago 3. Included in the kit, which is a \$286 retailer, are Benrus, Elgin, Gruen, Waltham and Bulova timepieces. Another offering for the Christmas trade are 10 assorted name brand watches, all in yellow expansion bands, for \$69.50. Sample watch is \$9.95 and sample band is 50 cents. All are reconditioned and guaranteed like new and include the latest styles for men and women. Billed as the firm's Watch Maker's Special are used men's and women's wrist and pocket watches that are being sold as is at five for \$10. Display gift boxes are available for the special at 50 cents each.

One of the most complete toy and Christmas merchandise catalog supplements has been published by Standard Industries, 1112 South Wabash Avenue, Chicago 5. The 24-page booklet offers a broad list of name toys, games, sporting goods and clothing. Among nationally advertised brands are Lionel trains, Tinkertoys, Wilson sporting goods and Dan River clothing. In addition the firm is also featuring men's jewelry cases that include six sets of tie bars and cufflinks. The case is a spacious metal box covered with simulated leather and topped by a gold-tooled crest. It case easily accommodates 12 sets each.

Hall of Distributors, Inc., 8713 of men's jewelry and has a special 12th Street, Detroit, offered a Hel- tie-bar rack and catch-all compartbros ladies' watch, the Valencia, at ment for watch, pins, etc. The case \$15, retail value of \$71.50, in The and contents are offered at \$9.95 Billboard of October 27. The firm each in lots of three, with a sam-

> An innovation in lamps is being merchandised by Magidson Brothers, 1440 North Western Avenue, Chicago 22, in the Star-Lite lamp, an ultra-modern item that sells at \$12.95 each in lots of four or more. Samples are \$14.95 and the cost is \$11.95 in lots of 12 or more. Features include three separate lights-two glittering star-shaped bulbs and one large room brightener-that light individually or together. The unique base is designed in angles and is made of chip-proof gold-speckled material. The matching shade is hand-laced poly-plastex in scalloped design. Comes in white, pink or turquoise-red-white.

> Leonet Corporation, 1907 Park Avenue, New York, exclusive licensee of the Elvis Presley scarf, reports phenomenal sales of the item. The large scarf contains a silk-screened likeness of the rock and roll star in three poses and is called a perfect \$1.50 retailer by the firm which offers them to the trade at \$10.80 a dozen in minimum orders of three dozen.

To encourage good habits in youngsters, Welded Plastics Corporation, 1907 Park Avenue, New York, has created a series of medals to be offered children as a reward for good behavior. They cover almost every good deed, from running errands to tidiness. The medals have pin catches, are made of unbreakable plastic and come in various shapes. A multi-color bar over the medal enhances its similarity to a military medal. They has a brass twist lock and is lined are carded and cellophane in soft, non-scratch velveteen. The wrapped, retailing for 59 cents

# PIPES FOR PITCHMEN

By BILL BAKER

LOIS D. BATES . . .

Club, 1119 Boardwalk, Atlantic signed 'The Boys and Girls' we City, letters: "The publishing of don't know who to thank, but want my recent letter in the Pipes column concerning our club here certainly brought a surprisingly quick response. Nearly everyone mentioned in the letter was contacted with all manner of inquiries. A good many seem to think it is some kind of kibitz and we would like to take the time to clarify a few things. Our clubrooms are open to all pitchmen and all our facilities are free to members of the profession. There are up dues or fees of any kind, and the club is supported entirely by contributions in our ding box, which is placed near the front door. We have maintained a surplus in our treasury for four years and feel no need to attempt to collect dues. As for our fund for needy pitchmen, it is available only in cases of sickness and other extreme hardships. In the two years of operation, the fund has helped some 60 people. For the minor difficulties, our A. D. Grant pipes in this bit of members are usually able to help info: "In a talk on architecture and out on a personal basis. For those his proposed mile-high, 510-story out of work, there are always plenty building for Chicago, Frank Lloyd

was delivered to Jerry Collins for secretary of the pitchmen's P.B.S.A. our use. As the gift was simply it known that it will be put to good use and will cheer many a winter jackpot session. Most of the pitch folks here are out on the fairs, and nearly all report big scores. Al and Becky Goldstrom were thru and told us that everywhere they went in the East geedus was being garnered. Bert Cramer is in Miami lining up several spots for his combination needle-threader and ladies' razor item that was a real red one on the Boardwalk this summer. Murray Zuckerman is still out on fairs with his seven-gadget layouts, and is reported doing big. At the fair pitch store, Gussie Wish is still getting plenty of lettuce, altho the season is officially over. Her son, Jerry, is still the top fair worker in these parts.

THAT ESTEEMED

GENTLEMAN . . . of help-wanted notices on our bul- Wright said that 'the central colletin board. Those needing as umn of the building will rest on sistance of any kind are asked to the firmest form known in geomeget in touch with Archie Morris, try, the tripod. It will be 300 Bazaar Novelties, Penna and Board- by 400 feet at its base.' So it is walk, Atlantic City. The boys and not surprising that a great many girls that made the Frederick, Md., of the knights of the tripes and fair last week must have had a red kiester are successful when they one, as a case of Canadian Club find a spot and locate in business."



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Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.

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5 Different Designs

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nish Proof. \$3.36 a dozen with side ernaments. Both prices if In gress lets. If less than a gress, \$3.50 & \$4.20 a dezen.

#### FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)



oass case with eight parent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

\$8.40 Sample PROVEN MONEY MAKERS Min. Order One Dozen

GENUINE LEATHER WALLETS PROMOTIONAL (\$5.00 SELLER)

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed. 25% deposit, balance C.O.D., F.O.B. Chicago. Send for FREE 108-Page Name Brand Color Catalog

In 1/2 gross lots

in 1/2 gross lots

and 24-Page Christmas Toy and Gift Supplement

\$6.75 Sample 1112 S. WABASH AVE.

#### Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

#### FIRST TIME OFFERED!

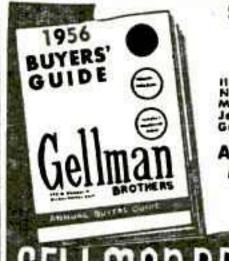
Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

Send \$15 for sample package of 10 items

You may re-order any of the individual numbers you desire.

If you are not satisfied with our selection, we will refund your money.

3341 W. Roosevelt Rd., Chicago 24, Illinois Phone: LAwndale 2-7377



SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

119 N. FOURTH ST. MINNEAPOLIS MINN

GIVE TO DAMON RUNYON CANCER FUND

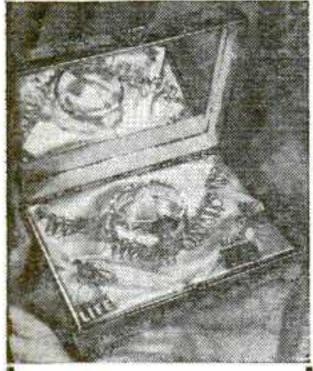
# WATERPROOF

with stretch band Luminous Dial

A Hands, VELLOW TOP, unbreakable crystal, 15 & 17 JEWELS, Your choice of

BULOVA, ELGIN. Guaranteed reconditioned LIKE NEW.





#### WOW!

A PACKAGE THAT SELLS ITSELF in a lovely lewel case with a mirror back. Your choice of

#### **BULOVA OR BENRUS** WITH 15 AND 17 JEWELS

a gold-filled expansion band, yellow lewelry with a lifetime finish

This lewel case with a beautiful necklace and earrings in sparkling Rhinestones. A matching Rhinestone watch with gold-

All watches rebuilt and guaranteed

ALL THIS FOR A LOW PRICE OF

DON'T WAIT Sample ORDER NOW \$13.75

SEND FOR FREE CATALOG Wholesale only. 25% with order, bal-

ence C.O.D. 5 day money back guaran-tes. Send money order or certified check with order to avoid delay in ship-

#### AL ZEIGER & SON

706 Sansom St. Philadelphia 6, Pa. WAInut 2-6055

GIVE TO DAMON RUNYON CANCER FUND

Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets

Business Opportunities

Supplies

Help Wanted

Formulas

The Billboard

2160 Patterson St.

Cincinnati 22 Ohio

Costumes. Uniforms, Wardrobes

Indicate below the type of ad you wish:

if credit has been established

Food and Drink Concession

For Sale—Secondhand Goods
For Sale—Secondhand Show

Type or print your copy in this space:

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

2 Check the heading under which you want your ad placed:

REGULAR CLASSIFIED AD-20¢ a word. Minimum \$4.

DISPLAY CLASSIFIED AD-\$1 per agate line. One Inch \$14.

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed

# CLASSIFIED SECTION

A Market Place for Buyers and Sellers NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. Piret line set in regular 5 pt. caps, balance in regular 3 pt. upper

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billbeard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of

RATE: 20c a word-Minimum \$4. CASH WITH COPY

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, lages or other decorative material. 1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line-\$14 per inch. Minimum \$10.

> CASH WITH COPY (unless credit has been established)

#### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### ACTS, SONGS & PARODIES

handling replies.

EMCEE MAGAZINE-PRACTICAL ENTERtainer's material. Hilariously funny, seven different exciting issues plus comics's dictionary, \$4. Emceed, P. O. Box 983, Chicago

GAGS FOR STAGS! INTRODUCTORY OF-fer. "Staglines" Nos. 1 and 2 only \$2. Show-Biz Comedy Service (Dept. B88), 1613 East 29th St., Brooklyn 29, N. Y.

SONG REQUEST FORMS MADE FOR TWO dollars. Have radio and television artist play your songs. Howard Olenik, Mount

#### This is a DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size

will cost only

\$14 per insertion

"WE LIKE IKE'S LEADERSHIP"—FOR plane copy mail 25¢ to Art's, Box 19662, Rimpau Sta., L. A. 19, Calif. no17

WOW! SENSATIONAL INTRODUCTORY OF-fer! Over 1,000 "Clever Remarks" only \$1. Send stamp for list. Edmund Orrin, Box 1506, San Francisco 1, Calif. no17

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ja5'57

#### AGENTS & DISTRIBUTORS

A BEST GENUINE AUTHORIZED WORLD'S famous French-type perfumes. Highest profits. Free details, "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill.

A MANUFACTURER'S REPRESENTATIVE closeout 32-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 5th St., Dayton 2, Ohio.

A SPECIAL OFFER-POCKET COMBS, \$1.50 gross; sample, 10e. Shop-Rite Industries, 161-03 Jamaica Ave., Jamaica 32, N. Y.

ABCO OFFERS FAMOUS WATCH SETS. 7-piece men's, \$5.50; 4-piece ladies', \$6.50. Lots of four, 25% with order, for resale, ABCO Sales, 330 N. Henry St., Alexandria,

Instructions, Books, Cartoons

Musical Instruments, Accessories

Photo Supplies and Developing

Magical Apparatus Miscellaneous

Partners Wanted

Salesmen Wanted

Scenery, Banners

Want to Buy

Address ......

Tattooing Supplies

Personals

Printing

ATTN.! SALESMEN—11 WESTERN STATES "only"! Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 4058CR, San Francisco. no3-np

BE IN BUSINESS FOR YOURSELF-FOR \$15 postpaid will ship you 200 pairs assorted Earrings. Values to \$75. Send check or money order. Prestige Button & Nov., 245-7 Ave., N. Y. C. ch-no17

BUY WHOLESALE 825,000 PRODUCTS from Manufacturers, Wholesalers, for re-sale, personal use. Send postcard for free literature. Carter, Box 6011-BB, Chicago 80. CLEANS WINDOWS WITHOUT MESS. Strange "dry" cleaning cloth. Replaces liquids, windows gleam. Samples sent on trial. Kristee Co., Dept. 104, Akron 8, Ohio.

DEALERS, PEDDLERS - SELL COSTUME jewelry. Necklace, earrings, bracelet and broach sets, gift boxed, assorted styles, per dozen sets, \$30; sample, \$3 ppd. Central Products Co., 328 Superior Ave. N.W., Cleve-land 13, Ohio.

DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile Initials and Sign Letters, Free samples. "Ralco," XL, Boston 10,

#### Did This Ad ATTRACT YOUR ATTENTION! Use DISPLAY CLASSIFIED

A sure way to attract more

attention and secure greater results.

#### RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

#### FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 dz. Charm Brac., Asst. 2.50 dz. Pierced Earrings on Display ... 1.75 dz. Tie Slide & C/L Set. Reg. \$2.50 . 5.40 dz. Enamel on Copper Pins, 2.50 dz. Phinaston. Rhinestone Earrings, Asst. .... 2.50 dz.

EXTRA SPECIAL!!!!

BOXED SETS, Asst. STYLES. \$ 4.50 dz.
Ornamental Stay Combs. 1.00 dz.
Gen. Cultured Pearl Pins & Neck. 2.50 dz.
Large Stone Earrings. 4.80 dz. Large Stone Earrings. 4.80 dz.
Ropes, Asst. 3.00 dz.
4 pc. Pearl Set, Boxed. 13.50 dz.
Pearl Earrings, Asst. STYLES. 1.50 dz.
24 HOUR SERVICE
20% Deposit with Order, Balance C.O.D.
FREE BOOKLET
DESCRIPTIVE LITERATURE

KAREN ORIGINALS Bristol, Connecticut

EARRINGS - ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I.

#### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches. \$1.75 dz.
Stoned or tailored Earrings. 1.75 dz.
Pierced Earrings on Display. 1.25 dz.
Stoned Neck. & Earrings, boxed. 5.50 dz.
Charm Bracelets, asst. 1.50 dz.
Lord's Prayer Necklace, boxed. 3.00 dz.
Children's Jewelry, boxed. asst. 2.95 dz.
Shorty Tie Slides, carded. 1.00 dz.
Rosaries, imported. 1.95 dz.
Cufflinks, carded. 1.95 dz.
Stoned Bracelets, boxed. 4.00 dz.
Stoned Bracelets, boxed. 7.20 dz.
Tie Slide Sets, asst., boxed. 4.00 dz.
Summer Earrings, asst. 7.00 gr.
Pearl Necklaces (domestics). 1.45 dz.
Pin & Earrings, boxed. 4.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions.
20% deposit with order, balance c.o.d.

#### SAMUEL SILVERMAN & CO., INC. 1820 Westminster St.

HILARIOUS CHRISTMAS AND FUN Cards. Send \$1 for sample pack of each, wholesale prices. Ace Enterprises, Box 262,

JOKERS FUN SHOPS-FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio.

PERFUMES-"BELLE DE PARIS," FRENCH import. Combination gift sets. Low priced. Other perfumes from \$3.60 dozen up. Duliet, 15 W. 17 St., New York, N. Y.

REAL DIAMOND RINGS. SELL DIRECT, make big middleman's profit; no invest-ment; experience unnecessary. Free cata-log, details Gleamlight, 111P No. Columbus, Mount Vernon, N. Y. np

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢, Ladies' Coats, 30¢; Dresses, 15¢. FOR SALE—DRESSAGE HORSE, BEAUTI-Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago.

Chicago, eh-np control of the control of t

Waterproof, shock-proof, yellow gold case, Matching gold filled expansion band, Retail 875. \$27.50 each lots of 6, sample \$29, 25% deposit required on all C.O.D. orders. Discount Sales, 1700 Sycamore, Cincinnati 10.

#### ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE.
Write, visit Ross Allen's Reptile Institute
at Florida's Silver Springs.
no10

CHIMPANZEE BABIES, TAME, EXCEL-lent, from \$485; also tame Baby Baboons, Potos, Mangabeys, Patas, Mustache Mon-keys, Wallabies, Deer, African Porcupines, Emus, Ostriches, hundreds more. Write for list. Rare Bird Farm, Kendall, Fla. no3

#### SPECIAL — ELEPHANTS

immediately available Indian Assam female Babies, large choice. All about 5'. We compete as usual on price and quantity. Phone WHitehall 3-4073

NORTH ATLANTIC FERTILIZER &

CHEMICAL CO., INC. 39 Broadway

TAME WOOLLY MONKEYS, \$55; BRAZILian Squirrel Monkeys, \$15; Golden Spiders, \$20; Ringtalls, \$27.50; others. All Public U. S. Health approved. The Monkey House, 2700 La Salle St., New Orleans, La. Phone TW 5-2241 Day; TW 1-7174 Night, Cashier's neck or money orders, please

#### BUSINESS OPPORTUNITIES

BOWLING CENTRE, Ga. 28 mdrn. alleys. Nets \$15,000 or more per yr. Hdqrts. for many national matches! Weil establ. Priced low. Dept. #7890.

BOWLING ALLEY, CAFE, So. Calif. Ideal mn. st. loc. All facilities. Priced for immed. sale. Dept. #23611.

DANCE HALL & BAR, C. NEW MEXICO. Well establ. Fully equipped. Living quarters incid. Good profit picture. Dept. #23673.

BOWLING ALLEY, So. E. Maine, 8 Alleys plus various coin machines, Compl. equip., well establ. Only alley in town. Nominally priced. Dept. .= 42120.

RIDING STABLE, S. MAINE. Horses available for riding and show. Fully equipped. Living quarters also incld. Priced right. Dept. #42212.

BOWLING ALLEY, No. West III. Compl. facilities. Ideal mn. st. loc. Gr. apr. \$30,000 ann. Priced low. Dept. =62061.

CHAS. FORD & ASSOC., INC.
6425 Hilywd. Bl. Los Angeles, Calif.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, 52 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. no17

OPEN FOR OFFERS ON TWO NEW TWOhundred cup Ezeway coffee machines. G. Day, 830 Colborne St., London, Ontario,

WANTED ON PERCENTAGE BASIS-FIRST class Rides for '57, Established Swimming Pool on main highway. Ideal location. Elm-wood Park, 4901 Shields, Oklahoma City 9,

#### COSTUMES, UNIFORMS, WARDROBES

NEW CLOWN SUITS, \$15; DERBIES, \$2; Tuxedos, Talis, Top Hats, Rhinestones, Plumes, Costumes, Wigs. Cheap, free list. Leroy Carpenter, 4618 Park Ave., Wee-hawken, N. J. Phone UNion 3-9509.

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

#### FOR SALE — SECOND-HAND SHOW PROPERTY

ADULT TRAILER, MERRY-GO-ROUND Trailer, \$1,000, hauls 24. Fire Truck Ride, \$450. Want Laughing Mirrors, Un-born Specimens, Stuffed Freaks, Ferris Wheel, Whirl. Mack, 2711 Jeckson, Seattle,

AT SACRIFICE BECAUSE OF ILLNESS. Wagner built steam train, 14 inch gauge, locomotive, tender, four cars, excellent condition with 1035 ft. of track, tunnel, water tower, ticket booth. Martin, 1501 Alamentos, San Antonio, Tex.

DELUXE MINIATURE GOLF COURSE (ENgineered Plans cost original purchaser \$4,000), \$25; Portable Miniature Golf Plans, \$7; both, \$28.80. Free catalog. Brill, Box 875. Peoria, III.

FOR SALE-ALLAN HERSCHELL KIDDIE Tank Ride, like new, complete with fence, Harold Russell, Canandaigua Road, PalWEINMAN'S

MEN'S WOMEN'S

WATCHES

Choice Lot 6 FOR t

LIKE

All famous \$ makes - complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

> FOR

Assortment, Men's Complete with \$69.50 Expansion Bands.

(Sample, \$8.95) \$6.45

SPECIAL LOT-Men's Elgin, Waltham Watches Reconditioned and Guaranteed, Expansion Bands included.

5-Day Money-Back

25% with order, bal. C.O.D. Send money order or certified check to avoid delay



# MONEY MAKING

Two Tone Plastic Retractable BALL PEN

With Chrome Ring in many color combinations with SILVER TIP REFILLS

MANY OTHER STYLES Including Chrome or Gold Metal Pens, Plastic Barrels Ball Pens with Gold Caps.

SILVER TIP REFILLS Write for free price list and All first quality and guaranteed.

Send check, money order or deposit on all C.O.D. orders.

COASTLINE PEN CO. 23 West 38th Street, New York 18, N. Y. BRyant 9:2757. Formerly Cosmo Pen Co.

#### JEWELRY CLOSEOUTS

E-1—1ano. . . . . . . . . . . . . gr. \$18.00 E-2—Stone earrings, asst. gr. . . 21.00 B-1—Bracelets, asst. gr. ..... 24.00 T-1—Tailored Tie Sets, bxd., dz. 3.50 T-2—Stone Tieslide Sets, bxd.,dz. 4.50 O-1—Odd lot necks & bracelets,

R-3—Men's stone rings, asst. dz. 2.75 2160—Stone neck & ears, bxd.,dz. 7.50 2164—Stone neck & ears, bxd.,dz. 9.00 2256—3-piece pearl set, bxd., dz. 12.00 5631—3-pc. Rhinestone Set, dz. 18.00 

NEW ENGLAND JEWELRY BUYERS 124 Empire St. Dept. 8 Prov. R 1

The Best Sales Boards Jar Games

Write for information and prices GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana





on Nationally Advertised Gifts Box 846, Chicago 42, III.

Copyrighted material

City ..... State...... State.....

I enclose remittance of \$.....







610 N. Cicero Ave., Chicago 44, III.



#### **Quick Photo** Invention! PDQ CAMERA

Makes finished

photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on 'SUPER SPEED" direct positive In 2 Minutes paper, Picture size 2½x3½ in. Complete, easy to operate portable photo studio. 700% PROFIT.

Write quick, get details about the great PHOTOMASTER Camera. PDQ CAMERA CO.

1546 W. Cortex Chicago 22, III.

#### WATCH SPECIALISTS FOR 66 YEARS

Ad n LIFE, 9 Piece Watch Sets, \$5.95 Catalog Available of Smallest Low Cost. Women's and Men's 17J, 7J Watches and Watch Sels Ultra Thin Model Men's Watches,

RESULT SALES

FOR SALE-KIDDIE RIDE, JOLLY CATERpillar, like new, stored in mid-South. Box C-503, e/o Billboard, Cincinnati 22, O.

FOR SALE-GUESS YOUR CORRECT AGE charts. Monkey, chimp and dog propa, chairs, etc. Woodfords Animals, Westfield,

FOR SALE-10 FT. FERRIS WHEEL WITH Allis-Chalmers motor, good shape. Have 20-horse Merry-Go-Round, custom built. Get the 2 of them \$3,600. Floyd Shorter, Route 2, Waterloo, lows.

#### THIS IS A 14-LINE AD

#### FOR ONLY \$14

You can buy this space to profitably

buy or sell Used Show Equipment

LIQUIDATING AMUSEMENT PARK, COMplete or piecemeal. Ten Rides, 72 Arcade Machines, miscellaneous equipment; a steal. Only park here. Good reason for selling. Wire, write, phone 34010, South Williams-

SELL OR TRADE 10-CAR HERSCHELL Auto Ride for Mangels Boat or Pony Cart rides. Will buy Boat or Pony Ride, Bill Williams, P. O. Box 518, Nashville, Tenn. TRAINS—ALL SIZES, GAUGES, TYPES: new, used, trade-ins, photographs, details, \$1 bill (refundable). Ministure Trains, 33B Winthrop, Rehoboth, Mass.

USED METAL DINER, EQUIPPED; BARgain; terms. Phone 32-6281 or inquire at 6111 Nebraska Ave., Tampa, Fla. no17 USED RIDES-LARGE STOCK OF BOTH

adult and kiddle rides that have been traded in on new equipment, Write today for list. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich.

12 BY 14 ANCHOR CONCESSION TOP AND Side Wall, good condition, \$75 or trade for 12 by 12; 14 ft. Duck Pond, 1/3 motor and heavy duty pump, cost \$200, sell for \$75; 35 Watch-La Blocks, cost \$3 each, sell \$35. Warren Hams, Route, Interstate Shows.

#### INSTRUCTIONS BOOKS & CARTOONS

'HYPNOTIZE - WITH ONE WORD, ONE finger-map!" (Details, 3c.) Hypnomaster, 846-H7 Sunnyside, Chicago 40, Ill.

#### M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS, FEATURES AND Shorts. Hundreds of titles in all price ranges. Sale or exchange. Crawford Film Service, 412 Page St., Ft. Worth 10, Tex.

#### MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2,

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50e wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus. Ohio.

#### MISCELLANEOUS

BRILLIANTIZE CLEANS INSTANTLY, COPper, silver, other metals. \$1 postpaid, guaranteed. You will be surprised, delighted and will re-order. Stephenson's, Box 435, Ames, Iowa.

CHRISTMAS CARDS—APPROPRIATE FOR
Carnival or Circus. Four kinds. Sample
of each, \$1. M. R. Levy, 316 Melwood Ave.,
South. No panies. Lead Second Tenor, Pittsburgh, Pa.

#### PERSONAL

\$50 REWARD FOR LOCATION OF EACH Joe Moss and Otto Franz. Phone collect, 57588, Warren, O.

#### PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa.

NO CHARGE DEVELOPING ROLLS, PAY for prints only. Jumbos, 4e; regulars, 3e; failures refunded Prompt guaranteed service. Square Deal Photos, Hutchinson, Kan.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co.. 1548 W. Cortez, Chicago 22, 111 ch-tfn

PHOTO STUDIO—DIRECT POSITIVE MAR-ful Enlargers, two Wollensak Cameras, A steal at \$1,000. Shipped to you postpaid. James Ennis, 4604 E. Main St., Columbus,

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1536 Franklin, St. Louis 6, Mo. no24

#### PRINTING

ADD PRESTIGE WITH BUSINESS CARDS. \$2.90 per 1,000 postpaid. Free samples. Leo Rishty, Dept. BB. 2162 76th St., Brook-lyn 14, N. Y.

ALWAYS FASTEST SERVICE - QUALITY window cards, three colors. 14x22 size, \$8 hundred; larger 17x26 size, \$12.50, Cards for all amusement occasions, many illus-Tribune Press, Dept. ND, Earl

ATTRACTIVE BUSINESS CARDS, \$2.95 PER 1,000; 100 letterheads, \$1; 100 6% enve-topes, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. no3

BUSINESS OR APPOINTMENT CARDS OF distinction for business or professionals. Write to J. Williams, 584 W. Preston St.,

Baltimore, Md. 200 814X11 LETTERHEADS AND 200 6% Envelopes \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. no3

#### SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality Repeats, Start without experience; men. women; full, part time; buy nothing; sales kit furnished. Chicago 32, 111,

BARS, NITE CLUBS & STORES ARE YOUR customers for our line. Sell them 71,000 advertising novelties to help them get more customers. Best commissions or discounts. Lowest prices. Send \$1 (refundable) for 10 terrific samples, catalogs, etc. Adelphia Specialty Co., 185 N.E. 21st St., Miami 37,

THE BILLBOARD

GOLDMINE OF 600 MONEY MAKERS— Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

#### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif.

LATEST TYPE TATTOOING MACHINES—
Money making designs, outfits, colors, concentrated Pelican #12 sharps. Write Milt Zeis, 728 Lesley, Rockford, Ill. no10

#### WANTED TO BUY

CONCRETE MOLDS FOR FOUNTAINS, lawn furniture, etc. Send prices and ma-terial made of. H. R. Snowball, Box 211, R =1, Naples, Fla.

CALLIOPE, BAND ORGANS, HURDY Gurdies, Automatic Pianos and other musical instruments. J. T. Allen, General Delivery, Mobile, Ala.

TANGLEY OR NATIONAL AIR CALLIOPE wanted. Working condition or not. Particulars to Hal Harris, Post Office, Box 1545. Halifax, Can. WANTED TO BUY FOR CASH-32-FOOT

Little Beauty Merry-Go-Round, horses must be in good shape, Karr Novelty Co., 427 Market St., Philadelphia, Penna. 5 DISTORTED MIRRORS. 1 WHEEL OF Fortune, black and red, Mason or Evans. Frank Bates, 7954 Fountain Ave., Holly-

wood 46, Calif.

# **HELP WANTED**

REGULAR CLASSIFIED ADS in usual want-ad style, one paragraph. no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

ACTS WANTED - SEND 8x10 PHOTO. prices. Jimmie Downey, 7733 Arthur, St. Louis 17, Mo.

DRUMMER, LEAD TRUMPET WITH EXperience; good salary. 4 best modern sound. Ronnie Bartley, 1611 City Nat'l Bank Bldg., Omaha, Neb.

DRUMMER WANTED FOR MIDWEST traveling orchestra, Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

MAN, ATTRACTIVE WIFE OR SINGLE preferred but will teach. Write fully with photos. Rare Bird Farm, Kendall, Fla. no10 MUSICIANS-PIANO, ALTO, TENOR AND Bass. Ten-piece band working Southern States. Steady job. Salary. Write Band Leader, 516 Mutual Bldg., Richmond, Va. Phone 7-0374.

PROMOTIONAL SALES ORGANIZATIONS.
A 2-column vender 15¢ and 25¢ play Giliette Blades, also 25¢ play solid perfume—
2 column. Factory prices. Box 5101, Kansas City 30, Mo.

SOBER PROMOTER FOR ILLUSION-HYP-notism Show. Outstanding full evening program. Write or wire Ray Harold, Gen-eral Delivery, Hillsboro, Mo.

South. No panies. Lead Second Tenor, Trumpet, Drums, Bass. Available November 12. Contact Band Leader, 10505 Langdon, San Fernando, Calif. Empire 1-2185.

TROMBONE AND STRING BASS FOR SEMIname doing one-nighters. Trombone on Dixie kick. You get paid every seven days. No pro-rate. Write or wire Orchestra Lead-er, c/o Associated Booking Corp., 263 N. Wabash, Chicago, Ill.

WANTED — ALTO CLARINET MEN IM-mediately for Midwest Polka Band. Contact L. A. Berg, Albert Lea, Minn,

WANTED IMMEDIATELY - TOP RECORD Panto. Act for club, Long engagement. Prefer one who can play rhythm plano for dancing, however, not absolutely necessary if you have lots material. Write or wire stating everything first letter, including salary. No collect calls. Charlotte Nooner, Westward Ho Jr., 15th & Harney, Omahs, Nebraska.

#### AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

#### CIRCUS & CARNIVAL

INDOOR AND OUTDOOR CIRCUSES, FAIRS, rodeos; it's Wild Horse Harry's trick and gun shooting cowpony (Montana Babe), Sher-

#### MISCELLANEOUS

ARTIST - COUNTRY-WESTERN WANTS free radio time for recorded tape shows. 7.5 speed. Half hour per week. No charge for talent; top talent, songs, comedy. Play tape and return and forward fan mail if any. Farin West, Box 193, Cincinnati, O.

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Meade, Garnette

Menzel, Adolph Paul Mercy, Alexander Meyer, Walter F. Mghee, Mrs. Eugenia

Mikloiche, Joseph
Milau, Mrs. Alan
Miller, A. R. & Mrs.
Miller, Bill & Mrs.
Miller, Danny
Miller, F. W.
Miller, F. W.
Miller, Paul
Miller, Paul
Miller, Joe

Narbey, Bob (Ferris Wheel)

Newville, Lewis Newville, Mrs. Phyllis Nolan Jr., James & Virginia

Nolan, Timothy Paul Nolte, Irwin E. Norman, John P. O'Brien, Mrs. Blanche Ruth

O'Brien, Richard J.

O'Brien, Richard J.
O'Dea, James R.
O'Hara, Frederick
Osborn, Robert
Owens, Burl
Paquette, Edward W.
Parmley, Mrs.
Weldon

Patrick, Frank
Payne, Charles
Pearman, Mike
Pease, Lou
Pelley, Mrs. Burman
Pelley, Mrs. Whittie
Phillips, Joe & Peggy
Phinney, Margaret
Pope, Dough

Patrick, Frank

Porter. Harry otter. Dean Potts, N. J. Prentice. Don

Price, Art Rainer, George

Reed, James E Reese, Robert J.

Raymer, Red (Tattoo

Reese. Robert J.
Renzulli, Rickey
Rheinhart, Jackie
Rice. Billy (clown)
Richardson, Alta
(license plate)
Richardson, Jozziys
Riley, Harold
Ritchie, Kenneth L.
Roark, Charles
Robbins, Mrs. Gloria

Rochman, Mrs. Ethel

Rodgers, William &

Slate, George B.

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Artist)

Amanda

Charles

Akins, Gene

Akins, Gene
Alexander, Chas. L.
Allegretti, Frank
Allen, Mrs. Juanita
Allen, Roy (Majestic Johnson, Mrs. Fred
Show)
Allen, Samuel
Ames, Eddie
Andreano, Frank
Ansell, Albert W.
April, Mrs. Arthur
Arger, Tom A.
Argos, John
Bachman, H. D.
Baer, Ciyde
Baker, Walter Elmer Kesling, James H.

Bachman, H. D.
Baer, Clyde
Baker, Walter Elmer Kesling, James H.
(Buddy)
Balsewice, Peter
Barney Bros. Circus King, Frederick
(novelty stand)
Barton, Geo.
Beatty, R. Gene
Beck, Dan
Beck, Dan
Beck, Robt. E.
Beckwith. Gerald
Bennett, Edw. A.
Bentley, Claude
Bergman, Leo H.
Bible, Roy

Keller, Mrs. L. C.
Kolledon
King, Frederick
Kish, Lew
Kish, Lew
Kish, Lew
Kobacker, Robert
Kosterman, Balph
Kratzer & Thomas
Krim, W. E. (Blackle)
La Due, Frenchy
Land, Weller
Kish, Lew
Kish, Lew
Kish, Lew
Kish, Lew
Kish, Lew
Kish, Lew
Kobacker, Robert
Kosterman, Salph
Kratzer & Thomas
Krim, W. E. (Blackle)
La Due, Frenchy
Land, Weller
Kish, Lew
Kobacker, Robert
Kobacke

Bible, Roy Bixs, G. G. Blakely, Benton H. Blankenshp, Waiter Boon, Eddie
Borror, W. L.
Bowman, Wm.
Bowman, Mrs.
Winogene
Bradley Henry 5

Bradley, Henry 8
Bradley, Mrs. Jess
Long, Archie
Lorwell, Frank
Lucas, Harold J.
Luckle, Charlie
McAlister, Tate
McClain, Obed
Charlie

(Skeeter) Brod. Ruth Brown, Carl Buchanan, T. K. (Pat) Buchanan, Thos. K. Buck, Raymond McKnight, Helrne

McLure, George
Maack, William
Mahon, Richard
Maki, Eddle
Malbin, Ed
Mallman, Manny
Manstein, William
Marchette, Rebei
Marino, Tony
Martin, Eari
Martin, Harry
Martin, Judy L.
Martin, Sam Buck, Raymond
Bucholz, Bryan O.
Buckley, Marion
Bumps, Bobby
Burgess, Edw.
Burgess, Maggie
Burklow, Billy
Burridge, Frank
Burridge, Jos. R.
Burton, Robt.

(Aerialist)

Campbell, A.
Campi, John
Canatser, L. C.
Canter, K. G.
Cantrell, Fred
Carey, Mrs. Gertrude
Carson, Tommy
Carey, Linds Martin, Sam Martin, W. & Mrs. Martinelli, Mickey (handcuff king) Carson, Tommy
Carey, Linda
Cassara, Michael
Cherokee, Bill
Christian, Ralph S.
Ciaburri, John P.
Cibyll, Gertrude S.
Class, Rita
Coburn, James A.
Cohen, Phil (Huppy)
Cole, Mrs Marion
Coleman, Clifford
Collins, Arlene (Lape)
Condrea, Joe & Mrs.
Condrey, Billy
Cook, Ben (or Robt.
J.)

Corey, Jos. M.
Cousin, Joe
Craig, Margo
Cullavan, Phillip
Cutler, Richard &
Mrs.

Daley, Mrs. Mabel
Dantine, Helmut
Daubenspeck, Robt.
Davis, Earl & Ruthle
Dean, W. D.
DeCarsselles, Cheris
DeLap, Robt.
De La Wezzlez, Mrs.

E Zeleka
DeWinter, Mrs. Ann
DeWinter, Mrs. Ann
DeWinter, Mrs. Ann
Daley, Mrs. Morgan, Louis P.
Morgan, Mable Sparks
Morgan, Louis P.
Morgan, Louis P.
Morgan, Louis P.
Morgan, Mable Sparks
Murris, Dorothy Irene
Murphy, Sharkey
Legs
Murray, Capt. Cy & Co.
Murray, Edward & Norma

Robin D.
Namier, William & DeWinter, Mrs. Ann Napier, William & Glo Demetro. Archie & Narbey, Bob (Fer

Demster. Frank
Demster. Frank
Denitzro, Albert
Dennis, Theo.
Disk, Billy
Dicoz, Izzy
Dillow, Robt. D.
DiSilvestro, Alfred
Downs, Jock
Doyle, Ruth
Drake, Bob
Dubois, Henry
Duran, Martha
Edwards, Bernie C.
Elam, Robt. Dale
Eliot, Jack K.
Elliott, Mrs. Alice
Ellsworth, Dr. H. W
Ely, James
Ely, Jerry
Emswiler, A. I. &
Mrs Betty

Everman. Edgar
Farrell, Hugh
Feazell, Mrs. Robt.
Ferguson, Emmett
Flake, James & Mrs
Flower, Mildred
Fox, Benny & Betty
Fox, Walter
Frank, Geo. Fox, Walter
Frank, Geo.
Frazer, Clarence
Frazer, Earl & Mrs.
French, Otis & Mrs.
Gambone, Felix
Garrison, D W.
Gilchrist, Allen & Mr

Gilmore. D. W. Ginther, Homer Glisson, Felix A.
Goe, E. W. (Skinny)
Gold, Leon & Mrs.
Gonderman, Norman
Gospodarski, Larry
Hale, Walter
Hall, Dewey
Hall, Ward
Hallorhan, Juanita
Harris, H. B.
Harris, M. S. (Sonny)
Harl, B. E.
(Telegram)

Hauser, Buddy

Richardson, Al
Richardson, Jo
Riichardson, Jo
Riichardson, Jo
Riichardson, Jo
Riichardson, Al
Richardson, Jo
Richardson, Al
Richardson, Jo
Rich

Robbins, Mrs. Gloria Roberts, Tex Harl, B. E.

(Telegram)

Hauser, Buddy
Hauser, J.
Healy, Michael
Heibner, Billy
Herrick, Carl
Hickman, Elaine
Hildebrandt, Frank
B. & Janet
Hill, Gene
Hill, Justin (Eddie)
or Mrs.
Hines, Kenneth
Hinson. Chester

Rucker, E. H.
Russell, Robert A.
Russell, Robert A.
Russell, Robert A.
Russell, Robert A.
Russell, Wen
Ruster, Harry
Sakobie, Mrs. Myrtle
Salter, W. E.
Saunders, Larry
Schick Jr., George
Schuch, Clarence J.
Sciortino, Joe
Scott, Al

Hines, Kenneth Hinson. Chester Lloyd Scott, Al Dorothy Hobbs, Henry Hofmann, Lottie Holt, Johnny Hosmer, G. E. & Mrs. Houlker, Alfred Seefeldt. Jack Severance. Chuck Shelton, Julius C. Pat. Showers, James N. Siefker, Mrs. Marie Huffman. Chas Hunt, Hays W. Hyman, Al Steels, Lee

Stebbens, Jackie
Steele, Eddie
Steele, Eddie
Stephens, A. L.
Stokes, Van L.
Stoner, Marion
Stophel, Mrs. Bill
Strickland, Myrtle
Sullivan, Bill
Taylor, Charles
Taylor, Shiriye
Terry, Charles H.
Theodore, Mack
Tiebors, The Roland
Timberlak, Billy
Tombs, Doe
Travis, Emmett
Trela, J. C.
Tropiano, Arthur G. Travis, Emmett Wilson, Dime Witham, Eugene E.
Tropiano, Arthur G. Wolf, Bob (Lucky) Yates, Elmor

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Smith, Harold C.
Snellings, Wm. L.
Stacy, Bill (Bingo)
Stafford, Ben
Stanley, Doney J.
Stareffader, Bob &
Mrs.
Stebbens, Jackie
Stebbens, Jackie
Stephens, A. L.
Stokes, Van L.
Stokes, Van L.
Stoner, Marion
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Strickland, Myrtle
Sullivan, Bill
Taylor, Charles
Taylor, Shiriye

Taylor, Shiriye

Vaughn, Mrs. Margie
Vining, William (Bill)
Viola, Adoph
Visingard, Gaylord
Wadsworth, Harold
Wagner, Jack
Wallace, Johny
Ward, Irish
Ward, Mayme
Ward, Walter L.
Ward, Walter L.
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Hill, Monk (Pony)
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Shelford, Bill
Slicox, Joe
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Sorensen, Chester A.
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Sproull, Albert &
Lollaine Starnes, Mr. & Mrs. L. M. Sterner, Mrs. Maxine Stly, Joseph Stoutz, Jim Thomas, Robert L. Thompson, Charlene Hornfield, Jack & Rose
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Isenberg, Mrs.
Wieneda
Jeffries, E. C. (Jeff)
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Maurine
Maurine
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#### Rain Jars Macon

• Continued from page 62

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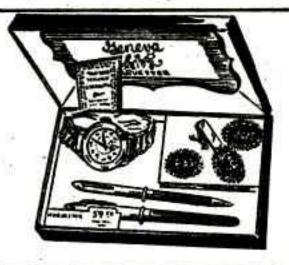
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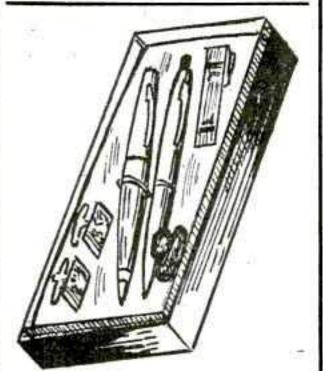




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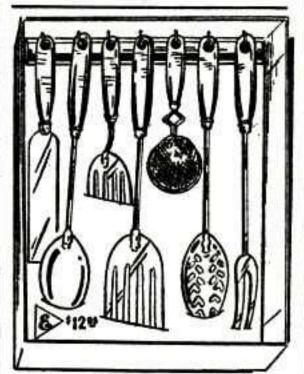


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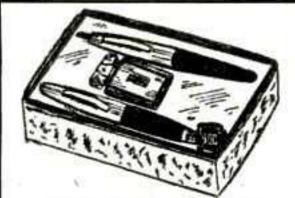


8-PIECE KITCHEN SET

New Copper Toned Handles-Luster Plated for maximum durability. Wall Rack Hanger included.

\$24.00 per doz. sets.

Sample Set ..... \$2.50



CHROME LIGHTER AND PEN SET Ronson Type Lighter and Retractable Ball Point Pen and Pencil to match— Gift Boxed \$9.00 per doz.



HARRIS SPECIAL 4 PIECE CAMEO & BRILLIANT STONE JEWELRY SETS. Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.

\$12.00 dozen \$1.50 sample set



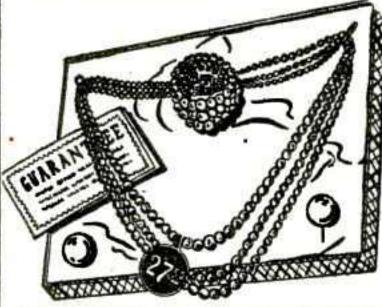
SPECIAL OFFER NEW RETRACTABLE

### BALL POINT PEN

The New, Sensational Retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.

\$1.75 Dozen 4 Inch Metal Refills

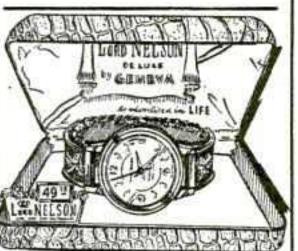
\$8.00 per gross



FLASH! PEARL SET \$12.00 DOZEN Sample Set \$1.50



5 PIECE DELUXE 5 & G JEWELRY SET Glamorous Necklace with Earrings, Pin & Bracelet to match. Exquisitely styled, Asst. colors & styles, beautifully boxed. \$3.00 set - \$30.00 doz.



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Gross \$54.00, \$69.00. DOZEN 4.80, 6.00 TOYS AND GAMES. Big assortments, retails to \$2.00. Tremendous sellers. Friction, mechanical and boxed. For Auctioneers, Jobbers, Concessionaires, Pitchmen. GROSS ASSORTED ... 79.20 TRI-COLOR, 3-way flashlights. Red, green, white; with blinker. 350-foot beam. Bargain. Gross \$54.00, DOZ. 4.80 BALL PENS. Papermate type. Retractable, large no-smear ink supply refills. Bankers approved. GROSS 15.84 SEND PAYMENT F.O.B. NEW YORK.

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#### Looking for HERE! WATCH SET Powerful sell-or, advertised in Life maga-gine. Includes cuff links, tie slide, pen and pencil, watch and matching expansion band. \$5.50 per set in lots of 12. Sample set \$6.50. "POP UP" SALT & PEPPER SET Big novelty seller. Bright metal top, non-tarnish non-tarnish hrome-like finish, sturdy plastic base. Push down lever, up pops salt and pepper shaker. Gift boxed. Dozen sets \$7.20, Precision made, in gleaming chrome. Fully automatic. Ex-Dor. \$4.50 pensive looking profit POP-UP Our BIG, BIG MERMAI flower petals pops a lovely mermaid in the "all-together." \$3.60 Gross 25% with c.O.D. Send for our new novelty catalog. BENGOR Products Co.



(Not Plastic Imitations) SH IN FOR XMAS With Our New Styles of CUBAN ALLIGATOR BAGS May be had with Heads or Plain

Your Cost Only \$6.75 Each Asst. styles, popular sizes. Suggested retail, \$12.95 each. Single samples, \$9.00 each postpaid. 6 bags postpaid. \$42.00; 12 for \$83.00. Extra large size. \$8.75 each. 25% deposit or cash with order. For resale only. Order now.

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#101/4 Ladies' Ident Dangle Bracelet Hot nickel, polished gold or white. \$2.98 doz. Full line men's, women's children's chain Ident Bracelets.

Bay State Novelty Co. Roslindale 31, Mass. CIVE TO DAMON RUNYON

CANCER FUND

# **COMING EVENTS**

#### Arizona

Ajo-Ajo Rodeo, Nov. 3-4. Chuok Rasmus-Buckeye-Halloween Carnival, Oct. 31. Florence-Junior Parada, Nov. 24-25. Phoenix-Ariz. Nat'l Livestock Show, Jan.

Winslow-Air Fair, Nov. 11. Winslow-Indian Day, Dec. 8.

#### California

Los Angeles-Great Western Livestock Show, Nov. 24-29. A. M. Mathews, 2120 S. Eastern Ave. Pttsburg-National Horse Show, Nov. 6-11. Patrick J. O'Toole. San Diego-Electric Home & Appliance

Show, Nov. 23-24. San Francisco-Grand National Livestock Expo., Nov. 2-11. Nye Wilson. Turlock-Far West Turkey Show, Dec. 4-6. M. S. Johnson, 207 Crane Ave. Vctorville-Victorville Rodeo, Nov. 17-18. Bob Angel.

#### Connecticut

Hartford-Connecticut Sportsmen & Boat Show, Jan. 19-27, F. J. Byron Jr. Hartford-7th Annual National Autorama Show, Feb. 20-24.

#### Florida

Bartow-Polk Co. Youth Show, Nov. 29-Dec. 1. W. P. Hayman. Clewiston-Sugarland Expo., Jan. 31-Feb. 4 Doug Pearcy.

De Land-National Home Show, Nov. 6-11, Dorothy Godfrey. Madison-N. Fia. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr. Miami-S.E. Fla. & Dade Co. Youth Show,

Jan. 23-27. Lamar S. Walker. Palatka-All Fla. Breeder Show, Nov. 7-10. H. E. Maltby. Quincy-W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24, A. G. Driggers. Wauchua-Tri-Co. Fat Stock Show, Nov.

9-10. J. F. Barco. Wauchus-Hardee Co. Cucumber Expo. & Pat Stock Show, Nov. 12-17. Addson

#### Georgia

Atlanta-Southeastern China, Glass & Gift Show, Jan. 20-23.

#### Indiana

Port Wayne-Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Ben Cowall. Louisiana

Baton Rouge-L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4. Mrs. Helen F. Cobb, Box 8637, University Station.

#### Maryland

Timonium—Eastern Natl. Livestock Show, Nov. 10-15. Dr. John F. Foster, University of Maryland, College Park, Md.

#### Michigan

Bay City-Poultry Show, Jan. 10-13. Detroit-Home Improvement Show, Nov. 2-11. R. George Wood. Detroit-Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6750 Dix. Jackson-Turkey Show, Dec. 4-6. Don Ionia-Ionia Fat Stock Pair, Nov. 5-7. Abram P. Snyder.

Jackson-Southern Mich. Fat Stock Show Nov. 5-6. Fred Savage.

#### Missouri

St. Louis-Auto Show, Jan. 19-27.

#### New York

New York-National Automobie Show, Dec. 8-16. New York-National Motor Boat Show, Jan. 19-27. Joseph E. Chote.

North Carolina Warsaw-Armistice Celebraton, Nov. 8-12. Ohio

Toledo-Gift, Music & Home Pestival, Nov. 3-11. Success Enterprises, 5115 Lewis Ave.

Pennsylvania Harrisburg — Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch. Pittsburgh-Jr. Beeb & Lamb Show, Nov. 6-

8. N. L. Claiborne. Scranton - Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.

#### South Dakota

Sioux Falls-Auto Show, Nov. 20-22.

#### Tennessee

Frankin-William Co. Jr. Beef Show, Dec 4. Hubert Hill. Nashville-Davidson Co. FFA Raily, Nov 17. John T. Tucker. Shelbyville-Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

#### Texas

Cuero-Cuero Turkey Trot, Nov. 10-12. Fort Hood-Goblins Festival, Oct. 31-Nov 4. Alvin Vandike, San Antonio. San Antonio-South Texas Vegetable Day

#### Utah

Ogden-Ogden Livestock Show, Nov. 16-21

# FAIR ASSN. MEETINGS

Continued from page 54

West Virginia Association of Fairs, Ruffner Hotel, Charleston, December 7-8. James T. Hetzer, P. O. Box 589, 307 Bank Arcade, Huntington, secretary.

Western Fairs Association, Hotel Del Coronado, Coronado, Calif., December 3-6. Louis S. Merrill, Sacramento, Calif., general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis. January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9 Everett E. Erhart, Stafford, secre-

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

balance C.O.D.

384 B'way, N.Y. 13, N.Y.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretarytreasurer.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29, Clifford C. Hunter, Taylorville, sec-

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 28-29. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City,

New York State Association of secretary.

# Dallas Fair Hits 2,672,253

• Continued from page 53

run, Monday (15) and Tuesday | 6,000, but those who attended (16), did attendance lag behind corresponding days last year. Weather was bad both days, with ged at a \$4.40 top helped rack a steady rain falling all morning Tuesday (16).

#### Weather Threatens

Skies were overcast and threatening during much of the remainder of the fair thru Saturday (20). but the final day, Sunday (21), dawned bright and clear and drew a heavy crowd of 177,232, the second best closing day crowd in the fair's history.

Pianist-comedian Victor Borge appeared in the Cotton Bowl stadium as a special attraction Saturday night (20) and drew a somewhat disappointing crowd of about

#### Chitwood Busy

Continued from page 53

Rocky Mount was gotten in only a day or two prior to the arrival of Hurricane Flossie, which blanked out the rest of the fair's days.

For the Dallas date Chitwood acquired the services of Roger for Negro Achievement Day (15), Rasini and His Rocket Car. The 64,521 for High School Day (19) date was off a few points in gross and 96,199 for Fort Worth Day money, but was excellent nonethe- (20). less, he reported.

a half dozen spots in Canada. All cord-breaking proceeds of \$208,used Chevrolet equipment, with 221 for steers, lambs, pigs, turkeys 56 pieces fielded. There were eight and broilers sold by youngsters tractor-trailer combinations, four who participated in the sales. panel trucks, three convertibles, and 16 motorcycles.

experiment, and results were satis- of inactivity for World War II factory. These were Dagmar that the exposition has shattered Moore, stock car figure who com-peted with the men and also did mark. The only year when the the cycle fire wall crash, and Jinx fair fell behind the previous year LeCosta, precision driving in twocar and four-car routines. Another key female was Mae Hong, who handled publicity for many Eastern dates.

#### Strates Takes

Continued from page 63

weather. At this date, unlike most others, the magnetic ride was said not to have affected the earnings of the shows' Ferris Wheels. At Clemson College schoolarship fund. Raleigh there are usually enough people and interest in rides for all of the mechanical units to work at capacity for long periods. The Sky Wheels will return to the show next week at the Charleston (S. C.)

#### Bulls Bog Down

Wagons had to be hauled off the lot at Raleigh with Caterpillars. The depth and consistency of mud in some areas was such that even the shows' three elephants were defeated. The elephants lost traction and slipped to their knees when they attempted to push

Business here has been good for the show but the big money dates ended with Raleigh. Children's Day on Friday (26) was good, altho the skies were threatening.

Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P. O. Box 907, Little Rock,

were high in their praise of the one-man show. Ticket prices pegup a sizable gross in spite of the slim crowd.

"Damn Yankees," the musical

comedy attraction in State Fair Auditorium, played to a total of about 54,000 patrons and grossed approximately \$175,000, slightly less than "Pajama Game"" did as a similar attraction last year. "I c e Capades International," brought in by Clarence Linz for

23 performances, drew 104,112 for a good turnout, and the Joie Chitwood Auto Daredevils, booked by Henry Watson, had about 23,000 in front of the grandstand.

#### 492,244 Free Ducats

A total of 492,244 free gate admission tickets were distributed thruout Texas to school pupils, 4-H Club members, Future Farmers and Future Homemakers. The ticket total included 73,778 for Rural Youth Day (6), 36,359 for Public School Day (9), 141,740 for Elementary School Day (12), 79,647

Junior Livestock Show during Chitwood's units played most second week of the fair culminated States outside the West Coast, and in auction sales that brought re-

The 1956 fair marked the ninth time during the ten years since it Two girls were employed as an resumed operation after a period was in 1953.

#### Columbia Gate

Continued from page 62

dairy supply house which has a milking parlor in action, used to milk cows of farmers exhibiting on the grounds. The milk is processed locally and sold commercially with the revenue going into a

The World of Mirth Shows was having one of its outstanding weeks of the season with strong interest, attention and publicity being won by the Dowis Sky Wheels. Other entertainment elements are a GAC-Hamid revue and the Jack Kochman Thrill Show.







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ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443

HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOllywood 9-5831

# Dime, New Splits Keys to '57 Net

10-Cent Progress in '56 Augurs for Good Gains, Lower-Commission Drive

CHICAGO -- Dime play will even more dime play action next continue to gain ground in 1957. year, is an important companion Successes reported by operators in development: Re-examination of 50 all parts of the country who began converting their routes this year, and those who completed conversions in 1956, strongly indicates that 1957 will not only see headway on the dime play front, but that it may be a boom dime year.

Considerable activity on the dime-a-tune front in just the last six weeks suggests that the move is picking up increased momentum as this year draws to a close.

In a nationwide survey conducted by The Billboard this month, an overwhelming majority of operators polled indicated that dime play was the major reason they were hopeful about increasing their nets during 1956 (The Billboard, October 27).

New Commissions Along with the increase in operators switching to dime play (with three or four-for-a-quarter plays) this year which augurs well for

# 50 Wis. Ops At Wurlitzer Two-Day School

MILWAUKEE—More than 50 operators and their service personnel attended the two-day Wurlitzer service school held by United, Inc., at its Vliet Street headquarters, October 24 and 25. According to Harry Jacobs Jr., president of United, Inc., "This was the best attended, most productive service school we have conducted so far."

Reid Whipple, Wurlitzer factory field service engineer, was the instructor. The two training classes were the concluding meetings of a series just completed by the distributor thruout the State for thruout the country for service per- Jacksonville, Fla.; Robinson Disoperators. Those who showed up Company on that firm's 200-selec- Stourgeon Distributing Company, topped it off with a lunch at the 19. nearby Boulevard Inn.

during the two-day school to assist quarters of the Walbox Distributing Reid Whipple, were: Harry Jacobs Company for personnel from six Jr., Harry Jacobs Sr., Joseph Hil- distributor organizations, including: lar, Syl Kindler, Walter Fischbach Amusement Distributors, Inc. and Woody Johnson.

(Continued on page 86)

# Detroit Ops Host Local Scout Heads

DETROIT—The United Music Operators of Michigan took another step in broadening its program of civic activities by providing entertainment for an annual meeting of district leaders of the Boy Scouts of America last week.

The meeting, attended by more than 300 persons, was held at the Belle Isle Park Casino Monday (22) night. Roy Small, UMO conciliator, an officer of District 5 of the Boy Scouts, was in charge of entertainment, which included Adele Storm, currently appearing at the Royal York Supper Club; Jack Sott and His Rock-A-Billies, and school at the Georgia Hotel, At-

#### 9,538 JUKES LICENSED IN CHI TO DATE

CHICACO—Licenses have been granted for 9,538 juke boxes in Chicago to date this

This year for the first time, the City Collector's office gave the breakdown on the number of juke boxes and games (see separate story in the amusement machines section).

Altho this represents a big hike in the number of juke boxes estimated to be operating in 1955, it does not mean that there are more machines in operation than last year. City enforcement officers made a special drive this year to make sure licenses were bought for all machines. The license fee for both juke boxes and games in Chicago is \$25 a year.

200'S HEAD LIST

# How 2 Operators Plan Fall Buying

DENVER — The fall buying plan of Tom Bean, veteran Denver of American Amusement Company, phonograph and amusement game operates extensive juke box and operator, calls for paying cash for games and using long-term credit for phonographs.

Bean Music Company is one of Denver's largest operations, with equipment split equally between jukes and games. Operating primarily in Denver's colored areas, Bean has been highly successful in both game and juke fields, despite recent legal reverses in pin game operation which has put a quietus on these games in the Denver area.

All of the new phonographs (Continued on page 88)

DENVER — Jack Arnold, head amusement game routes which reach up into the Colorado Rockies and resort areas.

Customarily using 24-month credit, one-third down, on phonographs, Arnold continues to pay for them on this basis and doesn't plan to "shop" for no down payment and longer terms. He feels that the one-third down system in effect in the Denver area for many years, is fair and satisfactory from all standpoints.

For amusement games, due to relatively shorter life, Arnold prefers to pay cash or to make a large down payment of one-third or more and to pay off the remainder within six months.

Converts to Dimes The Denver operator has developed some effective ammunition toward building collections on his routes. First, he has been steadily converting over-all phonograph (Continued on page 93)

# Facts on Stops Parker, of Wurlitzer. President of MONY, representing For U. S. 1956 Road Program

CHICAGO .-- The federal aid highway program passed by Congress this year, which includes a 40,000-mile interstate system to cost \$27 billion over a period of 13 years, contains provisions which is of interest to operators seeking to expand with equipment on locations on or near highways to be built under it.

(Editor's Note: A detailed explanation of this program will appear in The Billboard

Officials of the Bureau of Public Roads in the Department of Commerce emphasize that this program provides not for "federal highways" but for "federal aid to State highways." Therefore, States must do all the planning, submitting of plans, buying of land in building the highway. The 1956 Federal Aid Road Act stipulates that no commercial enterprises will be al-(Continued on page 88)

# S. D. Assn. Yearbook in Plans Stage

PIERRE, S. D .-- Gordon Stout, president of the South Dakota Phonograph Operators' Association, has undertaken a project aimed at the issuance of a yearbook type of publication for the industry.

In a letter to association members, suppliers, distributors, manufacturers and others, Stout proposes the booklet as a public relations enterprise which he believes will be a "good presentation" for the music operators.

He explained that his idea came from "Music Merchants of California," a publication he received icemen attending were Walter Car- and which impressed him consider-

# Record 1,000 Attend Annual Fete Of N. Y. Juke Operators at Waldorf

of nearly 1,000 music machine op- M-C-M; Margaret Whiting, Capierators, distributors, manufacturing representatives and their guests attended the 19th Anniversary Banquet and Show of the Music Operators of New York, Inc., Saturday night (20) at the grand ballroom of the Beatrice Kraft Dancers. Billy the Waldorf-Astoria.

per cent commissions in the light of

New Jersey operators are moving

steadily toward their goal of having

50 per cent of the State's 15,000

juke boxes converted by the end of

By stepping up equipment, oper-ators in the Upper Peninsula of

Michigan and Northern Wisconsin

are succeeding in establishing dime

play. Ten cents is becoming the

Operators in Pulaski County

(Continued on page 77)

accepted practice in Green Bay.

rising costs.

this year.

The Association adhered to its music. traditional policy of top-flight recording talent and no speeches. Jackie Miles was emsee of the pro-

Trio, M-G-M; McGuire Sisters, burg.

NEW YORK-A record crowd erto Sherwood, Decca; Ocie Smith, and Young Distributing were hosts tol; Four Voices, Columbia; Andy Williams, Cadence; Vince Massey, Herald; Tony Bavaar, RCA-Victor; Black and Nolan, Dennis Day and Schuback and his ork provided the

Distributors Buy

Bottled refreshments were placed on the tables thru the courgram, which included the following tesy of three New York juke box distributors, Runyon Sades, AMI; Pearl Bailey, Coral; Rusty Young Distributing Company, Wur-Draper, Mercury; Dick Hyman litzer, and Atlantic-New York, See-

Coral; Don Rondo, Jubilee; Rob- Prior to the dinner, Wurlitzer

# Rock-Ola Holds Distrib Schools Across Nation

utor service schools were conducted tributing Company, Miami and the benefit of Wisconsin music sonnel of Rock-Ola Manufacturing tributing Company, Atlanta; Le-

Frank Schulz conducted a school United, Inc., staffers on hand in Dallas October 16 at the head-Houston; Walbox Distributing Coinmen and their personnel Company, Dallas; Phono-Vend of Texas, San Antonio; Border-Sunshine Novelty Company, Albuquerque, and Huey Distributing Com-

pany, New Orleans. West Coast

Schulz conducted a school October 19 in San Francisco at the St. Francis Hotel for service personnel from seven distributor organizations, including Paul A. Laymon, Inc., Los Angeles; Coin Machine Service, Inc., Santa Rosa, Calif.; Western Distributors, Portland, Ore.; Puget Sound Novelty Company, Seattle; Dan Stewart Company, Inc., Salt Lake City; Paul W. Hawkins, Tucson, Ariz., and H. B. Brinck, Butte, Mont.

(Editor's Note: Billboard incorrectly referred to this school as a "special showing" in the October 20 issue. No showing there had been scheduled at the time that story appeared.)

Jack Barabash conducted a

CHICAGO - Regional distrib- | ganizations, including Ross Disfor the Thursday morning session, tion phonograph October 16 and Charlotte, N. C.; Franco Distributing Company, Montgomery, Ala.; Capitol Music Company, Jackson, Miss., and Coin Automatic Music and Harold Chasen, while Irv Company, Johnson City, Tenn.

Eastern Meet

Barabash conducted a school in New York City at the Edison Hotel for service personnel from six distributor organizations, including B. D. Lazar Company, Pittsburgh; Herman Distributing Company, New York; Seacoast Distributors, Inc., Elizabeth, N. J.; Associated Amusements, Inc., Boston; Scott-Crosse Company, Philadelphia, and Flower City Amusement Company, Rochester, N. Y.

Two schools were conducted in Chicago at the Graemere Hotel Service School October 22, one under Barabash and one under Schulz for 17 dispersonnel from: Modern Distributing Company, Denver; LaBeau Novelty Sales Company, St. Paul, Minn.; H. Z. Vending & Sales 2000. Company, Omaha; Badger Novelty Company, Inc., Milwaukee; Uni-Con Distributing Company, Kansas City, Mo.; J. Rosenfeld Company, St. Louis; Gilbert Music Company, Bloomington, Ill.; Hallgren Distributing Company, Moline, Ill.; S & M Distributing Company, Inc., Mem-

to operators at a cocktail party. On hand to greet the operators were Joe Young, Irv Holzman and Abe Lipsky, of Young, and A. D. Palmer, Bob Bear, Al Dietrich and Ted Parker, of Wurlitzer.

195 operators with 11,000 juke boxes, is Albert S. Denver. Other MONY officers are Harry Wasserman, treasurer, and Sal Trella, secretary.

**Board Members** 

The board of directors includes the officers and Mac Pollay, Donald Shapiro, Joseph Connors, Louis Herman, Louis Levy and Ben Chicofsky.

Nash Gordon is managing director and Sidney H. Levine is counsel. Major portion of the planning for the affair was handled by Gordon and his two assistants, Delores Brown and Hedda Gabbler.

 Largest visiting delegation was from the Westchester Operators' Guild. Headed by President Carl Pavesi, the Westchester operators and their wives sent a 20-member delegation.

N. J. Delegation

The New Jersey Music Guild was represented by Dick Steinberg Blumenfeld represented the Associated Amusement Machine Operators of Greater Baltimore.

Representing the Massachusetts Music Operators' Association were Ed Ravreby and Dick Mandell, both of Associated Amusements, Boston. Judge George Macarro represented the Long Island Operators' Association.

# Cleveland Coin Holds Wurlitzer

CLEVELAND--Cleveland Coin tributor organizations, including Machine Exchange here acted as host October 17-18 for operators and servicemen attending a service school on the new Wurlitzer Model

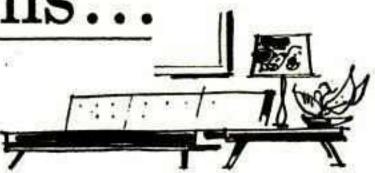
> Reid Whipple, Wurlitzer service engineer, conducted the school on both days, and a good attendance was enjoyed.

Among the operators and servroll, Joe Scott, Willis Wilson, ably. Stout, who has been a spark Frank Edwards, Steve Denstell, plug of the South Dakota associa-Kay Malone, Decca record artist, lanta, October 16 for service per-(Continued on page 88) sonnel from seven distributor or
(Continued on page 76) fee, Bill Taylor and Joe Pazarillo.

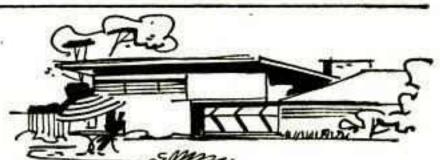
# People buy modern cars like this...



modern furnishings like this...



# modern architecture like this...



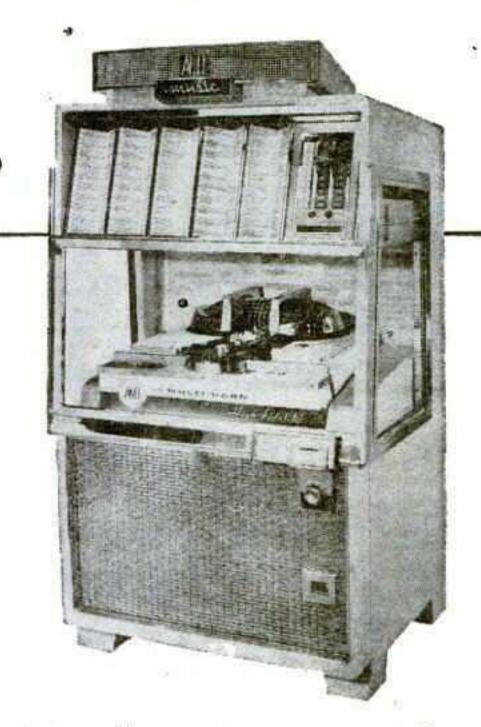
# and music from modern juke boxes

# like this...AMI "G-200"

Why not make more money by giving locations and patrons what they want? The "G-200" is the really modern juke box—modern today—and modern for tomorrow. That makes it a secure investment for you. Ask any location which they'd rather have! They'll tell you the "G-200"—because it's the juke box patrons prefer.

Color? That's part of the modern styling of the "G-200." It comes in the widest choice of color cabinetry in the industry. There's 8 beautiful color cabinets to contrast or blend just right with the decoration of any location.

Why not put "G-200" modern styling and color to work for you . . .? Get more of the top locations—stay in them longer!





... Music that makes more money for you 1500 Union Avenue, S. E./Grand Rapids 2, Michigan

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927...AHEAD THEN, AHEAD NOW

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

### MUSIC OPERATOR FORUM

MUSIC MACHINES

# What Terms for **Location Loans?**



(Editor's Note: This is the fourth in a series of Music Operator Forums on operator loans to locations. In this series music operators give their views on all phases of the location loan problem in today's operating business. Growth of location loans and the problems it presents to operators have been given in previous articles. Conditions for adequately handling loans, and terms necessary to make them worthwhile, are the subject of this week's Forum.)

A written agreement and collateral are the two most important conditions for operators granting a loan to a location, according to Forum op-

erators participating in this series. A condition only slightly less important than these two is that the operator making the loan must have the cash on hand to do so; that is, he must not be required to borrow from a bank or loan agency himself in order to make the loan. A specified time period is much less important than these three conditions in the opinion of the majority of polled operators, and interest is of least importance.

The answers to question two in the accompanying chart show that one-third of the operators surveyed chose "written agreement" as the most important condition in making a loan, 24.2 per cent collateral, and 22.8 per cent. "operator must have cash" on hand. In short, 90 per cent of the Forum operators chose one of these three as the most important condition. What the chart does not show but which makes these three conditions even more important is that almost all of the operators selecting one of these as "most important" also selected the other two for second or third choices.

Previous Forums in this series have pointed out why interest and time periods are not very important to operators making loans to locations. Only 17.8 per cent of Forum operators in this series stated they ever charge interest, and many in this group say they do only in some cases, especially if the loan is an unusually big one. As operators have pointed out, interest is not nearly as important to an operator as servicing a location in order to keep it, or in some cases, acquire it. Except for only a few operators who have set up separate loan companies to meet the demand for location loans, an operator does not care to make loans his business. He does care very much about keeping his business, however. And if a small loan is necessary to keep it, he will if he's financially able.

A specified time period is not as important as other conditions because location owners repay loans to operators out of juke box collections in nine out of 10 cases. Therefore, instead of a location taking any commission or a large part of its commission each collection period, it pays this amount toward the loan until it is paid. Not only that, but many operators require in a written agreement that if the location owner decides to

change operators before the loan is paid, the full amount immediately becomes due.

Significantly, altho most operators polled rate the conditions and terms that will take risk out of loans, over 45 per cent of those polled admit that they do not enjoy the condition they consider most important for all loans they make.

The reason for this seems pretty obvious. Most operators don't want to make loans; they don't like to tie up their money in a location instead of in their own business. But when they feel competition requires them to, they do. And once they do, they want to insist on conditions-even the they may consider them important in a loanthat will result ultimately in their losing the location despite the loan. They want to be repaid on their loan as quickly-and as painlessly for the location owner-as possible and be done with it. This is not true of all operators, a few of whom have set up loan companies to handle the demand. (Editor's Note: These companies will be touched on in a succeeding Forum).

Finally, a big reason why operators insist on conditions such as written agreement and collateral at all is to impress upon the location owner as diplomatically as possible that it is a loan, not a gift or a bonus. It is sad but true, Forum operators report, that some operators' loans are nothing more than outright gifts to locations. For the overwhelming majority of operators who are not financially able to afford this luxury, this practice is a serious threat to their business. And as several MOF operators point out, once this practice is started in a given area, every operator is bound to be adversely affected because the amount of bonuses in question becomes the determining factor in who gets or keeps a location -not whether a bonus is made or not.

# How They Voted

	now They voted		
1.	Do you make location loans? Yes No Unanswered	48.3%	
2.	Rate in order of importance the following of granting a loan to a location:  Written agreement  Collateral or other protection	32.3% 24.2% 22.8%	fo
3.	Do you have the condition you checked "mostor all of the loans you make to locations?  Yes  No.	54.5%	nt

(Editor's Note: A typographical error in last week's Forum chart showed 57.1 per cent of operator's answering "Yes" to the question-If you make loans, do you charge interest?" Actually, as the Forum discussion that accompanied it reveals, 57.1 per cent of operators answering this question said they do not charge interest and just 17.8 per cent said they do.)

### Collateral a 'Must' . . .

R.B. GUAM, Dick's Music Company, Henderson, Tex.: "If an operator required collateral or some other protection before granting a loan, location loans would cease to be a problem. But such is not the case. We all lose money on loans every year-as high as 40 per cent of the loan. The only way to stop loans is for all the operators in a given area to agree to stop them.'

NEW YORK OPERATOR (who asked not to use his name): "If we required those conditions (collateral, time period, written agreement, etc.) we would cause more hard feeling among location owners asking for loans than if we never loaned at all. The little we do loan we lose in almost every case where we loaned it outright. Currently, we take the location owner to the bank to indorse a note. They pay the bank every

THE COLLIS BROTHERS, Sewell, N. J.: "In our territory, loans-or 'advance commissions' as they are sometimes known-are accepted practice for new locations. It is, of course, practiced by other trades, too. We do not like it but at this time we must accept the location loan as part of our business. Our losses so far have been small."

Written Agreement . . .

GEORGE R. RHODES, Uniontown, Pa.: "Money for loans is very scarce in this district. A location needing cash for improvements will go to his operator first. The operator will loan the money on a written agreement which provides repayment from gross collections-the location's commission. If the location changes operators, the entire amount becomes due. We charge very little-if any-interest."

O.RODGERS, Rodger's Novelty Company, Salinas, Calif.: "If all music operating companies would insist on stricter terms for granting locations loans—written agreement, collateral, specified time periodfewer locations would ask for loans and there would be much less of a problem than there is today."

CARL M. JAYNES JR., Greent Amusement Company, Olive Hill, Ky.: "My locations do not use the loan as a form of blackmail-that is, threaten to switch operators if I don't loan money. Occasionally, however, I do loan my locations money, usually for short periods of time to help them over 'rough spots.' On such loans I do not charge interest or require secur-

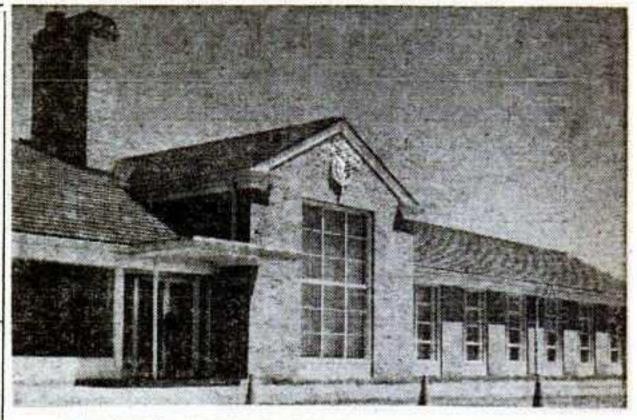
CALIFORNIA OPERATOR (who asked not to use his name); "If location loans continue, the small operator will have to quit. There are only a few small operators I know who can afford to make loans."

### No Problem . . .

WEST VIRGINIA OPERATOR (who asked not to use his name): "If operators required written agreements, specified time periods, and collateral, location loans would cease to be a problem. Because the operators I know here who have made loans without the proper conditions have not only lost their money but have also lost the loca-

CARL W. FISHER, Los Angeles: "Big cigarette operating companies are offering up to \$3,000 for a package deal on locations, I have learned. Under such conditions, how can the small operator survive? Unless the government steps in to take the loan business from operators and give it back to licensed loan companies, small operators cannot stand the competitive gaff from big operators with big money to spend on loans."

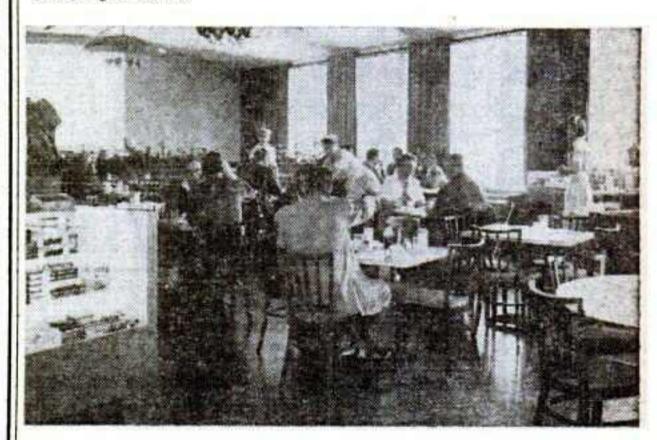
HENRY S. DURRELL, Orangeburg, S. C.: "All money in every business should be loaned by people in the loan business. A music operator is in the operating business, not the loan business. He should not be required to loan money to



TURNPIKE IN WHICH OHIO MUSIC OPERATORS have found new. profitable locations (The Billboard, October 20). Juke box is located in the coffee shop of each of four plaza locations of J. C. Music Company, headed by Jack Cohen, who in turn leases them to the A.B.C. Berlo Company.



JACK COHEN SEATED IN COFFEE SHOP OF ONE PLAZA. In each of four plaza stops, Cohen uses a 200-selection machine with 13 wall boxes and four recessed speakers. All machines operate at a dime, three for a quarter. Statistics from the Ohio Turnpike Commission reveal heavy traffic in these installations, one reason why takes on juke boxes are excellent. according to Cohen.



DINING ROOM OF ONE OF THE PLAZAS on Ohio tumpike, Each plaza offers food, fuel and rest rooms. Restaurant facilities include dining room, coffee shop and snack bar. Service plaza patrons appear to be well satisfied with their automatic music service. According to the turnpike commission, letters mentoning variety of music selections are received by restaurant managers from patrons enjoying a pleasant stop.

# 4 Gotham Coin Row Firms Must Find New Spots Jan. 1

nesses are on 10th Avenue, between 44th and 45th streets, which will become a garage and parking area.

Forced to vacate will be the Herman Distributing Company, local Rock-Ola outlet; Roost Records; Koeppel Distributing Company, juke box jobber and repair shop, and Furst & Schwartz, local Stoner distributor.

firm is seeking new quarters on

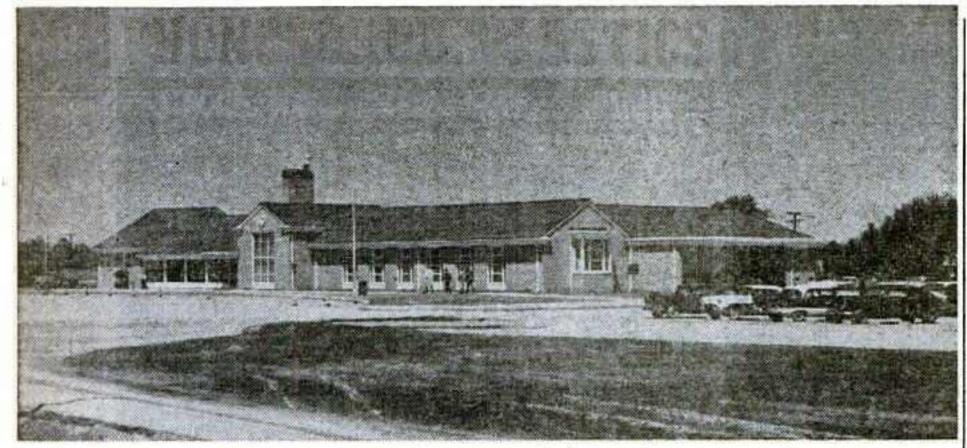
NEW YORK-January 1 or cation two blocks north, while Bill thereabouts will be moving day for Furst said his firm will move to four firms on Coin Row. The busi- | 567 10th Avenue. three blocks south.

The displaced firms are reluctant to leave 10th Avenue, which is the traditional center of the coin machine industry here.

# Rock-Ola Schools

Continued from page 74

Sam Galley, at Herman, said the Company, Louisville; Calderon Distributing, Inc., Indianapolis; 10th Avenue and is having trouble Brilliant Music Company, Detroit; finding what it wants. Harry Koep- Lake City Amusement, Inc., Clevepel said his firm has stockroom land; J. M. Novelty Company, space across the street, but that Youngstown, O.; Fabiano Amusewon't be enough. He, too, is scour- ment Company, Buchanan, Mich.; ing the avenue in search of space. Sanders Distributing Company, Finds Spot
Roost Records has found a loutors, Inc., Chicago. Nashville, and World Wide Distrib-



ONE OF 16 SERVICE PLAZAS WHICH ARE STRUNG along the Ohio tumpike at 20 to 30-mile intervals. Juke boxes in these spots have proved very successful, according to Jack Cohen, head of J. C. Music Company, Cleveland, who has equipment in four of them.

# 10c, Splits Keys to '57 Net

Continued from page 74

(Little Rock), Arkansas, are scheduled to move to dime play by fact in Memphis during the year. November 1.

Grid Plan

Dime play on a "grid plan" basis (changing over in complete ing the year in Nebraska, parts of sections of a city one at a time) California not yet converted, in is progressing in Washington. New York and Pennsylvania. Dime Dime-a-tune play became firmly play registered gains in some cities established in Salt Lake City and in Florida during the year. gained a strong foothold thruout Utah during 1956.

Dime play became an accepted The dime made headway during the year in parts of Missouri.

The dime picked up steam dur-

In fact, there were few areas across the country not affected by

stepped-up dime play activity during the year. Those areas in which there were very little 10-cent due largely to non-recurring startswitches appears to be limited pretty much to areas in the South, some Mountain States and in Midwest drought areas.

#### 10 Cents No Panacea

At the same time, many operators became increasingly aware during the year-as never beforethat dime play was by no means a panacea to their problem of narrowing nets in the face of increasing costs. New commission arrangements to insure a more equitable return to the operator is in order, tradesters agree. As more expensive equipment is bought and as salaries increase, as well as all costs of operating, 60-40 and even 70-30 commission splits, and front money will become as importantif not more so-than dime play alone. That is the feeling of many well-informed tradesters who see an essential selling job for the operation on overhauling present 50-50 commission practices. A good example of the work currently being done in selling commis-sions is that of Roy Small, concilia-tor of United Music Operators of Michigan (The Billboard, October

# M MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products. Services and Opportunities.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and dis-

played to best advantage. No illustrations

### **NEW ADVERTISING RATES**

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt.

RATE: 20¢ a word-Minimum \$4.00. CASH WITH ORDER

RATES: \$1.00 a line-\$14.00 per inch. CASH WITH ORDER Unless credit has been established.

or cuts permitted.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

### **Business Opportunities**

ROUTES FOR SALE ROUTES WANTED

We have established Routes and Buyers for Routes in all parts of Eastern Coast.
CIGARETTES, JUKE BOXES, GAMES,
SODA, SCALES, VENDING, ETC.
From \$5,000 to \$500,000. Whether buying
or selling for complete confidential service, LEADING ROUTE SPECIALISTS

LANE REALTY Forest Hills, N. Y 107-40 Queens Blvd.

### Help Wanted

PROMOTIONAL SALES ORGANIZATIONS— A 2-column vender, 15¢ and 25¢ play. Gillette Blades, also 25¢ play solid perfume, 2 column. Factory prices. Box 5101, Kansas City 30, Mo. \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

### Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust

### **Used Coin-Operated** Equipment

A-1 CIGARETTE AND CANDY MACHINES. \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18,

#### CIGARETTE---CANDY---COFFEE---CIGAROMAT — FACTORY DISTRIBUTORS —

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Wat-ling Scales, Whites Latex and Comb Vendor, Superior 5c Gum Machines, Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES P. O. Box 1068 Amarillo, Texas

### INFRA-RED **OVENS**

Will sacrifice 100 brand new portable, non-coin operated, Miller Infra-Red Ovens which are made for heating and toasting cellophane bagged sandwiches, Latest model tube type. Never used. Still in original cartons. Cost \$149.50

Will sell all or part for \$50.00 each.

Cellophane bags and I Sealer also available. Write

Box M-180 c/o The Billboard, CINCINNATI 22, OHIO

VENDING MACHINES, PARTS, ALL SUP-plies, Bail Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies. 1 Hersheys, 320 or 520 ct. Candy Costed Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens. new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chleago 12, Ill.

### Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices, Box 673, The Billboard, Chi-

USED VENDING MACHINES WANTED— 49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St.. Philadelphia 23, Pennsylvania. WANTED TO BUY—ALL MAKES CANDY Bar, Gum, Pastry, Cigarette, Coffee Ma-chines, 919 W. Highland Drive, Knoxville

WANTED TO BUY-100 USED 1¢ WEIGH-ing Scales. State price, condition, etc. Contact Tom Swedlund, 411 West "H" St., Hastings, Neb.

### THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

# Juke Box Operators! AARDELL TO ZORA!!

Horoscopes? No! Record Labels? Yes!

Did you ever wonder who makes that record that your locations inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just off the press -of The Billboard's

### MUSIC-RECORD PROGRAMMING and BUYING GUIDE

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus .

For record programming ideas for your machines . . .

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

Merchandising Division, The Billboard 2160 Patterson St., Cincinnati 22, Ohio

Yes, I want ( ) copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed.

My Name..... Company Name.....

Street Address.....

# Wurlitzer Sales Up 9% For 2d Qtr.

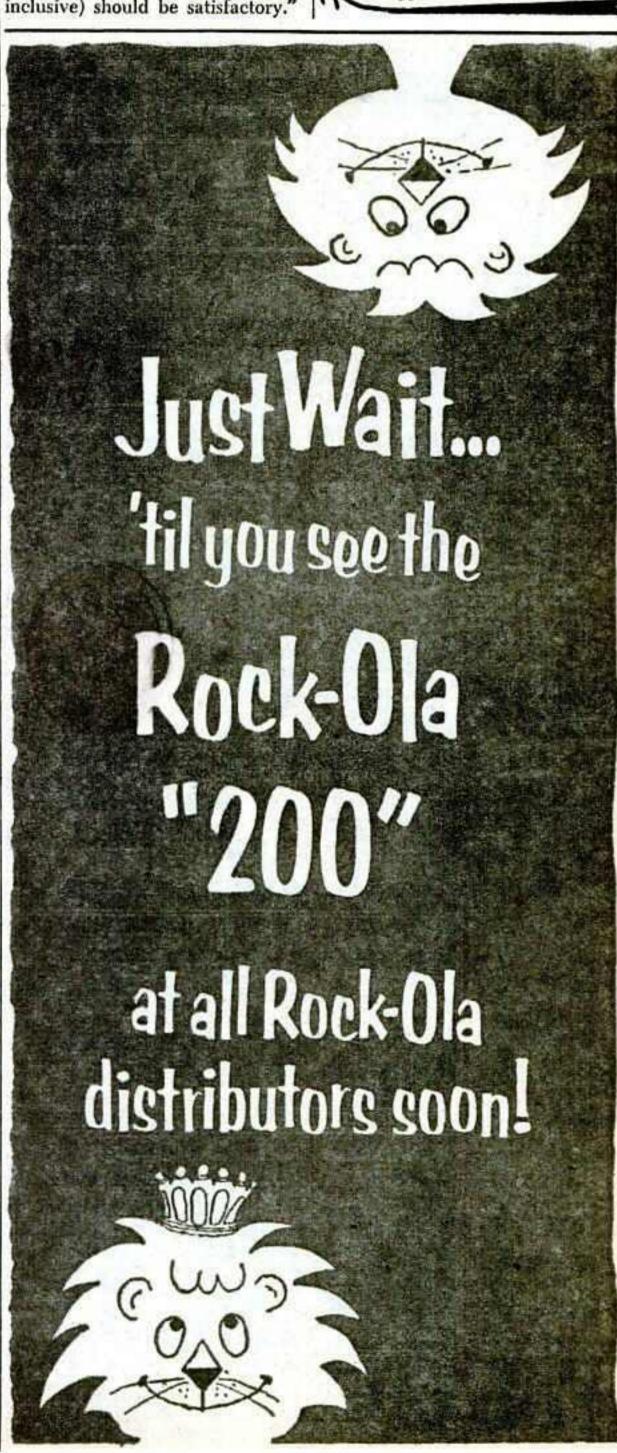
CHICAGO -- Sales of The Rudolph Wurlitzer Company for the second quarter (July thru September) were \$9,387,916, up 9 per cent from \$8,598,528 in the corresponding quarter last year. However, net earnings were down: \$131,491, or 16 cents a share of common stock compared to \$196,786, or 24 cents for the corresponding period last year.

Sales for the first six months (April thru September) were \$16,-464,810, up 2 per cent from \$16,181,769 last year. Net earnings were \$219,661, or 26 cents a share compared with \$304,011, or 36 cents for the same period last year. R. C. Rolfing, president, explained that the difference in earnings "during the first six months was ing costs at the new Corinth, Miss., plant."

All divisions of the company operated at a profit during the first six months. Said Rolfing: The music business is seasonal and if our business follows the pattern of prior years, which we believe it will, sales and profits during the last six months (October to March inclusive) should be satisfactory."



YOUR TICKET TO THE ADVERTISING COLUMNS OF THE BILLBOARD





THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

# How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

> Mean ATE.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE	EQUI	PMENT	
(For Four-Week perio	d ending	with iss	ú•
OCTOBER 2			70
ARCADE EQUIPMENT			MEAN AVG.
<ol> <li>WILLIAMS—         Sidewalk Engineer\$</li> </ol>	195.00	\$125.00	\$165.00
2. EXHIBIT— 500 Shooting Gallery	245.00	100.00	125.00
3. GENCO— Champion Baseball 3. EXHIBIT—Dale Gun	295.00 95.00		295.00 50.00
3. INT'L MUTOSCOPE— Photomatic	350.00	15121121165	350.00
B. GENCO—Rifle Gallery B. GENCO—Sky Rocket B. TELECOIN—Telequiz	225.00 295.00	125.00 250.00 95.00	185.00 295.00
MUSIC MACHINES  1. AMI-Model D-80\$  2. WURLITZER-1500	325.00	\$195.00 185.00	\$245.00 225.00
SHUFFLE GAMES  1. CHICAGO COIN—	•		
Tenth Frame Bowler\$ 2. KEENEY—Bonus Bowler. 2. BALLY—Magic	125.00	75.00	75.00
VENDING MACHINES  1. National M-9A	145.00	\$110.00	\$125.00
Rowe Candy Merchant     Stoner Candy	165.00	110.00	130.00 165.00
PINBALL M	ACHINE	The state of the s	
BALLY  1. Gayety  1. Gaytime  1. Ice Frolics  1. Variety	275.00 95.00	40.00	
COTTLIEB  1. Queen of Hearts	215.00 85.00 265.00	185.00 55.00 175.00	90
UNITED  1. Pixie	75.00 115.00	45.00 35.00 110.00	

PINBALI	. GAM	ES	
(4	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)\$	75.00	\$ 45.00	\$ 55.00
Beach Beauty (1/55)	375.00	299.00	355.00
Beach Club (2/53)	85.00	45.00	60.00
Beauty (11/52)	60.00	49.50	49.50
Big Time (1/55)	275.00	195.00	225.00
Bright Lights (5/51)	75.00	50.00	60.00
Bright Spot (11/51)	75.00	40.00	65.00
Broadway (12/55)	450.00	344.00	350.00
Coney Island (9/52)	65.00	35.00	40.00
Dude Ranch (9/51)	85.00	49.50	75.00
Frolic (10/52)	85.00	40.00	50.00
Gayety (3/55)	110.00	99.00	75.00
Caytime (6/55)	275.00	110.00	190.00
Hi-Fi (6/54)	95.00	60.00	60.00
Ice Frolics (1/54)	95.00	40.00	50.00
Miami Beach (9/55)	265.00	185.00	225.00
Nite Club (3/56)	525.00	445.00	465.00
Palm Beach (7/52)	75.00	39.50	65.00 .
Palm Springs (11/52)	85.00	49.50	65.00
Surf Club (3/54)	95.00	50.00	90.00
Variety (9/54)	150.00	100.00	135.00
Yacht Club (5/53)	75.00	45.00	65.00
COTTLIEB			120000 700
Chinatown (10/52)	85.00	55.00	\$ 60.00
Daisy Mae (7/54)	175.00	145.00	145.00
Derby Day (4/56)	265.00	175.00	240.00
Dragonette (6/54)	250.00	199.00	215.00
	235.00	200.00	225.00
Flying High (2/53)	85.00	65.00	60.00
Four Belles (10/54)	165.00	150.00	160.00
Gold Star (8/54)	150.00	135.00	150.00
Green Pastures (1/54)	135.00	75.00	125.00
Guys & Dolls (5/53)	95.00	45.00	75.00
Gypsy Queen (2/55)	185.00	175.00	185.00

3. Starlet ...... 250.00

2. Nine Sisters..... 125.00

1. Dealer .....\$ 85.00 \$ 39.00

3. Peter Pan...... 175.00 135.00

WILLIAMS

Harbor Lites (2/56)	1.00 125.00 160.00 1.00 115.00 115.00 1.00 100.00 375.00 1.00 69.00 115.00 1.00 139.00 175.00 1.00 95.00 110.00 1.00 75.00 90.00 1.00 75.00 90.00 1.00 289.00 315.00 1.00 39.00 55.00 1.00 175.00 175.00 1.00 185.00 185.00
Cabana (3/53)	\$ 45.00 \$ 50.00 \$ 50.00 \$ 45.00 \$ 50.00 \$ 5.00 \$ 35.00 \$ 375.00 \$ 5.00 \$ 65.00 \$ 75.00 \$ 6.00 \$ 65.00 \$ 75.00 \$ 6.00 \$ 35.00 \$ 50.00 \$ 6.00 \$ 110.00 \$ 125.00 \$ 6.00 \$ 215.00 \$ 235.00 \$ 6.00 \$ 45.00 \$ 45.00 \$ 6.00 \$ 50.00 \$ 70.00 \$ 6.00 \$ 150.00 \$ 175.00 \$ 6.00 \$ 45.00 \$ 45.00
Army & Navy (10/53) \$ 95 Dealer '21' (2/54) 85 Grand Champion (8/53) 125 Gun Club (11/53) 75 Hayburner (6/51) 95 Lazy Q (2/54) 75 Nine Sisters (1/54) 125 Peter Pan (4/55) 175 Sea Jockeys (11/51) 75 Sky Way (9/54) 145 Spitfire (2/55) 135	5.00 \$ 39.50 \$ 60.00 5.00 39.00 65.00 5.00 50.00 75.00 5.00 50.00 75.00 5.00 65.00 65.00 5.00 49.00 99.50 5.00 135.00 149.00 5.00 50.00 50.00 5.00 50.00 50.00 5.00 35.00 35.00
ARCADE EQ	DIFMENT
Code: AP—Auto Photo; B—Baily; C Ex—Exhibit; G—Genco; Gb— Mutoscope; K—Roovers; S— Shipman; I—Telecoln; U—Un ling	Seeburg; Sc-Scientific; 36-
Ex-Exhibit: G-Genco; Gb-Mutoscope; K-Roovers; S-Shipman: I-Telecoln; U-Uniling  ABT Challenger (5/46) 30 Atomic Bombers (M) 295 Auto Photo (AP)	Gottlieb; K—Keeney; M—Int'l Seeburg; Sc—Scientific; Sb—itted: W—Williams, Wa—Wat-
Ex—Exhibit: G—Genco; Gb—Mutoscope; K—Roovers; S—Shipman: I—Telecoln; U—Uniting  ABT Challenger (5/46) 30 Atomic Bombers (M) 295 Auto Photo (AP) 1800 Bat-A-Score (Ev) (8/48) . 145 Bert Lane Merry-Go-Round 350 Big Inning (B) (47) 100 Big Top (G) (6/54) 425 Bingo Roll 150 Champion Baseball (G) 295 Coon Hunt (S) (2/54) 175 Dale Gun (Ex) 95 Derby, 4 Player (CC) (3/52) 175 Lite League (W) (2/54) 75 Midget Movies (CC) 135 Moon Rides (B) (5/54) 295 Photomatic (M) (1/50) 350 Pitch'm & Bat'm (S) 175 Rifle Gallery (G) (6/54) 225	Gottlieb; K—Keeney; M—Int'l Seeburg; Sc—Scientific; Sb—Inted: W—Williams, Wa—Wat-  0.00 25.00 \$ 25.00  0.00 1495.00 125.00  0.00 95.00 105.00  0.00 325.00 325.00  0.00 325.00 335.00  0.00 125.00 150.00  0.00 125.00 150.00  0.00 125.00 150.00
Ex—Exhibit: G—Genco; Gb—Mutoscope; R—Roovers; S—Shipman: I—Telecoln; U—Unling  ABT Challenger (5/46) . 30 Atomic Bombers (M)	Gottlieb; K—Keeney; M—Int'l Seeburg; Sc—Scientific; Sb—Inted: W—Williams, Wa—Wat-  0.00 25.00 \$25.00 0.00 1495.00 1495.00 0.00 325.00 325.00 0.00 325.00 325.00 0.00 325.00 335.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 350.00 0.00 125.00 350.00 0.00 125.00 350.00 0.00 125.00 350.00 0.00 125.00 350.00
Ex-Exhibit: G-Genco; Gb-Muloscope; K-Roovers; S-Shipman: I-Telecoln; U-Uniling  ABT Challenger (5/46) . 30 Atomic Bombers (M)	Gottlieb; K—Keeney; M—Int'l Seeburg; Sc—Scientific; Sb—Inted: W—Williams, Wa—Wat-  0.00 25.00 \$25.00 0.00 1495.00 1495.00 0.00 325.00 325.00 0.00 325.00 325.00 0.00 325.00 335.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 150.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00 0.00 125.00 125.00
Ex-Exhibit: G-Genco; Gb-Muloscope; R-Roovers; S-Shipman: I-Telecoln; U-Unling  ABT Challenger (5/46) . 30 Atomic Bombers (M) . 295 Auto Photo (AP) . 1800 Bat-A-Score (Ev) (8/48) . 145 Bert Lane Merry-Go-Round 350 Big Inning (B) (47) . 100 Big Top (G) (6/54) . 425 Bingo Roll 150 Champion Baseball (G) . 295 Coon Hunt (S) (2/54) . 175 Dale Gun (Ex) 95 Derby, 4 Player (CC) (3/52) . 175 Lite League (W) (2/54) . 75 Midget Movies (CC) . 135 Moon Rides (B) (5/54) . 295 Photomatic (M) (1/50) . 350 Pitch'm & Bat'm (S) . 175 Rifle Gallery (G) (6/54) . 225 Set Shot Basketball (Munves) (6/52)	Gottlieb; K—Keeney; M—Int'l Seeburg; Sc—Scientific; Sb—Inted: W—Williams, Wa—Wat-10.00 25.00 125.00 125.00 105.00
Ex-Exhibit: G-Genco; Gb-Muloscope; R-Roovers; S-Shipman: I-Telecoln; U-Unling  ABT Challenger (5/46) . 30 Atomic Bombers (M)	Gottlieb; K.—Keeney; M.—Int'l Seeburg; Sc.—Scientific; Sb.—Inted: W.—Williams, Wa.—Wat- 1,000 25.00 \$25.00 125.00 125.00 125.00 125.00 125.00 105.00 125.00
Ex-Exhibit: G-Genco; Gb-Muloscope; R-Roovers; S-Shipman: I-Telecoln; U-Unling  ABT Challenger (5/46) . 30 Atomic Bombers (M)	Gottlieb; K.—Keeney; M.—Int'l Seeburg; Sc.—Scientific; Sb.—Inted: W.—Williams, Wa.—Wat- 1,000 25.00 \$25.00 125.00 125.00 125.00 125.00 125.00 105.00 125.00

78 RPM...... 325.00 195.00 \$245.00

Model E 40 (52) 40!		NI CHA	my
Model E-40 (53) 40 sel., 78 RPM	245.00	185.00	225.00
· 45 RPM	495.00	395.00	445.00
Model F-120 (54) 120 sel. 45 RPM	700.00	275.00	650.00
1438 (54) 120 sel., 45 RPM	485.00	475.00	\$475.00
1446 Hi-Fi 120 sel., 45 RPM	645.00	595.00	645.00
SEEBURG		200000000000000000000000000000000000000	17907 11.00000
M-100-A (49 100 sel., 45 RPM	265.00	200.00	\$225.00
M-100-B (51) 100 sel., 45 RPM	425.00	395.00	425.00
45 RPM	550.00	425.00	520.00
M-100-W	795.00	695.00	725.00
1250 (50) 48 sel.,	17222220	received by	
45 or 78 RPM 1400 (51) 48 sel.,	175.00	100.00	\$145.00
45 or 78 RPM 1500 (52) 104 sel.,	250.00	179.50	195.00
45-78 RPM Mix 1650 (53) 48 sel.,	395.00	185.00	225.00
45 RPM	450.00	325.00	325.00
45 RPM 1800 (W) (2/55)	650.00 845.00	550.00 695.00	575.00 775.00
SHUFFLI	E GAM	ES	
Ace Bowler (CC) (9/50)			\$175.00
Advance Bowler (CC)	100.00	95.00	95.00
Bikini (K) (6/54) Bonus Bowler (K) (3/54).	150.00	125.00 75.00	150.00 75.00
Carnival (K) (5/53) Cascade (U) (2/53)	85.00	65.00	85.00
Century (K) (6/54)	75.00 195.00	59.00 175.00	65.00 175.00
Classic (U) (6/53)	85.00 85.00	95.00 75.00	85.00
Clipper (U) (5/53) Clover Shuffle (U) (1/53).	315.00 115.00	265.00 59.00	275.00 65.00
Criss-Cross (CC) (11/53) Criss-Cross Targette	150.00	99.50	135.00
Deluxe (CC) (1/55) Diamond (K) (5/53)	150.00	99.50 160.00	160.00
Flash (CC) (9/54) Gold Medal (B) (3/55)	225.00 300.00	145.00 275.00	145.00 300.00
Hollywood (CC) (5/55) Imperial (U) (9/53)	275.00 195.00	265.00 95.00	275.00 175.00
Jet Bowler (B) (8/54) League Bowler (U) (1/54)	195.00 125.00	175.00 110.00	175.00 120.00
Lightning (U) (2/55) Magic (B) (12/54)	275.00 275.00	245.00 75.00	275.00 195.00
Mars (U) (1/55) Mystic Bowler (B)	215.00	185.00	195.00
(12/54) Olympic (U) (8/54)	245.00 75.00	175.00 49.50	245.00 70.00
Playtime Bowler (CC)	95.00	50.00	50.00
(10/54)	225.00	175.00	195.00
(8/54)	175.00 175.00	99.50 125.00	175.00
Royal (U) (8/54) Speedy (U) (8/54)	114.00 175.00	75.00 165.00	95.00 165.00
Super Frame (CC) (5/54) Targette (U)	155.00 199.50	100.00 135.00	100.00 145.00
Team Bowler (U) (1/54) Team Bowler (K) (10/52)	315.00 120.00	75.00 75.00	120.00 115.00
Tenth Frame (K)	70.00 65.00	35.00 50.00	70.00
Thunderbolt (CC) Triple Score Bowler (CC)	275.00	265.00	275.00
(6/53)	85.00 150.00	75.00 90.00	75.00 150.00
VENDING	MACH	INES	No.
DuGrenier (7 Col.)	50.00	45.00	45.00
DuGrenier (11 Col.) National M-9A (9 Col.)	115.00 145.00	65.00 110.00	65.00 125.00
National M-750 National 930	125.00	110.00 95.00	110.00 95.00
National 950 P X (8 Col.)	115.00 125.00	110.00 85.00	110.00 115.00
Rowe Crusader (8 Col.) Stoner Candy (6 Col.)	135.00 125.00	60.00 80.00	130.00 80.00
Stoner Candy (8 Col.)	165.00	110.00	165.00

80

# N. J. Market Debuts 1st U. S. Super With 24-Hour Vending

Rowe Egg Unit Bows; Others Vend Milk, Cold Cuts, Fish, Oleo

staples opened here Wednesday and chocolate milk in half pints. (24) at the Grand Union's new 48,860-square-foot outlet.

battery, consisting of four Rowe and cheese, while a third has and four Vari-Vend machines, is in canned meat and tuna fish, twoa wall alcove of the building. The pound sugar bags, donuts, evapobattery has no common front, but | rated milk and coffee cake. all machines are painted a pale blue.

Two new pieces of Rowe equipment were bowed at the installation. An egg vender, which holds 100 dozen eggs in vending posi-tion, was developed in conjunction with Cornell University and was field-tested there. Delivery mechanism eases the eggs down to avoid breakage.

A bread unit, with a capacity of 48 loaves, is housed in a cabinet slightly larger than the Rowe milk machine. Both these units are pilot models. Rowe is withholding, for the time being, production plans on these machines.

Other Rowe machines on the installation include a vender which dispenses five selections of cold cuts. This unit is an adaptation of the Rowe refrigerated sandwich

# Report Houston To Leave Rowe

NEW YORK-I. H. Houston, president of the Rowe-Spacarb Division of the Rowe Manufacturing Company, will leave his post in the near future, it was learned last week from a reliable source.

Neither Houston nor Rowe officials could be reached for confirmation. Houston, who was in charge of Rowe cup drink sales, joined the organization two years ago when Rowe acquired Spacarb, Inc. He had been president of Spacarb.

### N. Y. Coke Bottler Plans New Plant

NEW YORK -- The Coca-Cola Bottling Company of New York, Inc., will build a multi-milliondollar bottling and distribution plant in Brooklyn on a 170,000square-foot parcel.

The \$2,500,000 plant will replace the present plant and two warehouses in Brooklyn. It will be the seventh new plant built by the firm since World War II.

Cround will be broken in December and the plant is expected to be in operation by the summer of 1957. Potential production capacity is expected to be 100,000 cases a day.

# Lily-Tulip Annual Report Wins Award

NEW YORK-The Lily-Tulip Cup Corporation will be awarded the bronze Oscar of Industry at the Hotel Statler Monday night (29) for having the best annual report of the food container industry.

The award, which is made by Financial World, a weekly magazine, will be presented C. W. Gray-Lewis, Lily-Tulip president.

nation's first supermarket with 24- the two-selection milk machine, hour vending service in grocery dispensing white milk in quarts

One Vari-Vend unit vends butter, cheese and cream. Another The automatic merchandising dispenses four brands of margarine

selections of one-pound coffee, two City Council.

EAST PATERSON, N. J .- The | machine. The other Rowe unit is | selections of 48-bag tea and three selections of instant coffee.

Roof Overhang

The installation itself faces the street and is protected by a threefoot roof overhang. A sign above the battery, illuminated at night, iod were \$704,406,000, a gain of proclaims "Nite & Day Quik-Pik." All told, some 45 items are vended.

Opening ceremonies were attended by Mayor Louis Dodero, of. The other Vari-Vend has three East Paterson, and members of the

# Vending Emphasis Seen at Dairy Show

### Dairymen to Display Increased Interest In Outdoor Quart Milk Operations

for Profit: Men, Methods, Ma- vender; Ideal Dispenser Company, chines" will be the slogan for the half-pint, pint and third-quart milk 20th Annual Dairy Industries Ex- vender; Meyer-Blanke Company, position which opened at Conven- outdoor milk vender; Norris Distion Hall here Monday (29) and pensers, Inc., half-pint milk vendruns thru Saturday (3).

dising variety.

Outdoor milk vending machines will be a major point of conversation, altho ice cream venders won't be ignored either.

### Quart Machines

Dairy operators have made Lily-Tulip and Continental Can. strong inroads in vending during the last two years, as evidenced by tion, the following organizations the spectacular increase in the hold their annual conventions: number of quart milk machines, mostly on filling station locations, near metropolitan areas.

machines have been operated by the dairymen rather than the conventional vending operator. Exceptions have occurred when the operator works a deal with the local dairy to drop ship milk to locations. However, the operator will seldom attempt to stock and deliver the milk himself.

The difficulties for an operator in outdoor milk vending are considerable. First, the cost of the product to the operator is much greater than the cost to the dairy. Secondly, the operator usually lacks the special vehicles required to handle milk. Third, he lacks the specialized knowledge required to handle milk.

### Surplus Problem

operator is usually troubled with an ravioli, with beef in sauce; spa- will also be used. oversupply of milk. He can usually ghetti and meatballs, beans and Meanwhile Powell announced ing quarter a year ago. afford to sell his product at a low meatballs, vegetables and meat- that the new G. Washington Deprofit margin because of the large balls, beefaroni, egg noodles and luxe Vending Coffee will be ready volume. And, as milk is a perish- beef, chili con carne and beans, for distribution by December 1. able commodity, he will explore meatball stew, beans and franks, The new label gives the firm three every legitimate outlet to cut down lima beans and ham, and corned vending coffees-the regular V-300, the surplus. Vending machines ap- beef hash. pear to be the answer.

would lead to the necessity to go into candy, cup drinks and food to become vending operators.

Vending exhibitors at the show vending sales. will include Dariomatic, canned Plans call for national magazine cember 2-5.

ATLANTIC CITY--"Frontiers juice, cartoned milk and food er; Food Engineering Company, If previous expositions are a cri- cup milk vender; Rowe Manufacterion, the machines in the slogan turing Company, indoor and outwill be of the automatic merchan. door milk venders, and the Vendo Company, milk and ice cream venders.

### Suppliers at Show

Vending trade suppliers at the show will include the Walter Baker Division of General Foods, Blumenthal Bros.' Chocolate, Dixie Cup,

In conjunction with the exposi-Dairy Industries' Society, International, International Association of Ice Cream Manufacturers, Milk In most cases the outdoor milk Industry Foundation and National inquiries than any indication of Association of Ice Cream Manufac-

# R. J. Reynolds Cites Record Sales, Profit

NEW YORK--Sales and earnings for the quarter and for the nine months ended September 30 are at the highest point in the history of the R. J. Reynolds Company, according to a report issued last week.

Net earnings for the first nine months increased 12.3 per cent to \$46,029,000 from \$40,975,000 last year. Sales in the nine-month per-9.5 per cent from the \$643,129,000 of 1955.

Third quarter net earnings were estimated at \$16,512,000, or \$1.58 a share, compared with \$15,839, 000, or \$1.51 a share for the 1955 fendants named admitted the valiquarter.

Sales for the quarter were \$248, 603,000, an increase of 8.2 per cent over the \$229,656,000 a year ago.

# **Vendo Denies**

Federal Trade Commission's charge patents separately. that the Vendo Company illegally turing Company was released last Hedeman Issues acquired the Vendorlator Manufac-

Pierson stated that "the merger involves no monopoly but, on the contrary, will result in economies and increased competition to the advantage of the soft drink beverage companies and the public."

The FTC complaint said that Vendo's acquisition of Vendorlator may lessen competition or tend to crease a monopoly (The Billboard,

In the statement, Pierson said: "Our counsel advises that such citations are more in the nature of conclusions as to the subject matter

# FTC Charge on VMC Purchase

week by E. F. Pierson, Vendo 2 Huge Catalogs

October 27).

of the notice."

# Am. Home Foods Bows Can Line, New Coffee

NEW YORK — The American advertising with full pages in color Home Foods Division of the Amer- in Life, Saturday Evening Post and ican Home Products Corporation Ladies' Home Journal. Television has announced the introduction of and radio advertising will include a canned food line for hot food the Arthur Codfrey morning telemachines and a de luxe vending vision and radio programs, the

sists of the 12 following varieties: Coast, "Stage 7" on the East Coast On the other hand, the dairy Spaghetti, tomato sauce and cheese; and local spots. Local newspapers

The cans will be packed 24 to mium-priced brand. By the same token, it appears un- the case, with prices to operators likely that the dairymen will at ranging from \$2.64 a case for spatempt to do much in half-pint milk ghetti, tomato sauce and cheese to sell for \$3.15 a pound, 35 cents vending on industrial and transient \$4.62 a case for corned beef hash. more than the V-300. He explained locations. The feeling is that the Suggested vending prices range that it is designed for locations operation of half-pint machines from 20 cents to 35 cents a serving.

L. C. Powell, manager of insti-

"Love of Life" television program, The hot food line, packed under "Badge 714" in San Francisco, "I the Chef Boy-ar-Dee label, con- Search for Adventure" on the West

the economy V-25 and the pre-

\$3.15 a Pound

Powell said the new brand will which require coffee comparable to the brewed product.

The new coffee, along with the keep the location. And the dairy- tutional products, said that retail line of canned foods, will be dismen want to remain dairymen, not sales of the eight-ounce cans will played at the annual convention of the consolidated warnings of Sunbe promoted in co-ordination with the National Automatic Merchan-shine Biscuits and Gordon Foods, dising Association in Chicago De- Inc., which became a Sunshine di-

# Meterflo Suit **Against Robot** Settled Out Ct.

CHICAGO --- A patent infringen ent action brought by Meterflo Dispensers against Mr. Robot, Inc., has been settled out of court it was learned last week.

Dan Daniels, Meterflo president, and Jack Howe, Robot president, in a joint announcement, said the action brought in the U.S. District Court, Northern District of Illinois. was settled out of court on advice of Mr. Robot, Inc., by its counsel.

Mr. Robot, Inc., and other dedity of the Meterflo patents and admitted that Robot machines including the tube and cover assembly were an infringement of the Daniels-Meterflo patents.

Meterflo granted Robot a nonexclusive license for the term of its patents on a royalty basis with a minimum annual total royalty. Robot's license is for the manufacture of a fully automatic coinoperated bulk beverage vender only, and does not include the manual and coin unit as manufactured and marketed by Meterflo the past several years. Daniels said they do not plan to license CHICAGO -- A denial of the their tube and cover assembly

CREAT NECK, N. Y.—Hedeman Products, Inc., has released two of the largest catalogs ever issued in the automatic merchandising industry.

The larger one, 432 pages, is a drink vending parts catalog which was mailed to 5,500 operators. The smaller one, 260 pages, is a premix catalog for bottlers.

Listed in the catalogs are thousands of items ranging from water pumps to gauges. Operators who have not received copies may do so by writing Hedeman Products at Great Neck.

### Chicle Profits Ahead of 1955

NEW YORK--The American Chicle Company has reported that earnings for the first nine months of 1956 are running ahead of last

Net income for 1956 was \$4,-885,808, equal to \$3.42 a common share, compared with \$4,511,825, or \$3.16 a share in the like period of 1955.

Net income for the third quarter was \$1,590,913, equal to \$1.11 a common share, against \$1,481,018, or \$1.04 a share, in the correspond-

# Sunshine Earnings Show Slight Rise

NEW YORK--Net income for Sunshine Biscuits, Inc., for the nine months ended September 30, showed a slight increase over a like period last year.

The 1956 figure was \$4,834,080, equal to \$4.53 a common share, compared with \$4,814,776, equal to \$4.45 a share a year earlier.

Figures for both years represent vision last month.

SANITARY NAPKIN VENDOR

> Gray finish presents hygenically neat

Easily filled hopper holds up to 28 nopkin pockages.

This large-capacity machine is ideal for factories, schools, public buildings, restaurants, et al.

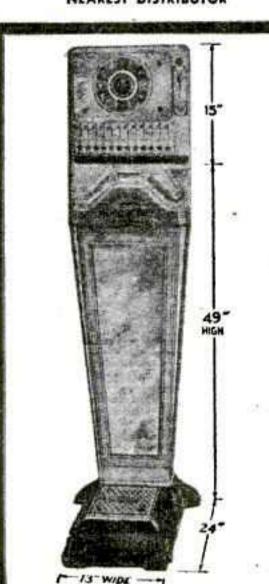


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DOWN

BALANCE \$10.00 PER MONTH

VATLING MFG. CO.

4650 W. Fulton St., Chicago 44, III. Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

### Charm Prices Up

NEW YORK-Samuel Eppy & Company, Inc., charm manufac-turer, amounced a slight price increase in his line. Reason for the increase, according to the firm, is the increased wage scale under the recently signed contract with the Toy & Novelty Workers of America, Local 223.

I. SCHOENBACH Distributor For Harmon Machine Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE OF WRITE FOR PRICES

# CIGARETTE AND

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywherecompare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model ...\$110.00 STONER 6-COLUMN CANDY, 102 capacity, prewar model ... 80.00 STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00 ROWE 8-COLUMN CANDY,

120 capacity DUGRENIER CHAMPION CIGARETTE, 11-column, king size ....... 65.00 DUGRENIER MODEL S 7-Column, king size. UNEEDA 6-COLUMN CIGARETTE.

All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D. All 30c conversions a vallable at \$20.00 extra.

308 Furman St. Brooklyn, N. Y.

TRiangle 5-1857

SCHOOLDAYS MEAN MORE PROFITS ...

> 4 VICTOR STANDARD TOPPERS...



PLUS 10,000 MIXTURE OF SNAP-ON BEADS and SNAP-ON ALPHABET BEADS

PLUS 25 LBS. OF 210 BALL GUM

Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED.

Syd Rubenstein Brooklyn 3, N. Y.

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(Foreign rate, one year, \$8)

Name.....

City..... State..... Zone.... State.....

Occupation......

COINMEN YOU KNOW

Chicago

By KEN KNAUF

Visiting at Chicago Coin Machine Company recently were Jack Rosenfeld, J. Rosenfeld Company, St. Louis; Al Simon, Chi Coin Eastern representative, and David Rosen, David Rosen, Inc., Philadelphia. All in to demand quicker deliveries, said Ed Levin, Chicago Coin director of sales.

Down from Australia was coinman M. Badran, New South Wales, stopping off at United Manufacturing Company. Gus Marin, in the United "green room," reportedly handicapping drinks now that the horses have stopped running.

Joe Robbins, Empire Coin Machine Exchange, seen at the Chez Paree with a coin machine delegation, including Francis Nardi, Ishpeming, Mich.; Bill Fannassy, Harrisburg, Pa., and Buzz Keulman, Antioch, Ill...Sam Lewis, Exhibit Supply president, out on the road last week, while Frank Mencuri, vice-president and director of sales, supervised the production push.

The many friends of Vince Shay, All State Coin Machine Exchange, were sorry to hear of the death of his younger brother, Bob Shay, 38, who died of a heart attack here Tuesday (23).

Mrs. Estelle Bye, Marvel Manufacturing Company receptionist, back from an extensive vacation in the Caribbean. Ted Rubenstein, Marvel chief, busy producing the new Break Pool conversion top. Ted's daughter, Dolly, is coming back with good grades and having a good time, too, at the University of Wisconsin, Madison.

Earl Feddick, Valley Manufacturing Company, Bay City, Mich., expected in the Windy City this week. . Loretta Cook, secretary to Ted Raynor, counsel for the Chicago Independent Amusement Association, reports the next association meeting is scheduled for Thursday night, November 8.

### Twin Cities

By JACK WEINBERG

Gerald Finsky, 35, associated with his father, Sam, in the cigarette vending machine business in Duluth, Minn., was killed early last Saturday (20) in an automobile accident near Bemidji, Minn, The day before Gerald Finsky also made news when a burglar broke into his truck and stole \$1,300 in machine collections.

Nate Gottlieb, of D. Gottlieb & Company, Chicago amusement games manufacturer, and his son, Shelly, were guests here of Harold

Lieberman, of Lieberman Music Company, Minneapolis, at the Minnesota-Illinois football game. Other coinmen attending the game were Izzy Alpert, of Twin Port Sales Company, Duluth; Bill Moss, of Atlas Music Company, Des Moines; Gabby Cluseau, of Grand Rapids, Minn.; Mr. and Mrs. Arnold Brevick, of Watertown, S. D., who also took the occasion to buy phonographs.

Harold Lieberman was in Chicago last week on business and before returning home took in the (Continued on page 82) 2600 W. FIFTIETH ST. - CHICAGO 32, HL.



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# COINMEN YOU KNOW

Continued from page 81

Notre Dame-Oklahoma football game at South Bend, Ind. Mr. and Mrs. Cecil Terveer, of Winona, Minn., who spent some time fishing in the Brainerd area, stopped off in Minneapolis to shop while en route home. Lawrence Schillinger, of Knapp, Wis., bought music on his trip to the cities. So did Ben Weiss, of Pine Ridge Service, Bemidji, Minn., who came in by airplane.

Mr. and Mrs. Morris Berger, of Duluth, shopped and visited relatives in Minneapolis, Mr. and Mrs. Hugh May, of National Specialty Company, Eau Claire, Wis., came in for parts. Gordon Stout, of

San Francisco, Calif.

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Pierre, S. D., was in the Twin Cities shopping last week. So was Jack Lowrie, of Lake City, Minn. Irving Sandler, of Sandler Distributing Company, Wurlitzer jobber here, and Bert Davidson, Chicago, regional sales manager for Wurlitzer, traveled thru the Dakotas last week. Sandler was due to go to Des Moines to be on hand for the Wurlitzer service school in his headquarters there. Reed Whipple, of the phonograph factory, was to be in charge at the Wednesday school.

Word from Archie LaBeau, of LaBeau Novelty Sales Company, St. Louis, is that he's getting ready to introduce the new Rock-Ola 200 phonograph to operators in this territory. J. C. Weber, of Weber Music Company, Blue Earth, Minn., recently purchased the old Harten route in his territory to add to his present operation.

#### New York

By AARON STERNFIELD

Young Distributing Company displayed the United Handicap and the Wurlitzer Model 2000 Wednesday thru Friday (24-26) at the Liquorama at Paterson, N. J. Some 6,000 tavern owners viewed the equipment at the whisky show. On hand from Young were Joe Young, Abe Lipsky, Allie Goldberg and Jenea Glenor.

Meyer Parkoff and Murray Kaye play host to New York operators Tuesday (30) at Atlantic-New York for the showing of the new color Seeburg. . . The Associated Amusement Machine Operators of New York holds its general membership meeting Thursday (1) at the Henry Hudson Hotel.

Runyon Sales is busy exhibiting the new Bally Balls-A-Poppin'. Last week the game was shown at Runyon's Hartford office, with Irv Kempner and Nat Gutkin acting as hosts. From the Bally factory in Chicago were Art Garvey and Paul Calamari. The other Runyon showing, at Newark, was hosted by Barney Sugerman, Abe Green, Felix Fleischmann and Gene Daddis.

Gabe Foreman and Mickey Wishinsky were at the Inventors' Show in Paterson, N. J., to exhibit their new bingo game.

### Milwaukee

By BENN OLLMAN

Walter Harloff, Love Amusement Company, is home recuperating from recent surgery and expects to be back on the job in about a month.

Eric Dyer, regional sales representative of AMI, spent some time here last week visiting the Paster Distributing Company headquarters. Another visitor here was Allen Nilva, of the Paster Distributing Company's main office in St. Paul. According to Sam Cooper, there has been a recent buying trend among operators in favor of the 80-selection AMI music machines.

Arnie Cutter, Hilltop Coin Machine Company routeman, joined the crowd of nimrods out hunting pheasants last weekend. He got one, he claims, just 45 minutes after the season officially opened, and that was the last one he encountered all day.

Johnny O'Brien, back from a distributors' meeting at the

Mercury Records headquarters in Chicago, reports that the Platter's "You'll Never, Never Know," and "Mama From the Train," by Patti Page, are tops with operators. Coinmen stopping in at the Major Distributing Company for their weekly wax supplies, included Les Haese, Regal Music, and Leslie Reder, L. & R. Distributing Company, and

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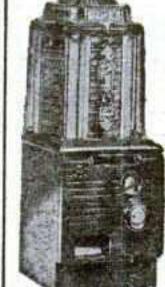
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Pistachio Nuts, Jumbo Queen .... \$ .80 Pistachio Nuts, Large Tulip ..... .77 Pistachio Nuts, Vendor's Mix .... .70 Pistachio Nuts, Sheik ..... Cashew Whole ..... Cashew Butts ...... Peanuts Jumbo ..... Spanish
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Tabby-Lets, 520 ct.
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Boston Baked Beans Jelly Beans ...... Licorice Gems. Leaflets (similar to M. & M.), 550 ct. Assorted Fruit Charms, 100 ct. Hershey-ets ..... Rain Blo Ball Gum, 40 ct. ...... 28 Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.
Rain Blo Ball Gum, 100 ct.
200 lb. minimum, prepaid, on all
Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct. Wrigley's Gum, all flavors, 100 ct. 43
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Minimum Order, 25 Boxes Asserted.

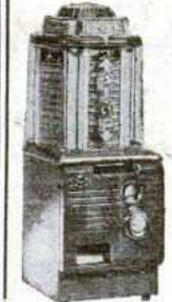
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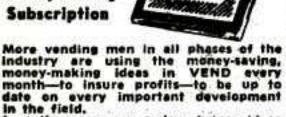
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Wally Blitz, of Sturgeon Bay, and Joe Halladay, Green Bay.

Clarence Smith reports that business has been holding up well. Music accounts for most of the rosy results, he says, and pool table takes have also shown improvement. Big project ahead for his firm, says Clarence, is remodeling and enlarging job for his headquarters. . . . One-stopper Stu Glassman, of Radio Doctors, and a trio of local deejays, motored to Chicago to view the Bears-Packer gridiron tilt Sunday.

Reid Whipple, Wurlitzer field service engineer, stopped off at the United, Inc., office where the staff helped him celebrate his birthday. Another Wurlitzer home office visitor was John Kern, credit manager of the phonograph credit department. . . . Also marking a birthday at the United, Inc., plant, was serviceman Joseph Hiller. . . . In town calling on the disk one-stoppers and equipment distributors were Ray Jenner. Waupaca; Johnny Barros, Merrill, and Chuck Hartman, Watertown.

Business is at a quiet stage, reports Harold Summerfield, of Southern Novelty. "We need new games to attract attention," he says. Meanwhile, he's spending his spare time cleaning up his rifle and waiting patiently for the deer season to open.

### Miami

By RAOUL SHAPIRO

Between the World Series and the near hurricane rains here, Miami coinmen were crying the blues. Now that normal weather has returned, collections are expected to pick up again.

Willie Levy, Mellow Music Company, off to New York to attend the funeral of his sister. Mel Schwartz, other half of Mellow Music Company, has his hands full. With Willie away, their mechanic decided to quit, and now Mel has to take service calls besides making collections.

Willie Blatt, of Music Makers. Inc., off to Havana on business. Also on business to Jacksonville and Orlando last week was Ted Bush, of Bush Distributing Company. Another guy taking to the air ways these days, but not on business, was Morris Marder, of M. & M. Service. Seems a couple of cousins of Morris' flew to Nassau from New York. Morris, anxious to see them, took wife, Mary, along and hopped over to Nassau. Arriving there, he found that his cousins had gone on to Jamaica. Not to be daunted, Morris and Mary grabbed the next plane to the island. After a 65mile trip by cab into the interior, they finally caught up with his elusive cousins.

Congratulations to Eli Ross, of Ross Distributing Company. Eli became the father of a nine-pound boy. Mother and son doing swell. Congratulations, too, to Mike Skolnick, of Music Makers, Inc., who celebrated his fifth birthday the other day.

Ronnie Shapiro, routeman for Continental Music Company, off to New York for the weekend to attend the annual dinner of the New York Music Operators' Association. As the guest of his boss, no less. Frank Brady, former routeman for Crosby Music Company, and now in business for himself in Pahokee, visiting town to buy records. Frank reports business picking up rapidly.

Another visitor in town getting set for the season was Jim Robbins, from up Lake Okeechobee way. Jim says that the recent torrential rains up that way hurt business for the week.

#### Boston

By CAMERON DEWAR

Balmy weather has kept business booming around the Hub, (Continued on page 85)

# Expertly

RECONDITIONED

ROWE DIPLOMAT Electric & Cols., 380 Cap. 25¢ & 30¢, King or Reg. .....\$ 95.00 ROWE DIPLOMAT Manual 8 Cols., 380 Cap. 25c & 30c, King or Reg. ..... 105.00 ROWE CRUSADER 8 Cels., 360 Cap. 25c & 30c, King or Reg... 100.00 ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg. . . LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg... 75.00 LEHIGH PX Manual 8 Cols., 320 Cap. 25c or 30c, King or Reg... 90.00 DuGRENIER 7 Cols. 270 Cap. 25c or 30c, King & Reg. ..... 50.00 EASTERN ELECTRIC 8 Cols., 290

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Communications to 188 W. Randolph St., Chicago 1, Ill.

# Pool Table-Top Sales Spurt As Ops Move to Hike Play

of the country, are getting good support from the new types of remarket.

The table tops, with different ball hole and bumper arrangements, and accompanied by numbered balls and game rule cards, make possible a great many variations of play on the regular bumper table.

Ted Rubenstein, head of Marvel Manufacturing Company, Chicago, one of the principal manufacturers of new table tops, reports sales on these tops have tripled over the past month.

Indications are that the new tops have caught on thruout the country. Rubenstein explained that operators are getting ready for the winter, and in absence of any really new attraction in coin games, are adding new attractions to the pool games they now have on locations.

Nationwide Demand

Charles Nicholas, owner of Marvel Billiard Supply Company, Chicago (not connected with Marvel

# 15,728 Games, **Jukes Licensed** In Chi This Year

CHICAGO --- A total of 15,728 coin - operated amusement games and juke boxes have been licensed to date this year in Chicago.

Of this total, 9,538 are juke boxes, 6,190 are amusement games This year, for the first time, the City Collector's Office gave the breakdown on numbers of jukes and games. In other years the figures were lumped together.

A total of 11,610 games and juke boxes were licensed here during 1955. The big hike in licensed machines this year can be attributed mainly to a concerted drive by city enforcement officers to insure that operators purchase licenses. It is doubtful that the actual number of machines in operation has increased very much, if at all, over 1955. However, the coin pool game boom certainly had some effect on the totals.

### Most Purchased Early

Both games and juke boxes are licensed at a rate of \$25 per machine per year. While more machines will be licensed before year's end, operators customarily make the bulk of their license purchases early in the year. The present license system does not provide for "pro-rating" of licenses. Thus operators must currently pay as much for a game license purchased near the end of the year as they do for one purchased in January for the full 12-month period. Operators hope that this system will be corrected before 1956 licenses are purchased.

Of the 15,728 total licenses purchased, 13,695 were bought before the end of April. Since then, operators have moved many of their shuffle bowler games back on location, as grosses from coin pool games leveled off appreciably. Also accounting for some of the yearend license purchases were the numbers of new 200 - selection model juke boxes moved into locations in recent months.

CHICAGO—Grosses from coin | Manufacturing), another local sup- | on table tops are double what they pool games, which have held fairly plier, said that while demand were a month ago. Monarch, steady for operators in many areas | dropped off for a few weeks during | which also does on-the-spot conthe hot weather, table tops are now placement table tops now on the are coming in from New York to types of tops, including two, three are growing conscious of the customers' move to the indoors with in the absence of a good new locathe cooler weather and the resulting increase in location play. His ing out good receipts for the operafirm has a stock of 10 different tors," Pieri stated. types of table tops for both regular and king-size tables. Rotation play on the tables, he said, is going here, which has introduced a num-

Machine, Inc., Chicago, said sales

verting of old tables to tables with again enjoying top sales and orders new tops, is selling four different California. Nicholas said operators and four-hole models, as well as complete new games. "The games, tion game, are consistently grind-

Numbered Balls, Bumpers Champion Distributing Company ber of new model tops over the Charley Pieri, Monarch Coin past few months, recently bowed a

(Continued on page 87)

# Top New Coin Units Follow the Crowds

Shop Centers, Depots, Airports Get Pick Of Amusement Pieces; Taverns Waiting

By KEN KNAUF

CHICAGO—While the nation's taverns still await a new-type coin game attraction, the more specialized locations-store chains, transportation depots, airports, supermarts and outdoor spots-are get- Prayer Vendor, Genco Manufacturting some of the most appealing ing & Sales Company's Davy pieces of coin machine equipment Crockett gun game, Bally Manuthey've ever had.

Along with the trend by operators to move into new types of locations is the growing efforts of manufacturers to supply such operators with new types of equipment. Stimulating the swing of many operators to new locations is the quickly increasing number of locations made available to them. Heading the list is the spurt in the number of amusement locations in outlying city areas.

Kiddielands, parks. department stores and variety stores located in the new shopping centers all call

### San Antonio Pins Still Face Barrier

SAN ANTONIO -- Pinball games will continue to face rough going in San Antonio, police captain R. D. Allen indicated last week. He said that he had turned down a proposal that the games be allowed to operate freely here.

The police have been maintaining a watch against the machines since Bexar County grand jury earloperations.

ing a pinball firm had complained to him that the firm has 300 pinballs "rotting" in a storehouse. He said the attorney requested that the machines be relocated in taverns and other establishments without harassment from the police. The attorney, Allen said, gave assurances that the machines would be operated strictly on a basis of "for amusement only."

Altho it is not illegal to have machines that are for amusement only, Allen has said that he considers use of such pinballs as an "act of defiance." His policy is to make it difficult for a tavern owner who has the machine on his premises to keep or renew his wine

or beer permit. Allen said 10 pinball "suppliers" are still in the city "hoping for a chance to re-install their machines." He estimated about 1,500 machines are now in storage in the off, G. I. Specialty; Don's Vending,

for amusement equipment to entertain their customers, high among them the moppet delegation. Variety of Equipment

Such new pieces of equipment as International Mutoscope's Lord's facturing Company's Bally Bike, and Williams Manufacturing Company's new Puppet Show, are providing operators with appealing new coin machine attractions.

The new equipment is now being combined with such old mainstays as horse kiddie rides, regular .22 rifle games, pistol units and kiddie scoreboard.

duced to this market over the past the units are being tested in New (Continued on page 87) York area arcades.

# Canada Moves Chi Coin Ships To Enforce Ban on Pins

TORONTO-An aftermath of the recent Supreme Court of Canada decision making pinballs illegal is the warning from Ekso Roberts, attorney general of Ontario, that shopkeepers with the machines face prosecution.

The ruling from the Supreme Court went against a Montreal pinball operator. Operators or distributors of pinballs would be prosecuted even tho no prizes were given out. Roberts said that police would give just one warning and if not heeded prosecution would follow.

The machines are illegal in the city of Toronto proper, but are licensed in many suburban sections of the city upon payment of fees. They are licensed in other major population centers such as Hamilton, Ont., and St. Catharines, Ont.

# Capitol Preems Hit-a-Miss Unit

NEW YORK-Capitol Projectors announced that it has gone into production on the Hit-a-Miss conversion for stationery gun games. According to Sam Goldsmith, Capitol executive, the unit available in a match play model, will be displayed in Chicago, No- Super Championship. vember 25-28, at the annual convention of the National Association shuffle bowling game to be introof Amusement Parks, Pools and duced on the 1956 market.

Goldsmith explained that the the scoreboard a pin-up girl every of 60 pin-ups may be shown on the

Price, he said, will be under Other such equipment intro- \$400. He added that about 50 of

conversion works by lighting up on time the target is hit. A maximum

# Witsen Preps

PHILADELPHIA --- Abe Witsen, of International Scott Crosse here, will open the newest link in his chain of arcades here in two weeks when he installs 25 machines at the new Greyhound Bus Depot here. He already operates arcades in the city's three railroad stations.

The location should be one of the busiest in the city, as the depot is sandwiched in between two of the city's largest office buildings. The machines will be placed be-

Meanwhile, Witsen said his export business, mostly to Europe dent, Broad Street Trust; Homer up, with an average of 50 pieces

# Balls-a-Poppin' Preems At Scott-Crosse Show

PHILADELPHIA -- The Inter- | McAdoo Vending; Bob Miller, Ninational Scott Crosse Company's lon Brothers; E. Ballin, Model showroom here was visited by more Vending; J. Palermo; Vito Palethan 100 operators and distributors jins; Joe Silverman, manager of the tween the restaurant and waiting Tuesday and Wednesday (23-24) Amusement Machines' Association as Abe Witsen, ISC president, was of Philadelphia; Sam Synderman, host at the first public showing of Mel Missimer Jr., Pioneer Amusethe new Bally pin game, Balls-a- ments; Ed McHenry, vice-presi- and North Africa, has been picking

It was open house both days, as ier this year investigated pinball operators ate, drank, talked shop and heard the game explained by Allen said an attorney represent- Art Garvey and Paul Calamari, who came in from the Bally factory in Chicago.

> The guest list included Carl Annas; Ray Erfel, vice-president of the Broad Street Trust Company; Sam Snyder; Sam Gavin; Bill Beard; Louis Zayon; Hy Pearl, Trenton (N. J.) Amusement; Casper Shirlig; Joe Medvene; Larry Ash, Active Amusement; Al Swerze, Albee Amusement; Irving Shapiro and Nate Greenspan.

Herman Rosman, Frank Urban, William Slow, George McGrady; H. Rothstein and Al Rodstein. both of Banner Specialty; Max Bushwick, Harry Stern, Steve Zaferis, Marvin Zayon, Joe La Bove, George Britton, Irving Britton, Frank Rossi, Snubble Sloan, Ed Leopold, Charles Cohen and Fred

Jerry Locks; Al Dally; Bob Ros-Hi-Grade Amusement, D&L Coin,

# (Continued on page 92) being shipped out a week. WILL U. S. HIGH COURT GET PIN CASE? TIME SHORT

WASHINGTON-Will the U. S. Court of Appeals' ruling that in-line pinballs are not gaming devices under present federal laws be taken to the U. S. Supreme Court? This decision is up to the U. S. Solicitor General, who was given 30 days from the date of the ruling, September 28, to make up

Now the Solicitor General has asked the Appeals Court to extend until November 27 his deadline for making the decision. It is expected that the Solicitor General will be notified this week whether or not the extension will be granted.

Pinball operators around the nation generally feel that the decision has opened the way to expansion in this field.

It is important to point out that the court does not rule on whether or not the pinball machines in question are gaming devices or not. As the Appeals Court states in the decision: "The question here is not whether pinball machines are gaming devices or games of chance; that they are may well be conceded. The question is rather: are pinball machines embraced within the term 'so-called slot machines.' Congress has clearly indicated that they are not." (See complete decision, The Billboard, October 13.)

# Championship, Shuffle Bowler

CHICAGO -- Championship Bowler, a new shuffle bowling game with a special handicap score feature, was shipped to distributors last week by Chicago Coin Machine Company.

Up to six players may compete in one game. Before beginning a game, players press a handicap button on the front molding to set handicap scores. Each time the button is pressed, 10 points are automatically registered on the backglass for any of the players. Thus, "weak" or "average" players may begin the game on an even score basis with the more skilled players.

Championship Bowler utilizes authentic bowling scores once handicap points are apportioned to the players. Handicap points may be used, or not used at players' option. "Easy, regular and hard" scoring selections can also be made by the players.

The game has the extra large pucks and pins, a newly designed de luxe cabinet and steel front door. List price is set at \$750. The game is equipped with a National slug rejector coin chute. Measurements are eight feet by two feet.

Championship Bowler is also

The new model is the fourth

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# COINMEN YOU KNOW

Continued from page 83

with the result that both operators and distributors are looking on the bright side of grosses. The general feeling is that the fall season has been as good as the best year and the prospects are excellent for a splendid winter.

Ed Ravreby, of Associated Amusements, Inc., is finding

# \$870 Mil for **Participating** Fun in 1954

Continued from page 1

In other amusement areas, coin-operated amusement device establishments jingled to the tune of almost \$239,000,000 in 1954, and all other amusement and recreation services not broken down in the census totaled \$181,000,000.

Money spent on the coin operted amusements offers a striking contrast between the two census years. Against the 1954 take of \$239,000,000, in 1948 the coinops took in only \$99,100,000. The 1954 census lists coin-op amusement device establishments as totaling 6,045 in number, as against only 2,432 "coin-operated amusement device services" in the earlier census year.

> Reg. U.S. Pat.

the move to a bigger plant worthwhile after six months in the new quarters. Ed has just added two new servicemen, Robert Goodman and Leo Wingarten, to his payroll. His showing of the new Rock-Ola phonograph will be held soon.

Si Redd, Redd Distributors, is taking advantage of the fall days to go fishing on Cape Code, while Sales Manager Bob Jones takes orders on the new Wurlitzer and shuffle bowlers which have picked up now. . . . Louis Blatt, Atlas Distributors (AMI), also relaxing at his New Hampshire summer home while the good weather holds.

Jerry Flatto, Boston Record Distributors, giving his new missus a treat by taking her to hear Teresa Brewer at Blinstrub's big boite. Jerry reports the thrush's visit is bringing a demand among operators for her recordings. . . . Dick Mitchell, of Dick's Records, also indulging his wife at the steak dinner and cocktail party put on by Capitol Records at the Statler Hotel.

Louis Gilman, Beacon Vending Company, who got himself into

## **Pirate Gun Hits** Top Sales Mark For United Mfg.

CHICAGO-Pirate Gun, United Manufacturing Company's new .22 rifle game, introduced last month (The Billboard, October 13), has set a new sales mark for gun games for the company, Bill DeSelm, sales manager, reported last week.

The game is the latest of a long

line of compact .22 rifle guns produced by the firm since these games first drew attention on the market in April, 1954.

Pirate Gun has a rolling ball feature, with players shooting at the balls to knock them off a track. Another main target is a large figure of a pirate, the head of which flies back when hit. Other pirate targets and two gaslight targets that "go out" when hit complete the target scheme. A special time bonus feature awards extra points for fast, accurate shooting.

There is still time . . .

politics recently by being elected | a State committeeman, is now spending all his spare time acting as business agent for Edward J. McCormack, nephew of Congressman John McCormack, who is running for State's attorney general.

Ralph Ridgeway, Springfield, in shopping for music, says Western Massachusetts operators are gaining in their fight for 10-cent play and expects to see a solid front by the beginning of the year.







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# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 1-Associated Amusement Operators of New York, general membership meeting, Henry Hudson Hotel.

November 5-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.

November 6-Anthracite Music Operators' Association,

monthly meeting, Wilkes-Barre, Pa. November 7-Music Operators' Society of St. Joseph's Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind. November 7-Summit County Music Operators' Association,

monthly meeting, Akron. November 8-Chicago Independent Amusement Association,

monthly meeting, Congress Hotel, Chicago. November 8-Massachusetts Music Operators' Association,

monthly meeting, Beaconsfield Hotel, Brookline.

November 9-California Automatic Vendors' Association, bi-monthly meeting, Colonial Room, Ambassador Hotel, Los

November 13-Western Massachusetts Music Guild, semimonthly meeting, Ivy House, West Springfield, Mass.

November 13-Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.

November 14-Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O. November 17-New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N. Y.

November 19-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 20-Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago. November 21-Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

November 25-28-National Association of Amusement Parks, Pools & Beaches, annual convention, Sherman Hotel, Chicago. November 26-Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

November 27-Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York, N. Y. November 27-Western Massachusetts Music Guild, semi-

monthly meeting, Ivy House, West Springfield, Mass. December 2-5-National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.

December 3-Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

# 50 Wis. Ops

• Continued from page 74

who attended the class sessions, includer: Val Andreas and Chuck Andreas, Oshkosh, Wis.; Frank and Robert J. Martin, all of Kenosha, Wis.; C. B. Ross and E. A. Novelties, Mukwonago, Wis.; Or-

The following Milwaukeeans signed the roster: Bert Liesch; Otto Hadrian; Max Silsby and Ken Kulow, Kendou, Inc.; Walter Braun; Robert H. Grams; Edward A. Beck, Ray Ubright, Richard Barca, Jack Krueger, Chet Pauloni Kroll, Andy Hood, and Ronald Burkhardt, of Mitchell Novelty Company; Carl Staska, L. & R. Whitely, C. & W. Vendors, South Distributing Company; Charles Milwaukee; Jerry Reier, Trugar Stanke, Al Kunze and Michael R. George, Harry Cisler Music Comville Adams, L'Anse, Mich.; C. pany; Donald Jacobs, Angel Enter-Brunet and son, Escanaba, Mich.; prises; E. and R. Puzia, AAA Charles Miller and Sam O'Connor, Vendors; Dave Jakubowsky; Ray A.&M. Distributing Company, Ra- Aussein; Ernest Spitznagle; Victor cine, Wis.; R. F. Suchomel and Kobylarz; Tony Lemkowski, Bernice Cohick, Madison, Wis.; G. & W. Vendors; Clarence E. Ralph Klatt, Beaver Dam, Wis.; DeMelle; Robert Harding; Earl M. H. J. LeFeber, Sturgeon Bay, Wis., and Robert Klement, Fort Atkin-pany; Pat O'Neil; Russell Leibundgut and Donald Hoerig.

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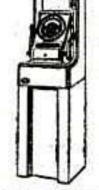
The new top. Designed exclusively for Rotation Pool. The only game for balls numbered 1-5 red and 1-5 white or 1-10. Brand-new 32x48" Novoply Board with 4 holes, live bumpers, screened top-grade Billiard Cloth and instruction card. Fits all conventional ball returns. Specify #1-5 or #1-10. \$29.95 each SPECIAL DEAL: Pyramid Pool Game Top, New Rails, Set of Rotation Balls (specify numbers) and 4 Brunswick Cue Sticks. All for \$55.00. 3833 W. Division St. Chicago \$1, Ill. Phone: Albany 2-3272





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then answering ads . . . Say You Saw It in The Billboard

### Table-Top Sales

• Continued from page 84

new top, Pyramid Pool, in answer to demand. Michael Detsek, Champion owner, said that the new model was originally scheduled to be introduced later in November. The game has numbered balls and numbered playfield bumper posts. Champion now has a line of nine different pool table tops.

Latest Marvel Manufacturing Company table top features a 15ball game, with balls racked up in front of one of the two ball holes to start game. One player breaks the balls, then must sink all balls of one color; his opponent, the balls of the other color. Game is played with a larger, 21/4-inch cue ball.

A special rack pool game without ball bumpers has been produced by J. H. Keeney & Company especially for sales in the Detroit city area, where games with ball bumpers are not licensed.

Boosts Chi Receipts

Chicago operators, who have felt a drop-off in pool grosses during the summer, report the new tops have revived the game to marked degree. Average takes on the regular models were down to \$5 a week, but have since climbed to about \$9 with the new tops added. Operators generally figure they can make the switch at a cost of under \$50, including new top and new numbered balls. They say the rotation play goes best on jumbosize tables.

Operators report best results with brand-new table tops, as opposed to games which have been converted by removing ball bumpers, filling in ball holes and replacing the cloth. The new versions of pool play do especially well where the regular game has received good play and players want to try rotation, Kelly and other break pool games. The new versions of the game first began to take hold on the market early last summer (The Billboard, June 2).

### **New Coin Units**

Continued from page 84

year includes Williams' Sidewalk Engineer, kiddie bulldozer game, Crane, kiddie construction piece, and Select-a-Train, electric train game; Chicago Coin Machine Company's Steam Shovel, kiddie con-struction piece; Bally's Model T car kiddie ride and Bull's-Eye pistol game; Exhibit Supply Company's new model card venders, and Capitol Projector Corporation's Drive-In Theater, kiddie ride-sound movie combination.

Prayer on Penny

The new model Lord's Prayer machine gives the player the impression of stamping the Lord's Prayer on a copper penny. Actually, when the player inserts a penny, along with a dime, he receives a copper token with the prayer inscribed.

Davy Crockett, the new Genco gun game, features a .22 rifle unit designed for the moppet trade. A special pedestal to accommodate the shorter kiddies is shipped with the game. Target field consists of animal and Indian figures.

Bally Bike, latest Bally kiddie ride, is a miniature model of a policeman's motorcycle with all the pertinent accessories, including a screaming siren (which can be toned up or down by the operator to fit the location). It's a two-seater and has foot-pedal acceleration, speed gauge and realistic motion.

Williams Puppet Show is expected to be introduced to the trade in the near future. It has already been exhibited at the new studios of the Universal Recording Company, Chicago. It features but-ton-control or a large puppet figure and appropriate music selections

# LATE TOPS

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GIANT SIZE BUMPERS . LIVE RUBBER BUMPERS BEST QUALITY RUBBER-BACKED BILLIARD CLOTH

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ROADWAY 365	PALM SPRINGS 75
MIAMI BEACH 225	STARDUST 295
AYTIME 175	STARLET 225
AYETY 110	PIXIES 225
IG TIME 215	TRIPLE PLAY 175
ARIETY 125	HAWAII 75
	Secretary and the second secon

# ARCADE EQUIPMENT

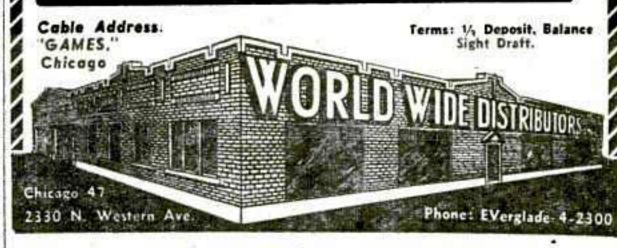
Genco SKY ROCKET ........\$295 Ex. SHOOTING GALLERY .......... 125 Ex. SIX SHOOTER
Seeburg COON HUNT ...
Wms. KING OF SWAT ...
Un. SUPER SLUGGER Wms. ALL STAR BASEBALL ...... 175 Lane MERRY GO ROUND ....... 325 ROCKET PATROL KIDDIE RIDE .... 195

### POOL **TABLES**

All Makes and Models WILLIAMS, KEENEY EXHIBIT, GENCO from \$50

### GAMES 5-BALL

REGATTA \$175
PICCADILLY 295
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"8" BALL 65 HARBOR LITES 225
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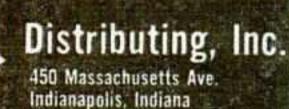
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#### IN-LINE PINBALL 5 BALLS ARMY-NAVY .....\$ 49.50 GAMES LAZY Q ..... 65.00 BALLY NINE SISTERS ....... ATLANTIC CITY .....\$ 49.50 TWENTY GRAND .......... 35.00 BEACH BEAUTY ..... 345.00 CROSS ROADS ..... BIG SHOW ..... Write OLYMPICS ..... BEACH CLUB ..... 49.50 DIAMOND LILL .......... 195.00 BEAUTY ..... 49.50 ARABIAN NIGHTS ...... 135.00 BIG TIME ..... 225.00 BRIGHT SPOT ..... 75.00 SHUFFLE GAMES DOUBLE HEADER ...... 545.00 GAYETY ..... 125.00 BALLY ABC BOWLER ...... Write GAYTIME ..... 225.00 BALLY JET .....\$175.00 HI-FI ..... 60.00 BALLY MAGIC BOWLER ..... 245.00 MIAMI BEACH ..... 225.00

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# Facts on Stops

· Continued from page 74

lowed on any part of the free highways to which the Federal Covernment has contributed.

In cases where a State-built turnpike such as the Ohio Turnpike (see pictures elsewhere in this section and article in The Billboard, October 20) happens to coincide records. with the route planned for the big link-up in U. S. highways, the commercial places (such as Ohio's service plazas) can be built only if the State keeps its road a toll road and takes no federal aid.

On federally aided new highways, still in the planning stages, and commercial enterprises will have to be off the right of way on side roads where points of access are planned.

State highways - as opposed to State toll roads-will have many more points of access than the latter because the federal plan for the roads is to serve local areas as well as to skim off long-distance travelers. In addition, there is the prospective increase in all types of business resulting from the highway system - new manufacturing industry, new highway retailers. Some federally aided State highways completed under older legislation-not the 1956 Federal Road Act-have already demonstrated the influx of new business resulting from highway linkage.

FEATURE by Williams

National Slug Rejector is standard equipment

### Tom Bean

· Continued from page 74

which have been purchased by Bean thru the year, and others which will be purchased, are 200selection models. He plans to make use of extended play records and to experiment with favorite classicals, as well as rhythm and blues

#### Variety of Locations

Because of the large variety of spots in which Bean operates, his "music menu" is a peculiar problem. He has more than a dozen 100-selection machines in prime tavern locations which are made up entirely of rhythm and blues records, but, on the other hand, there are more than two-dozen locations where rhythm and blues However, federally aided free disks do not figure in the picture at

> In buying games, Bean is currently in something of a quandary. inasmuch as legislation against pinballs has spoiled many of his plans. His buying plans must await legislative action now pending.

> Price will be a major factor in buying games and less important in phonographs for the remainder of 1956, Bean said. "We try to pay cash for all games," Bean commented, "as we feel that most games have an earning life of only about six months. Rather than drag payments out over a long period of time, we prefer to take the gamble on the original purchase price. We have tried to follow this policy for the last several years, and consequently we do not ask for credit of any kind in game purchases."

#### Performance Counts

Where phonographs are concerned, Bean's major interest is in the performance and popularity of the machine rather than the price. He usually asks for 24-month terms on phonographs, paying from 20 to 331s per cent down, and attempts to pay off on the individual contract as rapidly as possible, usually well ahead of the term limitation.

"Most of our credit buying on phonographs is necessary because we make a lot of wall box installations," Bean said. "In this case, two-year credit and a lower downpayment is usually used. Where we buy a single phonograph, with less installation problems, we either try to pay cash for it or to buy it on a short-term purchase with less interest involved."

Bean plans an aggressive merchandising program at every spot, which will make use of signs announcing hit favorites and rhythm and blues records to be found on the juke box, servicing of all locations with nickels and dimes, and replacement of phonographs which are nearing the end of their useful

### **Detroit Ops**

· Continued from page 74

who had just closed at Thomas Inn, Windsor, Ontario. Two teenage singing trios-the Starlets and the Escorts-also appeared on the

Larry Gentile (WXYZ) and Bob Maxwell (WWI) introduced the

UMO is currently making plans for continuing teen-age record hops they sponsor in metropolitan suburbs thru the fall. In Hamtramck, it will continue to sponsor with the Hamtramck Recreation Department, teen record hops each Saturday night.

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en answering ads . . .

Say You Saw It in The Billboard

# S. D. Assn. Book

Continued from page 74

of the active organizations of its type in the Midwest, has undertaken to handle all the chores in connection with the yearbook.

He proposes a booklet 8"x10" on good paper, well edited and prepared which he envisages as a catalog and souvenir of the industry.

All past officers and directors of the association along with others who do business with the South Dakota operators are being solicited for pictures and ad copy to be used in the book, which Stout hopes to publish before Christmas. He proposes making copies available for distribution to public officials to "tell our story" and to the public interested in learning more about the industry.

Coffee and hot chocolate sales at Kwik Kafe are picking up, says Manager James Bowen. Milk machines are getting in their share of coins and Bowen expects them to do nearly as well all during the

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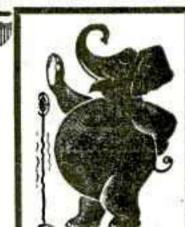
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NEW YORK-Love Me Tende.," with Elvis Presley on RCA-Victor, was named the nation's top juke box record Saturday night (27) on "National Juke Box," the ABC network show prepared by the Music Operators of America.

Other top disks played on the show were "This Can't Be Love," with Connee Boswell on Decca; "A Rose and a Baby Ruth," with George Hamilton on Ampar; "Honky Tork," with Bill Doggett on King, and "Shenanigans," with Mary Bane on Ferris.

Appearing on the show were George A. Miller, MOA president, Oakland, Calif.; Louis Taube, MOA director, Manchester, N. H.; Harlan Wingrave, MOA director, Emporia, Kan., and Ben Korte, MOA director, Glendale, Calif.

# Balls-a-Poppin'

Continued from page 84

Rapp, Louis Anthony, Bill Carrier and Bill Simpson.

Dave Gellman, Factors Credit Corporation; Karl G. Seelaus, Factors Credit Corporation; Charles Schwambach, Leco Vending, Charles Kern, Bill Frost; Ed Casnoff, General Coin; S. Backoff; Max Brown, Philadelphia Coin Machine; Bob Sadel, Tri-County; J. J. Smith, Jim Eagle, Luther White and Nick Russo.

Representing ISC at the showing were Abe Witsen, Harry Witsen and Bill Witsen, Mike Channick and Charlie Cade.

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### Jack Arnold

Continued from page 74

routes to 200-play machines, based on 10 cents and three-for-quarter play. He has done such a thoro job of converting that currently there are only 12 78 r.p.m., limited selection machines left on the routes, and most of these were on a recently purchased route.

In attempting to do a better merchandising job Arnold plans to spend more time with his location owners, and to teep his two service men supplied with change for Saturday and Sunday delivery, where the cus mer needs it.

He has made a point of analyzing the troubles of location owners when play drops off in any one spot. Often, merely talking over reasons why the location isn't enjoying the profits it had in the past and encouraging the location owner to make certain changes will help substantially.

"There is no question but what we will have to put out a lot more merchandising effort than in the past," Arnold said. "In our case, dime play, and plenty of study of the individual situation will be our most important assets." Exclusive Distributors for AMI Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

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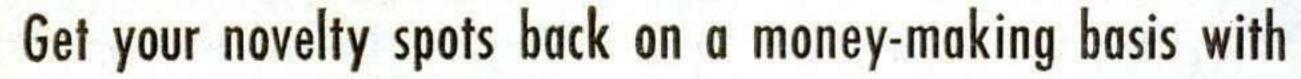
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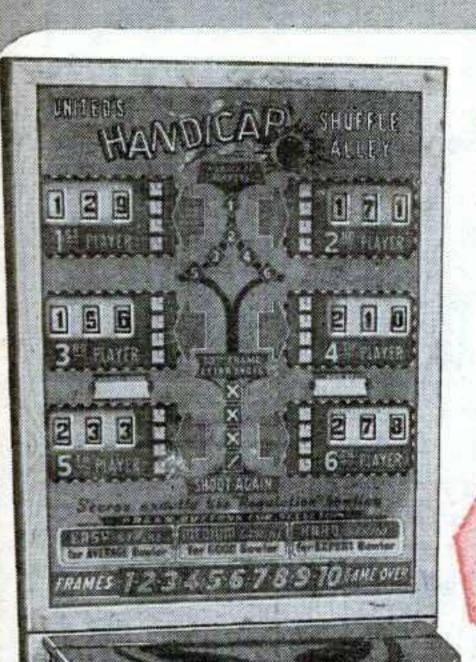
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