

OUTDOOR CONVENTION NUMBER

featuring the 1956

Cavalcade of Fairs

The Billboard

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Benny Case Levers Web Programming

Settlem't of '48 Tax Issue Raises Point: It Started Network Show, Talent Control

By GENE PLOTNIK

NEW YORK, Nov. 19.—A decision made recently by the Tax Court of the United States went virtually unnoticed in the broadcasting industry, tho only seven years ago the case in question was the hottest news in the trade.

In November, 1955, the fact that Jack Benny will not have to pay personal income tax on the money he got from the sale of Amusement Enterprises, Inc., to CBS is not terribly significant to the industry at large. But the brief re-emergence of this old case might well stir nostalgic pangs in many an old heart in radio circles. For, November 13, 1948, the day on which the deal was made, was indeed a milestone in the history of broadcast programming.

Network Control

Tho the trend had been gradually developing for the two previous years, the closing of this deal definitely marked the entry of the major networks into the area of program and talent control. During World War II the radio networks were almost solely in the business of selling facilities. The production of programs and control of talent was the province of the sponsors' ad agencies. It was with a far-sighted eye on the emerging TV art, in which there would be no such thing as a clear channel 50,000-watt affiliate on which to peg a sales spiel, that the two networks then squared off in a talent war that has become a basic part of TV too.

Another development that clearly stems from the deal of November 13, 1948, is the establishment of the CBS network as the leader in ratings and billings. Up to that date, NBC was top dog. It was only after January, 1949, when Benny and the newly acquired "Amos 'n' Andy" went on CBS that CBS moved to the fore in radio, and it has carried thru into TV, with NBC still trying to close the gap.

Fingers Deep In Many Pies

NEW YORK, Nov. 19.—Production of the Jack Benny radio show was not the only occupation of Amusement Enterprises, Inc., during its independent existence from January, 1947, to November, 1948. It actually had a finger in three different phases of show business. In radio, it also produced Benny's summer replacement with a young comic named Jack Paar.

It produced another radio show, "Let's Talk Hollywood." It invested in the legit hits, "Mr. Roberts" and "Anne of the Thousand Days." And it produced the movie, "The Lucky Stiff," starring Dorothy Lamour, Brian Donlevy and Gene Gleason at a cost of over

The Tax Court's findings of fact in the case of "Jack Benny and Mary Berney, petitioners, vs. Commissioner of Internal Revenue, respondent," reads like an outline for a Cameron Hawley novel on the most fascinating business of all, show business. Or it might serve as research for one of CBS' own "You Are There" shows.

Benny began his radio program in 1932 under the sponsorship of Canada Dry. In subsequent years he was sponsored by General Motors, General Tire and General Foods ("Jell-O again") over the NBC radio network. During the 1930's and 1940's, the half hour from 7-7:30 p.m. Sunday was a national institution and represented the top Hooperatings in the pocketpiece.

MCA Deal

On April 10, 1944, Benny entered a three-year sponsorship deal with American Tobacco. He was paid \$22,000 a week for the program. In August, 1946, Benny took on the Music Corporation of America as his agent. The MCA boys noted that Benny was then netting considerably less than the \$10,000 a week he anticipated from the Lucky Strike deal. So they informed Paul Hahn, then executive vice-president of American, that they hoped he would not take up his renewal option the next year.

Hahn told them, according to the court findings, that he was glad they raised the point because he was also dissatisfied with the

(Continued on page 3)

DANNY KAYE MAY SUCCUMB TO LURE OF TV

NEW YORK, Nov. 19.—Danny Kaye, one of the top talents holding out against TV, is expected to break down and make his debut sometime in 1956. The comedian is currently holding conversations with several agencies about getting into TV shortly.

Kaye would undoubtedly appear on TV only under the most favorable conditions. This means that he will probably do a spectacular or several spectaculars for a sponsor, but it is pretty well established that his appearances would be limited and not a regular series.

Which advertiser will get Kaye is not known, but it would probably be the kind of a client that is willing to pay heavily for his presence. Indications are that he may be working for one of the big three among the automobile companies or one of the important soap companies.

The fact that Kaye is willing to go on TV, at this time, has led to speculation in the trade that he and his managers believe he needs the exposure that TV would give him to fresh audiences. Kaye has no need of the money that TV could pay, since he can always make better deals for theatrical features.

His position is so strong in Hollywood that he can virtually write his own ticket. But there are many youngsters watching TV today who have not been exposed to his talents and who might become Kaye fans if they saw him perform.

Outdoor Convention Groups' Initials Are Like Alphabet Soup

IAFE, NAAPPB, SLA, AREA, Others To Provide Chi Business Menu

By HERB DOTTE

CHICAGO, Nov. 19.—Mix 'em all together and the upcoming annual conventions of the outdoor show world here will make alphabet soup look like watered-down consomme. But the mixture, to those in outdoor show business, will have all the nourishment of Mulligan stew.

Biggest groups to convene at the Hotel Sherman starting Sunday (27) will be the IAFE, the NAAPPB, the SLA, and the AREA, or to spell it out, the International Association of Fairs and Expositions; the National Association of Amusement Parks, Pools and Beaches; the Showmen's League of America, and the American Recreation Equipment Association.

Action Off the Floor

The IAFE, which embraces all of the leading fairs of the U. S. and Canada, in its formal sessions will discuss new ideas and problems of fair management. But the sessions will pale into insignificance before the off-the-floor activity of the fairmen, in that fair executives will negotiate the important contracts for 1956 midway, grandstand and coliseum attractions.

Meetings of the NAAPPB, which is comprised of practically all of the major amusement parks of this country and Canada, also will be

devoted to new approaches and problems of the amusement park business. Again, the meetings will be dwarfed in importance to the off-the-floor activities, in this case principally to shopping for new rides and equipment at the large trade show sponsored in connection with the convention by the NAAPPB.

The Showmen's League of America—the daddy of outdoor show clubs—also will have several formal meetings, including the election of 1956 officers. But the high point of the SLA activities will be social—the annual banquet and ball Wednesday night (30), traditionally the climax of the convention for many.

Focus on Trade Show

The AREA, an organization of recreation equipment manufacturers, will have some brief sessions, but their chief attention will be given to the trade show, where they will have some of their wares displayed and be out, order book in hand, to close sales.

The trade show pulls heavily from many segments of outdoor show business. Kiddieland, pool, carnival and circus operators and fair executives as well as amusement park owners throng to it, and sales promise to be every bit as strong, if not stronger than last year—a banner one for the show.

The most intense selling will be off-the-floor by booking agency reps seeking fair contracts and carnival owners out to retain or gain new fair contracts.

A great deal of the convention activity will be of lesser magnitude. Acts will be on hand to impress and to gain bookings. Some carnival people will be out to obtain new jobs. Show owners will be on the prowl for key men.

Suppliers to fairs, carnivals and amusement parks will be busy.

(Continued on page 51)

Old and Hardy Organizations

CHICAGO, Nov. 19.—The durable nature of outdoor show business is matched by that of its clubs and trade organizations.

Each of the four principal groups which will convene at the Hotel Sherman here the week after Thanksgiving Day have functioned for more than 30 years.

The oldest is the International Association of Fairs and Expositions, going strong at 65. The Showmen's League of America, pioneer outdoor show club, is nearing the end of its 45th year. The National Association of Amusement Parks, Pools and Beaches is sturdy at 37. The youngest, the American Recreation Equipment Association, is 31 years old.

NEWS OF THE WEEK

NBC to Launch Assault For Ed Sullivan Audience . . .

NBC again has thrown down the gauntlet to Ed Sullivan and will begin a battle to win the audiences, Sunday night, 8-9 p.m., in January. The network intends to program comedy in the time period because it believes that only this form of entertainment can do the trick. . . . Page 2

Record Mfrs. Investing In Growing Album Market . . .

Tho 1955 will probably see record manufacturers raking in their heaviest grosses, profits may not figure as heavy proportionately. Companies have been plowing back much of their income into long-term album investments to keep pace with growing demand for such packages at the consumer level. . . . Page 16

Columbia Records' Cut-Rate EP Program Watched by Rivals . . .

Columbia Records' cut-rate, special inducement EP program has aroused universal interest among rival majors. The general attitude is "Let's wait and watch what develops out of this." . . . Page 15

Cisco Kid With Circus in '56; To Play Television Markets . . .

The Cisco Kid (Duncan Renaldo) has signed to appear as a feature with the Clyde Beatty Circus next summer. Show will be routed into

areas where Ziv's "The Cisco Kid" TV Films are seen. . . . Page 69

New Amusement Park For Chicago Area . . .

A new \$250,000 amusement park is rapidly springing up from the Indiana woodlands under the direction of a Chicago arcade operator. Pegged "The Enchanted Forest," the project is designed to combine nature's wonders with the mechanical thrills of a modern amusement park. . . . Page 106

Dime-A-Disk Juke Play Moves Ahead in New York . . .

Dime play on juke boxes is making fast progress in New York City, where an estimated 45 per cent of the jukeboxes in operation are now set for 10-cent action. Most of the conversions from a nickel play have been made since last spring. . . . Page 100

DEPARTMENTS AND FEATURES

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NBC to Battle Sullivan With Powerful Comedy Line-Ups

New, Tried Stars in All Types of Comedy to Replace Colgate Show

NEW YORK, Nov. 19.—All indications are that NBC-TV will mount the most powerful comedy programming offensive it can develop against Ed Sullivan in the Sunday night 8-9 hour when Colgate moves out after the telecast of December 25. This will give the network another chance to see whether comedy will answer its Sullivan problem, for once before it pinned its hopes on comedy.

This time, instead of using revolving name comedians as in the former show, the NBC plan is to program comedy talent en masse—that is, throwing on as many as six funmakers on the same show so as to lessen the talent burden. Names will be used when and if they are obtainable, but they will not be the mainstay of the show.

Newcomers

Instead, the new and upcoming comedians being nursed along by the network and its comedy development program will get a chance to flap their wings on a bigtime video showcase. Such comedians and comedienne as Jonathan Winters, Harry Mimmo, Kaye Ballard, Sheekie Green, Pat Carroll, Evelyn Russell, the Dornan Brothers and others will be mixed in with the name talent roster NBC has under contract. This will include such established personalities as Dennis Day, Phil Harris, George Gobel and many others. The program may have a revolving emcee, unless a name personality can be found to be used on a weekly basis.

For material the network will throw anything and everything against Sullivan as long as it is comedy. The show will contain sketches, blackouts, comedy dances, gags and whatever funny material NBC can unearth. A

Toni Near to 'Appointment'

NEW YORK, Nov. 19.—Toni this week was close to wrapping up a deal to co-sponsor "Appointment With Adventure" in the Sunday night 10-10:30 time period on CBS-TV. It is believed "Appointment" will be dropped and that another show may replace it, a possibility being "The Arthur Murray Party."

Revlon was to move into the time period to co-sponsor its new show, "Panelopoly," which would use the winners of "The \$64,000 Question" quiz show. The deal broke down when the advertisers could not agree on control of the program. Toni also has bought an Ed Murrow hour "See It Now" on CBS, December 13.

OBSERVES 32D YEAR IN AM-TV

NEW YORK, Nov. 19.—George Fry, NBC-TV vice-president in charge of network sales, this Tuesday (15) celebrated his 32d anniversary in broadcasting. Fry is a broadcasting pioneer in every sense of the word. He started his career working for the American Telephone & Telegraph Company as an engineer and moved over into its radio operation when it operated a station here which ultimately became WEAJ, the predecessor of WRCA. Fry then switched into NBC's radio network, first in sales service and then as a salesman.

comprehensive hunt for comedy material will be started soon and carried out while the show is on the air.

Others Bid

The network made its decision to release Colgate from its commitment for the hour of time which runs thru April of next year when it found there was substantial interest in buying the hour on the part of several prospective sponsors. Crosley and Brown & Williamson are reported to have placed orders already for two-thirds of the show, but the network hasn't accepted it as yet.

The question, of course, from the Colgate point of view, now that it is giving up the prime hour of Sunday nighttime to NBC, is how it can get new properties and time to replace what it has lost and maintain its competitive position.

It is noteworthy that not only has NBC been unable to offer any prime time periods to Colgate but

has asked that the advertiser give up its option on several quarter hours in the 12:30-1 p.m. daytime strip and allow it to be reprogrammed.

NBC will make every endeavor to find half-hour evening slots for Colgate, but the nighttime situation is so tight that the soap advertiser will have to wait until something works loose. The Colgate decision to give up what is possibly the best hour of time available in TV was obviously not made without a great deal of study.

The client obviously believed that Sullivan could not be matched without a long period of struggle and perhaps only with a budget that needed to be increased considerably for its "Variety Hour." Its conclusion was, according to reports, that its type of products need a different kind of exposure—closer to what Procter & Gamble is now achieving with many alternate week buys.

Fluffo Antes 176G For 1-Day Spread

NEW YORK, Nov. 19.—At an estimated cost of \$176,000, Procter & Gamble has blueprinted its own commercial spectacular which embraces the use of seven different video programs on CBS-TV and NBC-TV. The pre-Thanksgiving promotion on Monday (21) for P&G's Fluffo, which only recently has gone national, will use pantomimist Jimmy Savo as a Mr. Pilgrim character to integrate the commercials. Total commercial time will be 20 minutes as contrasted with the six given on spectaculars.

Trade estimates are that P&G will reach three-quarters of the estimated 33,500,000 TV homes in America. The advertiser believes it will reach 100,000,000 people. There is no question that the client will pile up a tremendous accumulation of homes via this new commercial concept, which was first embraced by Alcoa when it sched-

uled a pre-Christmas promotion on NBC several weeks ago. Alcoa will use eight different shows on NBC.

Should the results be what P&G expects, it could well spark a trend, especially among the nation's motor car makers who could obviously use such a technique in introducing their new car models. When considered against the cost of spectaculars which run between \$300,000 and \$400,000 for time and talent, the P&G commercial concept seems to be sound.

The answer of the networks is a qualitative one. Research executives wonder whether a minute of commercial time during the evening is equal to a minute of commercial time elsewhere in the schedule. But P&G will hit all kinds of audiences. Show's to be used are "Today," "Matinee" and "Tonight" on NBC and "Search for Tomorrow," "On Your Account," "I Love Lucy" and a 12:45 p.m. network chain break on CBS.

\$17,000,000 IN BILLINGS

'Today,' 'Home,' 'Tonight' Show 25-30% Increase for '55

NEW YORK, Nov. 19.—"Today," "Home" and "Tonight" will rack up their most prosperous year in history during 1955. The three NBC-TV participation shows from January thru October of this year grossed \$16,601,385, and in November have accepted another \$30,000 in orders, bringing the total billings near the \$17,000,000 mark—which is certain to be reached by year's end. During 1954, THT grossed an estimated \$13,000,000, which means that the three hour shows increased their billings between 25 and 30 per cent in 1955.

The front-runner among the three is "Home," which by the end of October grossed \$6,955,664 to "Today's" \$5,517,830 and "Tonight's" \$4,127,891. "Home" unquestionably has been the top property among the trinity and, because of its time spot, the easiest to sell. During many weeks of the year it has been virtually sold out—about 98 per cent. But it does charge a higher rate per participa-

tion, which naturally leads to its larger gross.

"Today" has been the solid citizen among the three properties. It has improved its status considerably with clients and now does not take the kind of hard sell needed in its early years. The problem now has been "Tonight," but that, too, is coming to an end. This program is expected to break even during the last quarter of this year, and by mid-1956 be established as a solid moneymaker. But NBC has had sales problems with all of these shows. The network's perseverance has, however, paid off and has given it the kind of strangle-hold on marginal time periods that CBS seems unable to break, as for example, that network's failure with its "Morning Show."

All Benefit

But NBC has also rendered a distinct service to the trade with the three shows. It has attracted a tremendous amount of new TV network business. Of its \$16,601,

TOP NET DRAMAS?

MISS YOUNG, 'CLIMAX' RATE TOP FOR OCTOBER

Which are the top-rated network drama shows? To whom do these shows appeal most—men or women? You'll get the answers to these and many similar questions by studying The Billboard's TV Program and Time Buying Guide charts section, which appears this week on page 10.

According to the American Research Bureau October ratings, CBS-TV's "Climax" was the top-rated network dramatic show with a 39.3 rating. The "Loretta Young Show" was No. 2 with a 31.5 rating. In terms of appeal to the type of audience the sponsors of these shows go

after, however, Miss Young did much better for her bankroller than did "Climax."

The Young stanza proved itself to be the second most popular dramatic show among women, drawing 1.2 women viewers per set, which should make Procter & Gamble right happy. "Climax," however, didn't rate too high in its attractiveness to the male audience that Chrysler would like to reach. The women viewers, however, went for it to the tune of 1.14 of them per set, which made it the 10th most popular network dramatic show among women.

MORE ON FCC SCHISM

Minority Group Views Ruling in Gloomy Light

WASHINGTON, Nov. 19.—Television history may bear out the prophetic warnings of the Federal Communications Commission's three-man minority dissent from recent FCC proposals tending to push VHF and abandon UHF. A further informal check with dissenting Comrs. Bartley, Hyde and Webster finds their foreboding stronger on two counts:

(1) Present optimists may find that neither the military nor industry spectrum space will be relinquished for an expanded VHF system; (2) an all "squeeze-in" plan, based on 12 VHF channels, spells service degradation, and a network monopoly that will end in full-scale government regulation.

These same fears were mentioned to a Texas audience recently (16) by FCC Comr. Doerfer. Altho Doerfer voted yes on deintermixture denial and grant of the Vail Mills (drop-in) VHF channel, he told an NARTB group that limiting service to "three big networks," with "three stations cemented into most markets," would mean ultimate regulation of "independent station programming—from there to terms, and from terms to rate cards."

Comr. Bartley, commenting on the situation, said the idea of broadcast regulation was "abhorrent," but would be inevitable in a non-competitive system of "in-

sufficient frequencies." He has himself championed the idea of getting Congress to authorize any major spectrum changes needed for a broad-based TV service.

Both Comrs. Hyde and Webster fear degraded service via a stampede to grab squeeze-in VHF's. "There would not be enough of these even for present use," Hyde commented, "much less for the prospective growth of television." Comr. Webster okayed the denial of deintermixture, he said, "because he is pinning his faith in what comes out of the final allocation plans adopted." He feels industry should come forward with "helpful and public" comment—general as well as technical—to be followed by open hearings and unhurried democratic processes "to safeguard the future."

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New TV Spot Campaigns

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Two Weeks Ending November 5

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser
Anahist, Anahist Co.
Bayer Aspirin, Bayer Co.
Black & Decker Electric Tools, Black & Decker Co.
Bobbi Pin Curl Wave, Toni Co.
Bus Travel, Overland Greyhound
Chevrolet Motor Cars, Chevrolet Division
Coty Lipstick, Coty, Inc.
Dash Soap & Flakes, Procter & Gamble
Dentyne Gum, American Chicle
Ford Cars & Trucks, Ford Motors
Griffin Shoe Polish, Griffin Mfg.
Ivory Snow, Procter & Gamble
Kellogg Special "K," Kellogg Co.
Marlboro Cigarettes, Philip Morris & Co.

Product and Advertiser
Mobilgas, Socony-Vacuum Oil Co.
Mound Candy Bars, Peter Paul
Oldsmobile Motor Cars, Oldsmobile Division
Petri Wines, Petri Wine Co.
Pillsbury Bakery Flour, Pillsbury Mills
Remington Typewriters, Remington Rand, Inc.
Robin Hood Flour, International Milling
Shredded Wheat, National Biscuit
Spray Gun, Labor Savers, Inc.
Studebaker Passenger & Commercial Autos, Studebaker Division
Toni Deep Magic, Toni Co.
Toys, Toy Guidance Council
Viceroy Cigarettes, Brown & Williamson

REGIONAL SUMMARIES

Eastern

Agilon, Deering & Milliken
Armstrong Tires & Tubes, Armstrong Rubber Co.
Automotive, Saxon Power Steering
Baby Ruth Candy Bar, Curtiss Candy Co.
Beechnut Chewing Gum, Beechnut Packing
Bobbi Pin Curl Home Wave, Toni Co.
Borden's Instant Coffee, Borden Co.
Butterfinger Candy Bar, Curtiss Candy Co.
Cream of Wheat Cereal, Cream of Wheat Corp.
Curtiss Fruit Drops, Gum & Mints, Curtiss Candy Co.
Dash Soap & Flakes, Procter & Gamble
Decaf Coffee, Nestle Co.
Emerson Radio & Television, Emerson Corp.
Encore Cigarettes, U. S. Tobacco Co.
Ex-Lax Laxative, Ex-Lax, Inc.
Ford Cars & Trucks, Ford Motors
Four Way Cold Tablets, Grove Laboratories
Gaines Dog Food, General Foods
Gallo Wines, Gallo Winery
Griffin Shoe Polish, Griffin Mfg.
Hackshaw, Grant Co.
18 Top Hits, Whitehouse Co.
Ironing Board Covers, Grant Co.
Ivory Snow, Procter & Gamble
Ivory Soap, Procter & Gamble
Joy, Liquid Detergent, Procter & Gamble
Kellogg Special "K," Kellogg Co.
Kitchen Kapers, Grant Co.
Lionel Toy Electric Trains, Lionel Corp.
Manischewitz Wine, Monarch Wine

Marlboro Cigarettes, Philip Morris & Co.
Studebaker Autos, Studebaker Division
Super Anahist Tablets, Anahist Co.
Super Lanolin, Charles Antell
Toni Deep Magic, Toni Co.
Toys, Quality Goods Mfg.
Utica Club Beer, West End Brewing
Viceroy Cigarettes, Brown & Williamson
Whitman's Chocolates, Whitman & Son, Inc.
Winston Cigarettes, Reynolds Co.
Mattress, Simmons Mattress Co.
Mrs. Filbert's Margarine, J. H. Filbert, Inc.
Nestle's Milk Chocolate, Nestle Co.
Oldsmobile Motor Cars, Oldsmobile Division
Old Spice Shaving Lotion, Shulton, Inc.
Pamper Perfume & Shampoo, Toni Co.
Pears, Oregon, Washington & California
Pear Bureau
Pertussin Expecterant, Seck & Kads, Inc.
Petri Wines, Petri Wine Co.
Pillsbury Bakery Flour, Pillsbury Mills
Planes, Grant Co.
Prestone Anti-Freeze, National Carbon
Railroad, New Haven Railroad
Robin Hood Flour, International Milling
Sewer Cleaning Machine, Roto Rooter Corp.
Salad Mixer & LeHigh Acres, Ratner Promotions
Sell's Liver Pate, Sell's Specialties, Inc.
Sinclair Oil, Sinclair Refining
Smith Bros. Cough Products, Smith Bros.
Spray Gum, Labor Savers, Inc.

Southern

Air Travel, National Airlines
Amm-i-dent Tooth Powder & Paste, Block Drug
Anacin, Whitehall Pharmaceutical
Cling Peaches, Cling Peach Advisory
Coty Lipstick, Coty, Inc.
Creomulsion, Creomulsion Co.
Domino Sugar & Syrup, American Sugar Refining
Esso Gasoline & Oil, Standard Oil
Fluffo Shortening, Procter & Gamble
Food Products, Tarnow Food Delicacies
Freewax Floor Wax, Freewax Corp.
Geritol, Pharmaceuticals, Inc.
Griffin Shoe Polish, Griffin Mfg.
Kellogg Special "K," Kellogg Co.
"Lucy Gallant" (movie), Paramount Pictures
Mobil Specialties, Socony-Vacuum Oil Co.
Musselman's Food Products, Musselman Co.

Nu-Soft, Corn Products
Pabst Beer, Pabst Brewing
Pepperidge Farm Bread, Pepperidge Farm, Inc.
Pillsbury Bakery Flour, Pillsbury Mills
Premium Salted Crackers, National Biscuit
Remington Typewriters, Remington Rand, Inc.
Robin Hood Flour, International Milling
Salad Mixer & LeHigh Acres, Ratner Promotions
Snow Crop Frozen Foods, Minute Maid Corp.
Studebaker Autos, Studebaker Division
Super Pyro Anti-Freeze, U. S. Industrial Chemicals
"Tall Men" (movie), Warner Bros.
Texize Household Cleaner, Texize Chemicals
White Rain Creme Rinse, Toni Co.

Midwestern

Antenna Rotor, Alliance Mfg.
Arrid Deodorant, Carter Products
Beer, Hekemann Brewing
Big Top Peanut Butter, Young Foods, Inc.
Black & Decker Electric Tools, Black & Decker Co.
Bulova Watches, Bulova Watch Co.
Bull o' the Woods, American Snuff
Bus Travel, Overland Greyhound
Cheer, Procter & Gamble
Chesterfield Cigarettes, Liggett & Myers
Chrysler Cars, Chrysler Division
Conoco Gasoline & Oil, Continental Oil Co.
Coty Lipstick, Coty, Inc.
Dentyne Gum, American Chicle
Espotabs, Eastco Co.
Ford Cars & Trucks, Ford Motor Co.
Helena Rubenstein beauty products, Helena Rubenstein, Inc.
Hill Bros. Coffee, Hill Bros.
Hollywood Candy, Hollywood Candy Corp.
Hostess Cup Cake, Continental Baking
Ice Box Cookies, Pillsbury Mills
L & M Cigarettes, Liggett & Myers
Lava Soap, Procter & Gamble
Make a Shake milk shakes, Beatrice Foods

Max Factor Cosmetics, Sales Builders
Meadow Gold Ice Cream, Butter & Milk, Beatrice Foods
Mobile Specialties, Socony-Vacuum Oil Co.
Mound Candy Bars, Peter Paul
Nabisco food products, National Biscuit
Northern Tissue, Northern Paper Mills
Oldsmobile Motor Cars, Oldsmobile Division
Petri Wines, Petri Wine Co.
Pillsbury Bakery Flour, Pillsbury Mills
Rise Shave Lather, Carter Products
Rock Spring Water, Jacob Rise Bottling Works
Salad Mixer & LeHigh Acres, Ratner Promotions
Saturday Evening Post, Curtis Publishing
Sausage, Bud Farm Sausage
Schlitz Beer, Schlitz Brewing
Shredded Wheat, National Biscuit
Spoolies Professional Curlers, Weaver Products
Spray Gun, Labor Savers, Inc.
Studebaker Autos, Studebaker Division
Vam Hair formula, Wildroot Co.
Vel, Colgate Palmolive

Southwestern

American Character Dolls, American Character Doll Co.
American Toys, American Woodcraft
Anahist, Anahist Co.
Columbia Bicycles, Westfield Mfg.
Dentyne Gum, American Chicle
Dodge Cars & Trucks, Dodge Division

Mobilgas, Magnolia Petroleum
Mound Candy Bars, Peter Paul
Mrs. Tucker Shortening & Salad Oil, Mrs. Tucker's Foods
Shredded Wheat, National Biscuit
Viceroy Cigarettes, Brown & Williamson
Vicks Vapo-Rub, Vicks Chemical

Rocky Mountain & West Coast

Albers Cereals & Feeds, Albers Milling
Alhambra Wine, Alhambra Winery
Bar-S Meat Products, Seattle Packing
Bayer Aspirin, Bayer Co.

Biscuit, Pauline Chamber Co.
Black & Decker Electric Tools, Black & Decker Co.
Bobbi Pin Curl Home Wave, Toni Co.

ABC TO REMAIN CLEAR OF FILM SERIES PRODUCTION

Prefers Indie Packages to Reduce Overhead, Lines Up 9 Properties

NEW YORK, Nov. 19.—ABC-TV next season will continue to rely on independently produced TV film series in its battle to strengthen its programming line-up. Unlike NBC and CBS, which maintains a large staff of production and creative programming personnel, ABC apparently is convinced that its road to profits, at least thru next year, calls for avoidance of the heavy overhead costs that would be required in building and maintaining its own large-scale programming operation.

The web this week pulled the wraps off a number of new properties it is prepared to program next season. As reported in The Billboard earlier this month (November 5 issue), the network is going in heavily for hour and hour-and-a-half weekly shows. Three of the nine new nighttime properties it has acquired are 60 or 90 minutes long. In addition, the web is currently negotiating with several undisclosed sources for acquisition of a large number of feature films, which it would air in its 3-5 p.m. period across the board.

The nighttime properties the

web has acquired will be put on the air next fall only if pre-sold to sponsors. They will be pitched early next year via pilots.

The deal that ABC is making with the independent producers calls for the web to finance production of the pilot. If sold, ABC would finance production of the entire series. In return, the network obtains a 50 per cent ownership stake in the property.

This type of deal is advantageous to both the network and the producers. It assures the network a supply of new properties at no cost other than the production cost of the pilot. If sold, ABC gets 50 per cent of the program's profits. (If unsold, ABC could get back a good part of its production cost by slotting it in one of its regularly scheduled shows.) The producer, in turn, is guaranteed that he won't lose any money and could well wind up with 50 per cent of the profits of the show in addition to his salary as producer.

Nine Properties

The nine film properties the web has lined up to date are

"Command Performance," a 90-minute weekly dramatic anthology to be produced by Meridian Productions, a John Gibbs subsidiary; a 60-minute weekly dramatic anthology series to be produced by Sheldon Reynolds in Europe; three half-hour series to be produced in Hollywood by Lou Edelman, titles of which are "Jim Bowie," "Sam Houston" and "It's a Great Country." The last is a series that ABC had pitched for airing this current season but had not sold.

It also has "Wire Service," a 60-minute adventure series about a newspaperman which Don Sharpe's Four Star Productions would shoot in Hollywood; "Fast Freight," a half-hour series about truck drivers to be shot by Desilu Productions; "RFD, U.S.A.," a half-hour, semi-documentary series about the life and customs in little-known communities in the U. S., which would be produced by Jerry Devise, who produced "The FBI in Peace and War" on radio, and an untitled half-hour series about a traveling judge in the days of the Wild West, to be produced by Jack Chertok.

IT BEGAN IN '48

Benny Deal Started Web Programming

Continued from page 1

way the deal was working out. He wanted Benny under a longer contract, he wanted tighter control on the show's supporting talent, and he wanted to be in a position to preserve the show intact in the event that Benny was no longer available.

Out of this give and take was born the idea of having Benny sign a personal contract with American Tobacco and form a separate corporation to produce the show.

Amusement Enterprises, Inc., was incorporated in California on January 29, 1947, with capital stock of 10,000 shares. According to the court, "MCA declined the offer of a stock interest because of a possible conflict of interests which it might then have with artists whom it represented as agent and who might be employed by Amusement."

Share Distribution

Of the authorized shares, 5,000 were issued in March, 1947. Benny himself took 3,000, the rest went to three business associates who served as officers. On March 6 Amusement Enterprises concluded its contract with the sponsor to produce the show for 364 consecutive weeks at \$27,500 weekly beginning July 1, 1947. On the same day American concluded a deal with Benny personally for \$10,000 per show.

But MCA did not rest on its laurels for long. The next summer, 1948, CBS bought the "Amos 'n' Andy" show away from NBC. The networks' talent war was on. In September, MCA went to Bill Paley, CBS board chairman, to propose that CBS buy Amusement Enterprises, suggesting that it would prove a lever by which to move Benny and Lucky Strike over to CBS also. Negotiations were

carried on for a month when Benny himself intervened.

He told MCA and his partners that in view of his long association with NBC he felt obliged to give his old network a crack at the deal. In November, Niles Trammell, then NBC president, and several attorneys, flew to the West Coast to make the deal. A contract was drawn up setting a price of \$2,260,000. On November 11, Trammell asked for a few days delay to discuss it with the NBC board in New York.

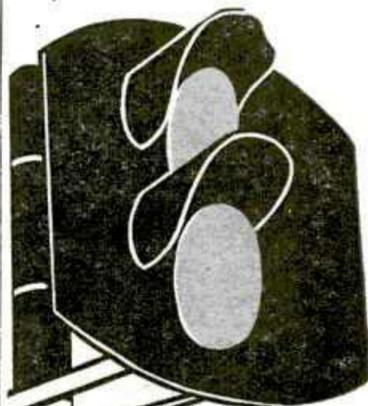
CBS Buys

The court findings are not clear about the reasons, but it seems at this point Benny's associates soured on the NBC deal. On that very day, Paley called Benny to say he was disappointed that CBS had been counted out of the deal. A little while later Benny called him back to say that he was by no means out. The following day, Paley and his lawyers flew to Hollywood where he was presented with the very contract that had been drawn up for NBC. And one day later, on November 13, 1948, Paley said he'd take it as written, and he and Benny shook hands.

At 7 o'clock on the evening of January 2, 1949, the Jack Benny show made its debut on the CBS radio network. It was on the web until the late spring of 1954. Paley termed the deal a "calculated risk" in some of his court testimony on the case, for he said he was not sure that the American Tobacco Company would come to CBS along with Benny. But it was a risk that paid off as few have ever done, for it established CBS as a potent programming force, both in radio and TV.

To Benny, the recent favorable tax decision meant that he was \$236,382.81 richer, for that was (Continued on Page 6)

your go-sign for sales



in the great Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

The WGAL-TV Channel 8 market offers you a unique sales opportunity. It is a multi-city region, a diversified, prosperous area, a spending market—where 3 1/2 million people own 912,950 TV sets and spend \$5 1/2 billion yearly.

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

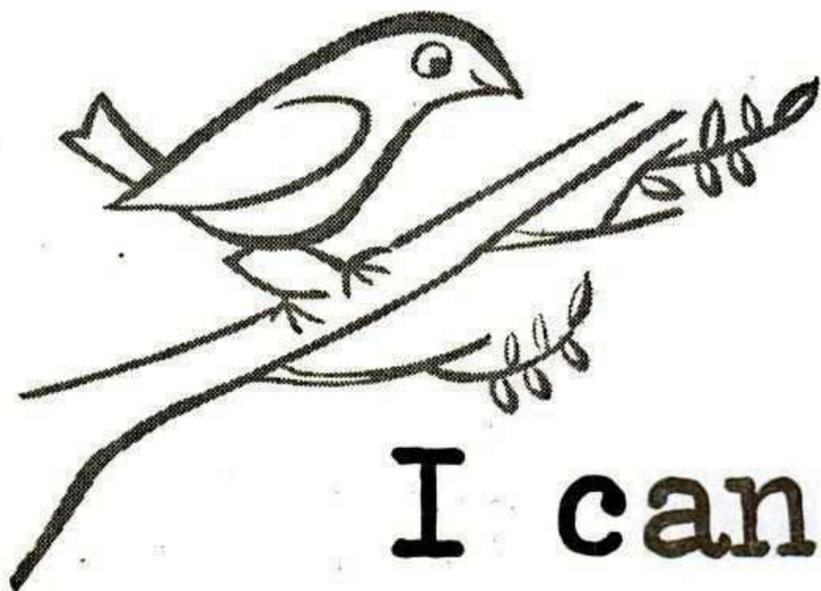
316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, INC.

New York Chicago
Los Angeles San Francisco



I can get a bird

It's quite simple, if you know the trick. All you need is some of my secret potion which is a five-letter word spelled

C-H-A-R-M. This powerful stuff does things in an amusing and pleasant way, and the beauty of it is it works so smo-o-o-oth.

Yes, it'll get a bird out of a tree, but more important, it will get a customer to listen to your sales talk. That's the stuff that made "Private Secretary" such a smash TV show.



for higher sales through quality programs...

Television Programs of America, Inc.

477 Madison Avenue, New York 22, N. Y.
360 North Michigan Avenue, Chicago 1, Ill.
5746 Sunset Boulevard, Hollywood 28, Calif.



down out of a tree!

The warm, easy humor of the show consistently charms the viewers, and puts them in such a warm, receptive mood that they even love to hear the commercials.

Call the TPA man and get the complete information on "Private Secretary" now being offered first-time-off-network under the title of "SUSIE."

SUSIE



*known on its CBS network run as "Private Secretary", starring Ann Sothern. A Chertok TV production

This One



BLFQ-GOZ-CR83

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ADVISORY BOARD SURVEY

What Tools Can Dept. Stores Use in TV?



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

The first part of The Billboard's Editorial Advisory Board survey on department store advertising in TV established two important facts: (1) That it is inadvisable for stations to try to sell against newspapers because of the latter's entrenched position with department stores, and (2) that a low-cost TV equivalent of a newspaper mat service might be a convenient device to arouse their interest in the medium.

As pointed out in the first half of the survey this potentially lush field of advertising revenue is virtually untapped, primarily because there are too many unresolved questions that the stores want answered before they take the plunge. One observation repeatedly made by members of the panel is that the stores themselves use personnel in their advertising departments whose background is primarily in newspapers. These executives not only are partial to newspapers, but they also generally do not have much to contribute in the way of solving some of the problems that prevent the department stores from making more and better use of the dynamic selling power of TV.

The second part of the charts also indicates that local stations primarily are concerned with getting department store revenue into the medium. It was the executives of local stations that had the most to say about this field, because they obviously had given it a great deal of thought. From the number of replies from agency executives it is equally obvious that they are concerning themselves with the direct approach to their advertisers which takes much less work.

A number of station toppers also maintained that getting department stores into the medium was tough in terms of the initial sale, and serv-

icing demanded keeping the account happy. From this it can be concluded that the amount of effort stations put into getting department store business is dependent, in some measure, upon whether they are getting sufficient business from other sources so as to make an effort unnecessary.

Question one of the charts covering the second part of the survey indicates that stations generally feel that product promotion should be the most important aspect of the stores' selling job in video. There were 11 stations which felt the stores should spend 100 per cent of their budgets on product promotion, and 11 stations recommended that 75 per cent of their TV money go to product promotion, with the remaining 25 per cent being used for institutional advertising.

Among the advertising agencies, the largest single vote (that is nine agency execs) specified that department stores spend 90 per cent of their TV budgets on product promotion and the rest for an institutional pitch. In terms of what specific TV tools the stores should use, there was a difference of opinion between agencies and stations. Thirty stations felt that they should concentrate on spots, and 22 advised the use of daytime women's service shows. Thirteen stations suggested entertainment programs.

But among the agencies, 18 votes went to the daytime women's service shows, 10 for spots and nine for entertainment shows.

The survey certainly points out that much more effort must be made by TV—with leadership provided by stations and the networks—to get department store revenue into the medium, if it is to be done in the near future.

HOW THEY VOTED

1. In what proportion would you advise stores to use TV for specific product promotion as against general institutional or departmental promotion?

Percent	Product							Institutional	
	100	90-10	85-15	80-20	75-25	70-30	60-40	50-50	25-75
Stations	11	2	4	5	11	1	2	7	—
Ad Agencies	3	9	—	2	4	1	2	2	2
Network Sponsors	—	1	—	—	—	—	—	—	—
Regional, Local & Spot Advertisers	2	—	—	—	—	—	—	1	1
Distributors	1	—	1	—	—	—	2	1	2
Producers, Labs, Equipment	—	—	—	—	4	—	1	1	—
GRAND TOTAL	17	12	5	7	19	2	7	12	5

2. Which of the following types of TV exposure would you recommend to department stores?

Spots	Daytime Women's & Shopping			Entertainment Programs	All Three
	Shows	Shows	Shows		
Stations	30	22	13	8	—
Ad Agencies	10	18	9	3	—
Network Sponsors	1	1	—	—	—
Regional, Local & Spot Advertisers	3	6	—	—	—
Distributors	3	7	1	—	—
Producers, Labs, Equipment	3	4	3	3	—
Grand Total	50	58	26	14	—

STATIONS SAY . . .

DIETRICH DIRKS, president KTIV, Sioux City, Ia.: "Type of TV exposure depends upon the job to be accomplished. Spots should be used for specific product promotion. Women's shows and entertainment programs for product promotion and institutional."

E. K. HARTENBOWER, general manager, KCMO, Kansas City, Mo.: "First we must sell department stores on taking a sizable portion of their ad budgets and really getting into TV. We must sell against everything going into newspaper, rather than sell against competing stations. Newspaper is the common enemy. All stations should be together in the fight."

A. JAMES HENRY, owner, KTVE, Longview, Tex.: "Our largest local account is a department store. It requires much more work to please that account than it does for other accounts, but it is worth it."

HOWARD O. PETERSON, general manager, KTVH, Hutchinson, Kan.: "Because it costs so much for the station to do the educational and service job necessary, TV has sought more profitable business."

AGENCIES SAY . . .

W. RODNEY ERICKSON, vice-president, YOUNG & RUBICAM, New York: "The early experiments by stores in the use of TV lacked a clear success story to compete with established attention to newspaper ads by shoppers. As in radio the shopper appeared to forget the item advertised since it couldn't be clipped and saved."

WALTER CRAIG, vice-president TV, NORMAN, CRAIG & KUMMEL, New York: "National advertisers could almost carry the cost load—buying spots in the store's show. The store would get its advertising by serving as the origination point for the program—and by furnishing the 'service' parts of the show."

LES DUNIER, television director, EMIL MOGUL & COMPANY, New York: "A retail operation could not come out with a successful A/S (advertising to sales) ratio on the basis of program costs. Spots if in sufficient quantity at proper cost can bring about a good return per dollar invested."

VERNON NORRIS, TV director, RICHARD N. MELTZER ADVERTISING, San Francisco:

"The family buys by recommending to the housewife. Family variety (probably too expensive) or local news are best for department stores."

ANDREW N. VLADIMIR, TV plans director, GOTHAM-VLADIMIR ADVERTISING, New York: "Women's shows are highly effective—especially in view of the identification with the TV personality that the store can obtain."

PRODUCERS AND DISTRIBUTORS SAY . . .

JOHN H. BATTISON, JOHN H. BATTISON PRODUCTIONS, Kensington, Md.: "From experience as a station manager in a test with a big store, we found seven spots in three days on a 'TV only' special and only 12,000 sets in a 180,000 new market did 85 per cent as well as they expected newspaper advertising to do—and there was a blizzard for two days."

MARVIN A. KEMPNER, exec vice-president, RICHARD H. ULLMAN, INC., Buffalo: "Sell the national advertisers (clothing manufacturers) on co-oping with the stores the same way they do in newspapers. (Then) go after the family audience with entertainment programming. Department stores have a diversified amount of material to sell. Why not sell their many products to the family when you have the top audience?"

JOHN A. ETLINGER, MEDALLION PRODUCTIONS, Hollywood: "In your larger markets stores tried TV early—were sold the wrong programs or were shoved into too large an expenditure. Today many of them won't go along on even a 50/50 co-op—they're still bitter."

News in Brief

FIRESTONE MAY SPONSOR FIRST ABC-TV SPEC . . .

Firestone will probably sponsor the first spectacular on ABC-TV sometime in February. The show will use a number of big names who are now being signed and programmed on Monday night for an hour by adding a half hour after the current Firestone musical stanza, 8:30-9 p.m.

ELECTRIC COMPANIES NIX 'YOU ARE THERE' . . .

The Electric Companies Advertising Program this week dropped its alternate week sponsorship of "You Are There," Sundays, 6:30-7 p.m. The other sponsor, Prudential Life Insurance, will pick up the tab for the entire show. ECAP, meanwhile, is continuing to shop for another property on network TV.

COLGATE RENEWS SEG OF 'HOWDY DOODY' . . .

Colgate this week renewed its sponsorship of a quarter hour of "Howdy Dooody" on NBC-TV at a cost of \$700,000 for a 52-week buy. At the same web, Manhattan Soap also renewed its quarter hour segment of "Ding Dong School."

HOME PRODUCTS TAKES OVER EDWARDS NEWS . . .

At CBS-TV, American Home Products is taking over sponsorship of Wednesdays and Fridays of "Douglas Edwards and the News," in addition to its sponsorship of the Monday segment of the news strip, 6:45-7 p.m. EST. American Tobacco has the show on Tuesdays and Thursdays. It is believed AHP is taking over the Ronson segments. CBS also sold the Orange Bowl game in Miami to Buick Motors.

ABC PROMOTES 6 EXEC'S IN CONTROLLER DEPT . . .

ABC this week promoted six executives within its controller's department. They are Michael Boland, Edward Graessle, Charles Smith, John Fitzgerald, Robert Chamberlain and John McCarthy.

OSGOOD LEAVES NBC JOB FOR TNT POSITION . . .

Stanton M. Osgood has been named director of production for Theater Network Television, Inc. Osgood comes to TNT from NBC where he was in charge of its large screen closed-circuit TV from 1950 to 1954 and was manager of TV film production for the last year.

NBC GIVES 'IMPACT' OK FOR SIX HALF HOURS . . .

NBC-TV will have another vidfilm series, "Impact," ready for a sponsor in trouble. The web gave Al Simon the go-ahead to film six half hours to add to the pilot. The series, which deals with human interest, will be shot by McCadden at General Service Studios.

\$17 Mil Billings

Continued from page 2

answer to many of their advertising problems on THT. The Washington State Apple Commission got such great results with its first eight participations that it has re-ordered! Other institutes riding the THT train are the Glass Container Institute, Mobil Homes, Gold Filled Institute, and the Florists Telegraph Service.

Another indication of the strong sales showing of THT is the fact that about \$1,500,000 in orders was cutback, which meant it had to be resold again. When the War-ing Blender division of the Dynamics Corporation was flooded out by the recent Connecticut catastrophe, the THT unit naturally allowed it relief, but about a month later the company was back as a customer when its production problems were solved. And the same has been true of other clients who have other problems.

The reasons for the THT success story are manifold. Primary is the personal sell delivered by Steve Allen, Dave Garroway and Arlene Francis for each client, intensive promotion, which includes numerous trips to large cities for remotes, the co-operation between the production staffs of each of these shows and the sales staff, headed by Roy Porteus.

THT feels that this is just the beginning and that next year it will do even better.

King Joins Interstate

NEW YORK, Nov. 19.—Murray King, producer-director of the "Adventures of Blinkey" series, which Interstate Television is now distributing, has joined Interstate as national sales rep. The move is in line with the firm's expansion of its national sales efforts.

It Began in '48

Continued from page 3

the amount determined against him by the Internal Revenue Bureau. In addition, of course, he has earned a conservatively estimated \$2,500,000 from American Tobacco in both radio and TV, since his agreement with the sponsor provided for \$10,000, per radio show, and it has undoubtedly been increased.

The case also provided another little nugget of information. There have been many reports that networks have made deals with sponsors which tie ratings to program compensation. According to the brief, CBS did agree to indemnify American Tobacco should the Hooper rating of the program decline as the result of a switch of networks. And in 1949 and 1950, CBS rebated a total of \$152,623.35 to American Tobacco as a result of the show's failure to maintain its NBC ratings.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed

Bill me

944

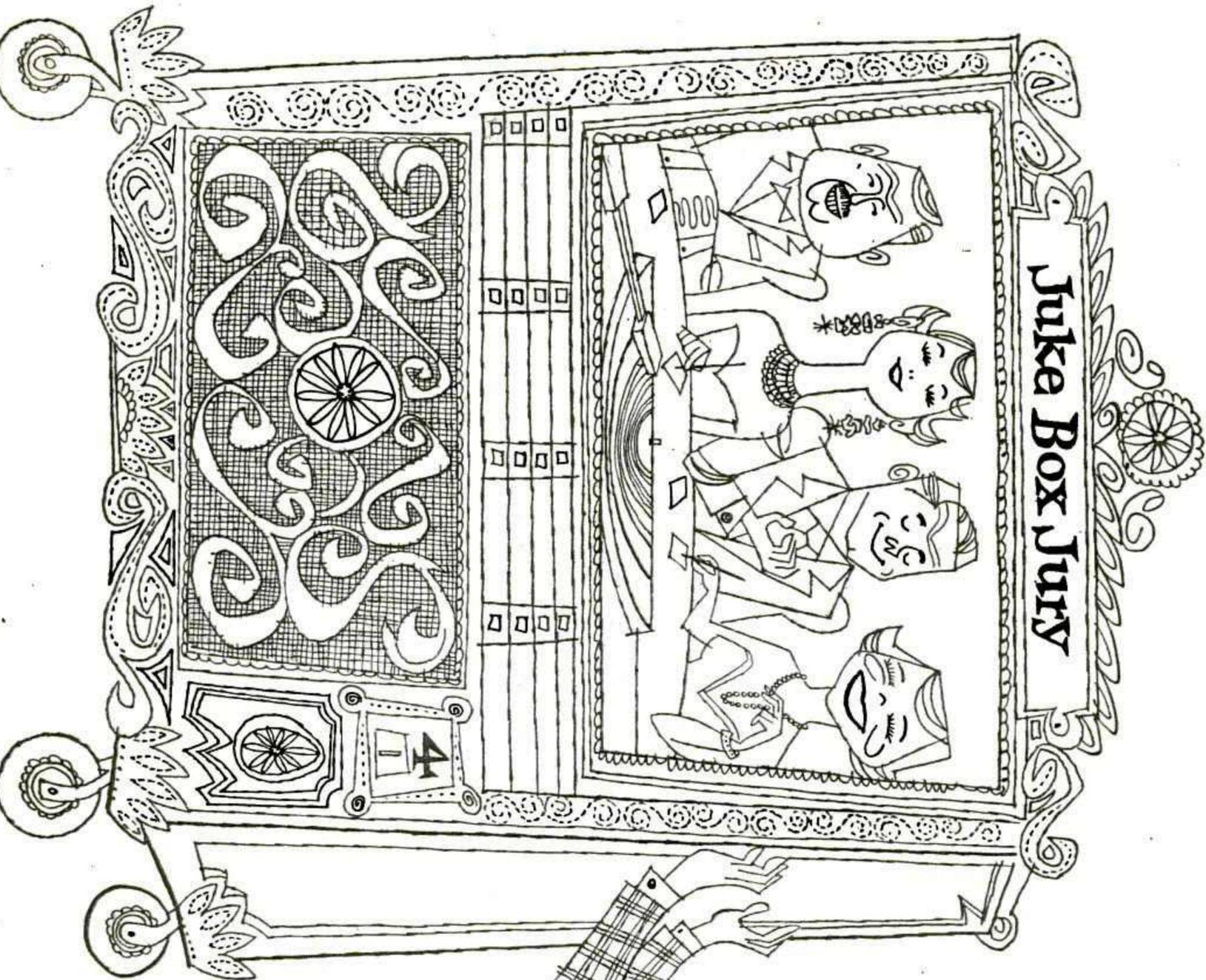
Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

In the next TV Editorial Advisory Board study:
WHERE DOES SMALLER NAT'L ADVERTISER FIT ON TV?

PROMINENT PERSONALITIES PICK A PACK OF PLATTERS ON

Juke Box Jury



PETER POTTER'S

"Juke Box Jury"

10-11 p.m. KRCA-4

THERE'S A NEW TIME
 AND PLACE FOR
 PETE'S POPULAR PROGRAM
 IN LOS ANGELES WHERE
 THE PANEL PREDICTS THE
 PLATTER'S CHANCES OF
 BEING A HIT OR A MISS!



Filmakers Vie for No-Cost, No-Tax Studio Franchise in Puerto Rico

Jose Ferrer Seen Holding Inside Track On Facilities of Tropical Film Center

NEW YORK, Nov. 19.—TV and theatrical film producers bemoaning the shortage of shooting space in Hollywood may soon be offered a veritable production Shangri-La, where such painful realities as income tax on profits and salaries are non-existent, where climate is the equivalent of that of Hollywood, where brand new, modern production studios will be provided, and where perhaps a system of built-in financing will be available as well.

These fantasy-like conditions are already well on their way to reality. They are inherent in a project initiated by the government of Puerto Rico, which plans to work co-operatively with an American picture group in realizing this dream, the purpose of which is to give the Puerto Rican economy a hefty boost.

So attractive are the profit

potentials of the plan that Paramount, RKO, Jose Ferrer, and the Brandt Theater chain are currently vying with each other to have their franchise applications accepted by the Puerto Rican government. It's authoritatively reported that Ferrer, by virtue of his being a native Puerto Rican and national hero, has the inside track over the others in obtaining the exclusive franchise. Closely involved is Edwin Reiskind, Ferrer's attorney and business manager.

High Rating For '3 Lives'

NEW YORK, Nov. 19.—Evidence that national advertisers can get as good a national rating by spot booking a film series as it could from a network show came this week in the form of a Ziv-TV report on its "I Led Three Lives" national rating.

The Ziv stanza, according to the Videodex report for October 1-7, was seen by over 16,200,000 people in 6,031,000 homes. The show is aired on 123 stations.

The "I Led Three Lives" rating, according to Ziv, would be the equivalent of a 2.0 rating for a network show.

Basically, the Puerto Rican plan is this: the government's Puerto Rican Development Company will provide land and construct, at its own expense, the necessary studio buildings. These would be turned over, under a long-term, low-rental lease, to the American group that's given the franchise. This American company, in turn, will purchase and install production equipment (financing for which reportedly can be obtained from private Puerto Rican investors). It will be able to use the studios to produce its own films and/or rent out space and facilities to other American producers. Ferrer is understood to have acquired about six feature film properties, and is still adding more, which he plans to produce in these studios.

It's expected that American producers who shoot films in the new studios would be able to finance at least part of their production costs with Puerto Rican capital.

The major advantage of producing a film in the Puerto Rican production center would be, of course, the tax factor. There is no U. S. or Puerto Rican tax on the profit or salaries that are earned from a film shot in Puerto Rico.

Other advantages include the proximity of Puerto Rico to New York (six hours by plane), the abundance of various types of locales for outdoor location work, and the low cost of local labor.

Tax Rule for Movie Sale to TV Distribbs

NEW YORK, Nov. 19.—An Internal Revenue precedent-setting ruling was issued this week. It provides that a motion picture company selling a feature film outright to a TV film distributor can report the income derived from the sale as a long-term capital gain. The ruling is reportedly based on the sale by Allied Artists six months ago of 199 Monogram features to Eliot Hyman. The features are being distributed by Motion Pictures for Television.

In order to obtain a capital gains profit from the sale of features to TV, a motion picture company, according to the ruling, must sell negative rights to the features. This ruling will undoubtedly encourage Hollywood firms to unload their "B" features to televi-

sion distributors, it will probably have little effect on getting them to part with "A" features.

Producers would be reluctant to let go of negative rights to their major productions because of the greater possibility of reissue of such films or a remake of the property.

Other conditions that would have to be met before a company can derive a capital gain benefit from the sale of a feature to TV under the rule issued this week are: The film company's primary business must be the distribution of feature films to theaters, and the feature being sold must have been distributed to theaters to the extent that its theatrical revenues are just about exhausted.

TALK WITH COHN

Screen Gems Increases Search For Way to Plug Col'bia Product

NEW YORK, Nov. 19.—Screen Gems, Columbia Pictures' TV subsidiary which five years ago pioneered the use of television for exploiting Columbia's theatrical films, is intensifying its search for a new way of plugging its parent company's feature product.

Screen Gems has been talking with networks and advertisers about producing high budgeted TV shows which would contain some form of mention of new Columbia feature film releases. Similar talks have been held with network sponsors of current Screen Gems shows. The problem is to come up with a format that would plug the features in a way that would enhance and not harm the TV stanza, according to Ralph Cohn, head of Screen Gems.

Columbia several years ago adopted a policy, now followed by all the Hollywood companies, of obtaining plugs for its features in exchange for guest appearances of its stars and the use of its

properties for TV adaptation. In its attempts to come up with a "regular" method of exploiting Columbia features, the company considered—but rejected—the formula adopted this season by Warner Bros., 20th Century-Fox and M-G-M. This formula, which gives the Hollywood company a hunk of time in the show it produces for promoting its theatrical features, has been widely criticized by newspaper writers and others.

Some insight into Screen Gems' future plans for plugging Columbia's features on TV can be gleaned from some of the ideas that Cohn has on the subject.

Cohn's Thoughts

A Hollywood major, he feels, should be cautious about using its name to identify a TV series it produces, especially if it's going to exploit its theatrical features on the show. For one thing, Cohn believes, viewers are more prone to discount some of the nice words

WCBS TURNS TRICK

'Late Show' Set Time Bests Allen's Rating

NEW YORK, Nov. 19.—The importance of giving a late evening feature film stanza a definite starting time has been graphically demonstrated to WCBS-TV's satisfaction over the past six months.

Its "Late Show" feature film program, which previously found its ratings topped by NBC's Steve Allen stanza, began turning the tables on Allen shortly after it anchored itself firmly to an 11:15 p.m. starting time early this summer. Since then, the WCBS stanza has been consistently beating its WRCA competition.

Allen has been giving feature film stanzas that compete with him thruout the country a hard run for their money in many stations ever since he went on the air a little over a year ago. WCBS-TV here was particularly unhappy over Allen's appearance because it had topped the WRCA feature film show that was competing with it up to that time. The CBS outlet is now overjoyed with its return to dominance in the time slot, but it has bought better features and paid more for them.

American Research Bureau ratings for the 11:15 p.m.-midnight time slot for WRCA and WCBS is as follows: In May WRCA pulled a 6.7 vs. WCBS' 5.7; in June the NBC outlet was still ahead with a 7.0 against WCBS' 5.3; in July WCBS turned the tables, pulling a 6.4 against WRCA's 5.2; in August it main-

tained its lead with a 6.4 against WRCA's 5.6; in September it pulled a 6.6 vs. WRCA's 4.3, and in October it jumped ahead even more with an 8.0 rating compared to WRCA's 5.4.

C-S SCHEDULE

Completion Of 13 Pilots By March 1

HOLLYWOOD, Nov. 19.—Conne-Stephens Productions has completed setting its schedule of pilots for spring presentation, with 13 to roll by March 1. Four will be filmed in December, five in January, and four in February.

Company recently issued \$350,000 worth of stock to finance the venture. First show to roll will be "Big Foot Wallace," with Chuck Connors, on December 5. Conne-Stephens is also planning to enter the commercial production field.

Whatever pilots are not sold as series will be utilized in an anthology that C-S is planning. Donn Tatum, former ABC-TV vice-president and now an exec with the company, said that he thinks it's necessary for a producer to be able to offer a wide variety to agencies in the ever-toughening competition.

CANADA

Buys Four ABC Series, 2 From TPA

NEW YORK, Nov. 19.—The number of American TV film series that have sold for airing in Canada jumped sharply this week with the sale by ABC Film Syndication of four series and the sale by Television Programs of America of two.

ABC Film sold 26 "Sheena, Queen of the Jungle" episodes and 26 "Three Musketeer" episodes in Canadian markets. Additionally, it sold 39 "Douglas Fairbanks Presents" and 39 "Passport to Danger" episodes to Grant Advertising for airing in a French-dubbed version.

TPA's Canadian deals included the sale of "Fury" to General Foods, its NBC sponsor in this country, for airing on 16 stations north of the border; and the sale of "Capt. Gallant" to the Canadian Broadcasting Corporation for airing on its six o.&o. stations.

'Eagle' May Start Trend

NEW YORK, Nov. 19.—A new trend in vidfilm programming may be sparked by a new series to be produced by Edward A. Byron for NBC-TV. "The Eagle and the Rose" concerns the adventures of a 34-year-old Irish reporter during the Civil War. Several names have been mentioned as the lead, including Michael Wilding, Michael Redgrave and Michael Rennie.

Every aspect of the Civil War will be covered as will both sides of the contending forces, the South and the North. Handling research will be Peter McGovern, and casting will be by Gwen Campbell. No director has been selected. Byron, who has made a hobby out of the study of the Civil War, sold the show directly to Sylvester (Pat) Weaver.

Should the series become very successful, there is every possibility of Byron's producing spectaculars based on the show for NBC. The series will have original music. Richard Day will design the sets. The pilot will be ready for showing by mid-February.

Roach to Have 3 Anthologies

NEW YORK, Nov. 19.—Hal Roach expects to have three anthology vidfilm series on network TV by next fall. Already being presented on NBC by Eastman Kodak is "Screen Directors" Playhouse," and AT&T is looking for time for John Nesbitt's "Storyteller Series." Next on the sales block will be the "Pulitzer Prize Playhouse," which is now in preparation.

Over-all production on the Roach lot is up 18 per cent over 1954. During the past 12 months the studio has turned out 155 hours of TV film, or the approximate equivalent of 100 features at a cost of \$9,045,000.

TELEFILM ORG

Puts Member Deadline at End of Year

NEW YORK, Nov. 19.—The projected film distributors organization met Tuesday (15), tentatively titled itself the Association of Television Film Distributors, and set a proposed operating budget of \$100,000. Membership has been opened to all firms distributing vidfilm, but applications must be filed before December 31 to enable the steering committee to elect permanent officers and to plot initial actions.

Among the subjects discussed at the meeting were the appointment of a board of directors, a permanent managing director, and the addition of other personnel. Sixty executives were present. Steering committee has been under the chairmanship of Dwight Martin, of General Teleradio.

Mennen Buys ABC 'Passport'

NEW YORK, Nov. 19.—The Mennen Company this week reportedly purchased "Passport to Danger" for 30 markets from the ABC Film Syndication, Inc. The series will be shown under Mennen sponsorship in such markets as New York, Chicago, Philadelphia, Detroit, Washington and many other major Eastern and Midwestern cities. "Passport" stars Cesar Romero. McCann-Erickson is the agency.

NARTB Picks Pic Committee

WASHINGTON, Nov. 19.—The National Association of Radio and Television Broadcasters this week appointed its film committee to serve during the 1955-'56 fiscal year. Again, Harold See, KRON-TV, San Francisco, will head the committee.

Others on the committee with him are Paul Adanti, WHEN-TV, Syracuse; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Elaine Phillips, WSPD-TV, Toledo; Irving Rosenhouse, WATV-TV, Newark, N. J., and Raymond Welcott, WRGB, Schenectady, N. Y. The committee's first meeting will be January 12, 1956, here.

PROGRAMMING—
the key to successful TV advertising
THE BILLBOARD—
the key to successful programming

Films to Watch

"I SEARCH FOR ADVENTURE"—George Bagnall Associates.

Initial Pulse ratings of this series, running on Page 11 of this issue, show a strong public reaction. The show ranks third among film series in Portland, Ore., and fourth in both San Diego and the Seattle-Tacoma area. Last week, it hit the charts for the first time, with a fourth place 18.7 in San Francisco-Oakland. The series is getting its first outings on the West Coast prior to nationwide distribution. In Seattle-Tacoma, it bettered the rating of the ABC web "Ozark Jubilee," which preceded it, and the same web's "Famous Film Festival" which followed, while it dominated its time, handily beating NBC's Eddie Fisher show. In both San Diego and Portland, it did better than the two opposing shows combined—and these were good syndicated series, too.

"LONG JOHN SILVER"—CBS TV Film Sales.

Another new series showing up well with early ratings, this one scores well in Charlotte, N. C., where it's used as the Monday show in the 5:30-6 p.m. strip. The other four shows are all strong standbys, yet only "Superman" in the Tuesday time does better, by 33.0 to 30.3.

"I SPY"—Guild Films

First ratings on this Raymond Massey starrer appear in Philadelphia, where it did well despite being up against one of the toughest possible network shows, CBS "Studio One." It easily ran second in the period in the four-station market, coming within .1 point of equaling the other two shows combined, with one of those a live boxing airer. Wilson Packing has just signed for a 10-market spread in making its TV sponsorship bow, but debuts are later and ratings won't be available for a little while.

"LITTLE RASCALS"—Interstate

One of the real sensations of this season, these shorts continue to rack up powerful ratings. This week shows the pix among the top 10 films in Syracuse, Baltimore and Philadelphia (first in strip rating, eighth for Sunday rating), just missing that select group in Seattle and making strong showings in New Orleans and Houston.

Distributors Broaden Sales Attacks for More Flexibility

NEW YORK, Nov. 19. — With the changing supply-and-demand conditions in TV film, the leading distributors have been forced in the past year to make basic alterations in their sales policies. The trend has been from a posture of specialization to one of flexibility. To increase their chances of getting their film on the air, distributors now find that they must attack on as broad a front as possible.

While some distributors still bear the marks of their erstwhile specialization, most every one of them has been forced to compromise the philosophy on which its specialization had been founded.

No longer do you find a distributor hammering away strictly on national sales (as Screen Gems has done) or on syndication (as Ziv-TV) or on station library sales (National Telefilm Associates). Every distributor now operates on at least two of these levels. Most are geared to sell on all three.

Broader Policies

Essentially the reason for this broadening of sales policy is the increasing difficulty of moving enough product on any one level to keep volume up to operating requirements. There are other reasons. When a distributor finds product on his hands that is not suitable for the outlets he is attacking, he is led to deploy forces on another front. So, when Ziv-TV found several subsequent-run series in its vaults that had no real place in its sales philosophy, it organized Economy TV to sell station library deals.

Still another value in broadening sales policy is that activity on

one level very often helps a distributor do business on another. For example, good relationships with stations is a definite aid in bringing in national spot deals. So, GAC-TV, which has never gone into syndication—tho it studied it for awhile—made an extensive survey of station clearance conditions a year ago, an effort that is understood to have stood it in good stead in selling Patti Page to Oldsmobile and Les Paul and Mary Ford to Listerine.

The advantages of selling one level off against another has now induced a few distributors to enter still a fourth level of operation, namely media sales to national sponsors. "Official Films has Wells Bruen selling national spot announcements on stations carrying "My Little Margie" daytime, and Ziv-TV has Bernard Musnik preaching the value of national

spot sponsors! ip on any of its new shows.

The efforts of Bruen and Musnik have taken film distributors out of the realm of pure program sales. Essentially they are selling stations rather than shows.

This trend has begun to affect the feature film field also. Associated Artists Productions, which, like every other feature house, was organized to sell only stations, has now named Paul Kwartin its national sales director to perform a function similar to that of Bruen at Official and Musnik at Ziv.

The work of these three men on the fourth front (national spot) is obviously calculated to help the position of these distributors on the first front (stations).

Merger Effect

This trend toward broadening of sales policy is in a sense a concomitant of the trend toward consolidation of competition. A merger of two distributors very often has the effect of broadening the sales approach of the combined operation. A single distributor's effort to spread out its sales attack is very often a substitute for a merger.

Note that AAP formalized Kwartin's position after its efforts to merge with NTA fell thru. NTA itself has just formalized a national sales department under its executive vice-president, Oliver Unger, and has just hired Sy Kaplan from Television Programs of America to assist him. NTA, which tried to get into national sales a year ago, has been essentially a station sales operation heretofore.

The consolidation of Hygo and Unity was calculated to increase sales flexibility. While Hygo-Unity does not appear to be thinking in terms of stretching outside the traditional station approach, the consolidation gives them greater maneuverability in packaging product and in operating on that one front.

MCA-UTP

The most important landmark in this whole development was probably the absorption of United Television Programs by MCA-TV a year ago. MCA was always powerful in national sales and at the time had a pioneering station library operation. While it was okay in syndication, the UTP absorption gave it new strength on that level.

It was at that point that the three-pronged approach became most pronounced. For MCA-TV then formed three separate echelons: National sales under Dave Sutton, syndication under Wynn Nathan and station libraries under Lou Friedland.

Ziv-TV, in its broadening development, has also organized along distinct echelons. On the other hand, Official Films tends to work in all directions from the same core.

But, whether or not the sales staff is departmentalized, in the present strategic situation the buyer as well as the seller is best served when the sales attack is made on as broad a front as possible.

BLUNT STATEMENT

Martin Film Speech Calls Spade, Spade

NEW YORK, Nov. 19. — The bluntest statement made publicly by a TV film distributor concerning the deteriorating economic situation that syndicators of TV series currently face was issued this week by Dwight Martin, of General Teleradio.

Martin, in a speech delivered at a National Television Film Council Forum here, graphically illustrated the plight of syndication firms faced with a constantly increasing supply of film moving into the syndication market while demand remains all but stationary.

It is this situation that has been largely responsible for the trend on the part of many distributors to turn toward national sales as their primary outlet for first-run shows. (See other story.)

Martin stated that efforts by distributors to solve their problems by downgrading the quality of their programming and cutting prices has been a failure. Instead of increasing demand for films, it has made such films less desirable and resulted in a lowering of demand.

Web Stand

He also chastised film distributors who think that legislative action that would curtail the networks' control of station time would provide a solution to the problem. Martin stated that networks are necessary, and they must, in order to perform their function, "be given an opportunity to supply a sufficient amount of programming so that their overhead and other indirect costs can be absorbed." Legislative curtailment of network programming "just isn't going to come to pass, and, frankly, I don't believe it should," Martin stated.

Martin offered two suggestions for film distributors to follow in their search for profits: to produce quality shows that stations would clear time for and to "confine our business to those programs that are better shows when filmed than when exhibited live."

The conditions that Martin expounded so frankly in his speech have been causing no end of concern to TV film distributors for many months now. It is widely recognized within the industry that it has become all but impossible to make any profit from syn-

dicating a first-run series, unless a nice proportion of the production cost is immediately got back thru the sale of the show to a national or regional sponsor, or thru sale of the show to English and-or Canadian television.

Such sales enable a distributor to set his syndication prices low enough to compete with the rerun shows that are now in plentiful supply. Buyers today are just not willing to pay the prices necessary for a first-run show when they can obtain a rerun show of equal or better caliber at a much lower price.

3 'Drumbeats' Completed by Mayer, Dukoff

HOLLYWOOD, Nov. 19.—Three half hours of a new adventure series, "African Drumbeat," have been completed by Gerald Mayer and Eddie Dukoff in Africa. Films will be ready for agency presentation in January.

The series stars Kevin McCarthy as a soldier of fortune. Mayer returned to the United States about a month ago, and will produce "The Sheriff," and at least one other pilot for Conne-Stephens in the meantime.

SG to Shoot Films on Spec

NEW YORK, Nov. 19.—Screen Gems will shoot several more half-hour shows in its "You Can't Take It With You" vidfilm series. The show was almost sold from a single pilot this season, but clients wanted to look at more programs.

Lately clients have approached Screen Gems asking for a show that was ready to go on. The experience has led the company to conclude that it would have sold the property if it had more product in the series on hand, and so it has decided to go ahead with filming of the series.

Desilu 'Duffy' Pilot in Jan.

HOLLYWOOD, Nov. 19.—New TV series, "Father Duffy of Hell's Kitchen," will be piloted by Desilu Productions in January. Lloyd Nolan has been signed for the title of Father Duffy, with New York set as locale of the show. Samuel Bischoff and Dave Diamond will produce.

Desilu will also do a pilot of "Fast Freight," series on truckers, for ABC-TV, and is prepping another show based on the files of the old Pinkerton Detective Agency.

Ed Grossman Resigns Guild

NEW YORK, Nov. 19.—Edward Grossman, director of the radio division of Guild Films, has resigned to form his own business. He will handle the financing of TV producers and distributors, and radio and TV stations.

Before joining Guild Films in July, 1952, Grossman was with M-G-M for 18 years.

Reed Preps 'Test Pilot'

HOLLYWOOD, Nov. 19.—Shooting of a pilot film for "Test Pilot" has been skedded by Roland Reed Productions within the next 10 days at California Studios. Series, starring Preston Foster, will deal with air stories and is being done in co-operation with Douglas Aircraft.

Also being prepped, by George Bruce, is a script for a new pilot on "Alarm," on which a half hour was shot about two years ago. Semi-documentary technique will be used on the fire department series, with the base of the show being broadened to include the whole United States instead of just the Southern California area.

Third project under way is "Dial Emergency," series which would utilize files of the telephone company.

"Test Pilot" will be shot by Reed in partnership with Gross-Krasne under supervision of Guy Thayer Jr. The company has been inactive in the entertainment TV field since the completion of "Waterfront" last summer.

Syndication For 'Hollywood'

HOLLYWOOD, Nov. 19.—"So This Is Hollywood," net TV film series produced by Edmund Beloin and Dick Bare, is being placed in syndication by Harsiscope, Inc., a small vidpix distributing company. Burt I. Harris will be in New York next week for talks with potential sponsors.

The series, starring Mitzi Green and Virginia Gibson, aired on NBC-TV last season. A total of 24 half hours are available.

CISCO KID 29.1*

CINCINNATI, ARB*, March, 1955

With a mighty 29.1 ZIV-TV'S CISCO KID (Duncan Renaldo) gives the bum's rush to a long list of big-time operations on the Cincinnati scene, including TV Playhouse, Climax, Jack Benny, Comedy Hour, I Love Lucy, etc.

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NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Network Dramas

OCTOBER RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rtg.	Rank	Show, Sponsor & Web	Women Per Set
1.	Climax, Chrysler (CBS)	39.3	1.	Goodyear Hour, Goodyear (NBC)	1.22
2.	Loretta Young, P&G (NBC)	31.5	2.	Loretta Young, P&G (NBC)	1.20
3.	Lux Video Theater, Lever Bros. (NBC)	30.5	2.	G. E. Theater, Gen'l Electric (CBS)	1.20
4.	Fireside Theater, P&G (NBC)	30.2	4.	U. Video, Lever Bros. (NBC)	1.19
5.	Line-Up, P&G (CBS)	30.1	5.	Big Story, Simoniz (NBC)	1.18
6.	Dragline, Liggett & Myers (NBC)	30.0	6.	The Millionaire, Colgate Palmolive (CBS)	1.16
7.	Big Story, Simoniz (NBC)	29.6	6.	Ford Theater, Ford (NBC)	1.16
8.	Studio One, Westinghouse (CBS)	29.4	8.	Famous Film Festival, Particip. (ABC)	1.15
9.	Ford Theater, Ford (NBC)	28.6	8.	Star Stage, Chesebrough, Ponds (NBC)	1.15
10.	Four Star Playhouse, Singer (CBS)	27.7	10.	Climax, Chrysler (CBS)	1.14

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Justice, American Tobacco (NBC)	1.02	1.	Lassie, Campbell Soup (CBS)	1.34
2.	Appointment With Adventure, P. Lorillard (CBS)	1.01	2.	Famous Film Festival, Particip. (ABC)	1.00
2.	G. E. Theater, General Electric (CBS)	1.01	3.	The Millionaire, Colgate-Palmolive (CBS)	.73
4.	Goodyear Hour, Goodyear (NBC)	.95	4.	Crusader, R. J. Reynolds (CBS)	.71
5.	Alfred Hitchcock Presents, Bristol Myers (CBS)	.92	5.	Goodyear Hour, Goodyear (NBC)	.68
5.	Famous Film Festival, Particip. (ABC)	.92	6.	Climax, Chrysler (CBS)	.65
7.	You Are There, ECAP (CBS)	.90	7.	Dragnet, Liggett & Myers (NBC)	.63
7.	Navy Log, Maytag (CBS)	.90	8.	Navy Log, Maytag (CBS)	.62
9.	Screen Directors Playhouse, Eastman Kodak (NBC)	.89	8.	Big Story, Simoniz (NBC)	.62
10.	The Vise, Sterling Drug (ABC)	.87	10.	G. E. Theater, Gen'l Electric (CBS)	.59
			10.	Fireside Theater, P&G (NBC)	.59

LATEST NETWORK RATINGS

Nielson Top 10 Homes Per Show

(Two Weeks Ending October 8)
* Indicates Film

Rank	Program & Web	Homes (000)
1.	\$64,000 Question (CBS)	18,694
2.	World Series-Sunday (NBC)	18,631
3.	World Series-Saturday (NBC)	16,107
4.	Ed Sullivan Show (CBS)	15,571
5.	*I Love Lucy-Gen. Foods (CBS)	14,260
6.	Chevy Show (NBC)	13,543
7.	Milton Berle Show (NBC)	13,017
8.	World Series-Weekday (NBC)	12,919
9.	George Gobel Show (NBC)	12,832
10.	*Disneyland (ABC)	12,585

Nielson Top 10 TV Web Shows

(Two Weeks Ending October 8)
* Indicates Film

Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	58.2
2.	World Series-Sunday (NBC)	56.1
3.	Ed Sullivan Show (CBS)	48.6
4.	World Series-Saturday (NBC)	48.5
5.	*I Love Lucy-Gen. Foods (CBS)	46.3
6.	Chevy Show (NBC)	44.8
7.	Milton Berle Show (NBC)	40.5
8.	*Disneyland (ABC)	40.4
9.	George Gobel Show (NBC)	39.8
10.	Climax (CBS)	39.5

ARB Top Shows Among Men

How Network Shows Rated Among Men in October

This weekly audience composition analysis shows the relative popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

*Indicates Film

Rank	Show, Sponsor & Web	Men Per Set	Avg. Oct. Rating
1.	Feature Boxing, Particip. (Du Mont)	1.23	7.5
1.	Red Barber's Corner, State Farm (NBC)	1.23	7.2
3.	Pro Football, Falstaff (ABC)	1.16	21.7
3.	Wednesday Night Fights, Pabst, Mennen (ABC)	1.16	20.6
5.	Cavalcade of Sports, Gillette (NBC)	1.13	21.8
5.	NCAA Football, Schick, Avco, Gen'l Cigar, Gulf (NBC)	1.13	7.6
7.	You Asked for It, Best Foods-Peanut Butter (ABC)	1.06	13.2
7.	Big Ten Football, Amana (CBS)	1.06	9.8
9.	Color Spread, Sunbeam, U. S. Rubber, Maybelline (NBC)	1.03	27.2
10.	Ed Sullivan, Lincoln-Mercury Dealers (CBS)	1.02	39.8
10.	Justice, American Tobacco (NBC)	1.02	11.0
12.	G.E. Theater, Gen'l Elec. (CBS)	1.01	27.3
12.	Appointment With Adventure, P. Lorillard (CBS)	1.01	14.6
14.	*Gunsmoke, Liggett & Myers (CBS)	.99	18.8
15.	Life Begins at 80, Pharmaceuticals (ABC)	.98	8.8
15.	Break the Bank, Dodge-Chrysler (ABC)	.98	20.1
15.	Jack Benny, American Tobacco (CBS)	.98	26.6
18.	Ozark Jubilee, Sustaining (ABC)	.97	9.5
19.	Big Surprise, Speidel (NBC)	.96	16.0
19.	*Honeymooners, Buick (CBS)	.96	34.2
19.	Texaco Star Theater, Texas Co. (NBC)	.96	26.7
22.	What's My Line? Jules Montenier (CBS)	.95	32.3
22.	Goodyear Hour, Goodyear (NBC)	.95	23.2
22.	*People Are Funny, Toni Co. (NBC)	.95	24.0
25.	Perry Como, Armour, Kleenex, Dormeyer (NBC)	.94	20.7

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Dramas

SEPTEMBER RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Avg. Sept. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr. Presents (ABC)	14.1	1.	Douglas Fairbanks Jr. Presents (ABC)	.76	1.	Science Fiction Theater (Ziv)	.33
2.	Science Fiction Theater (Ziv)	12.1	2.	Mayor of the Town (MCA)	.74	2.	Times Square Playhouse (Ziv)	.28
3.	Star and the Story (Official)	10.0	3.	Science Fiction Theater (Ziv)	.71	3.	Mayor of the Town (MCA)	.24
4.	Heart of the City (MCA)	9.1	4.	Famous Playhouse (MCA)	.70	4.	Douglas Fairbanks Jr. Presents (ABC)	.21
5.	Mayor of the Town (MCA)	8.8	5.	Star and the Story (Official)	.69	4.	Royal Playhouse (MCA)	.21
6.	Famous Playhouse (MCA)	8.3	5.	Heart of the City (MCA)	.69	4.	Story Theater (Ziv)	.21
7.	Royal Playhouse (MCA)	6.3	5.	The Visitor (NBC)	.69	7.	Star and the Story (Official)	.19
8.	The Visitor (NBC)	4.8	8.	Royal Playhouse (MCA)	.66	7.	Heart of the City (MCA)	.19
9.	Your All Star Theater (Screen Gems)	4.3	9.	Story Theater (Ziv)	.61	9.	Your All Star Theater (Screen Gems)	.18
10.	Times Square Playhouse (Ziv)	4.0	10.	Times Square Playhouse (Ziv)	.59	10.	The Visitor (NBC)	.16

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Mayor of the Town (MCA)	200	1.	Douglas Fairbanks Jr. Presents (ABC)	.89	1.	Your All Star Theater (Screen Gems)	.41
2.	Douglas Fairbanks Jr. Presents (ABC)	198	2.	Famous Playhouse (MCA)	.88	2.	The Visitor (NBC)	.30
3.	Science Fiction Theater (Ziv)	193	3.	Star and the Story (Official)	.84	3.	Story Theater (Ziv)	.28
3.	Heart of the City (MCA)	193	4.	Mayor of the Town (MCA)	.81	4.	Heart of the City (MCA)	.26
5.	Star and the Story (Official)	191	5.	Heart of the City (MCA)	.79	5.	Mayor of the Town (MCA)	.21
6.	Story Theater (Ziv)	189	5.	Royal Playhouse (MCA)	.79	5.	Science Fiction Theater (Ziv)	.21
6.	The Visitor (NBC)	189	5.	Story Theater (Ziv)	.79	7.	Royal Playhouse (MCA)	.19
8.	Royal Playhouse (MCA)	185	8.	Your All Star Theater (Screen Gems)	.74	7.	Star and the Story (Official)	.19
9.	Your All Star Theater (Screen Gems)	184	8.	The Visitor (NBC)	.74	7.	Times Square Playhouse (Ziv)	.19
9.	Famous Playhouse (MCA)	184	10.	Times Square Playhouse (Ziv)	.72	10.	Douglas Fairbanks Jr. Presents (ABC)	.12
						10.	Famous Playhouse (MCA)	.12

Pulse Top Pix Among Men

How Non-Net Films Rated Among Men in September

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title and Distributor of Series	Men Per 100 Homes	Avg. Sept. Rating
1.	Foreign Intrigue (Official)	89	9.3
2.	Boston Blackie (Ziv)	86	9.4
2.	China Smith (NTA)	86	5.1
2.	Ellery Queen (TPA)	86	8.0
2.	Inner Sanctum (NBC)	86	3.2
6.	Mr. & Mrs. North (ATPS)	85	6.5
7.	Colonel March of Scotland Yard (Flamingo)	83	3.5
7.	Waterfront (MCA)	83	11.7
9.	City Detective (MCA)	81	8.9
9.	Dangerous Assignment (NBC)	81	7.3
9.	Death Valley Days (Pacific Borax)	81	9.1
9.	The Falcon (NBC)	81	9.3
9.	Guy Lombardo (MCA)	81	8.3
9.	The Whistler (CBS)	81	10.4
15.	Fabian of Scotland Yard (CBS)	80	7.2
15.	I Led Three Lives (Ziv)	80	12.3
15.	I Am the Law (MCA)	80	7.4
15.	Mr. District Attorney (Ziv)	80	13.3
19.	Amos 'n' Andy (CBS)	79	9.2
19.	Inspector Mark Saber (Koch)	79	5.7
19.	Racket Squad (ABC)	79	9.0
19.	Sherlock Holmes (UM&M)	79	9.3
23.	Badge 714 (NBC)	77	10.5
23.	Facts Forum (Facts Forum, Inc.)	77	0.7
23.	Lone Wolf (MCA)	77	7.2

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

RCA Hunts for Dealer Plan to Match Clubs

Bonus Offer Must Be Completely for Stores, No Mail

NEW YORK, Nov. 19.—RCA Victor this week confirmed rumors that the company has been looking for a practical plan whereby dealers, and dealers alone, can offer their customers bonus benefits equal to those dangled by the various mail-order clubs.

According to Victor's Vice-President Larry Kanaga, such a plan has not been worked out so far, altho admittedly the diskery thought it might have had one this week. A special trip to the Indianapolis factory, however, produced production data that labeled this particular plan economically unfeasible.

Pointing to the diskery's low (\$3.98) price for LP's, which automatically must cut the margin for

(Continued on page 17)

Xmas Push for Kenton Album

HOLLYWOOD, Nov. 19.—In an effort to stimulate sales of the \$24.95 "Kenton Era" package, Capitol Records has prepared a special Christmas promotion designed to give the album maximum exposure.

Dealers will receive a free display unit stressing the Kenton package as "a big gift for any jazz fan," with copy done in appropriate Christmas colors. Unit is constructed to display the Kenton album as well. The sales figures of the album, the only package ever produced by Capitol in that price category, are not available, Bud Fraser, merchandise manager, revealed that results thus far have been satisfactory.

On another front, Capitol this week acquired a library of music cues from composer-conductor Henry Russell for film use in television. Capitol continues to expand its cue library, one of the largest serving the needs of industrial and TV film producers.

Disk Running Time No Key to a Smash

Diskers Ignore D. J. Short-Wax Clamor Stemming From Spot Commercial Demand

HOLLYWOOD, Nov. 19.—Despite the hue and cry for shorter records by the nation's disk jockeys, a short record doesn't necessarily have any advantage as a potential hit.

A recapitulation of the best selling records listed on the Honor Roll of Hits (The Billboard, November 19) reveals no particular affinity between the length of a recording and its selling prowess. If anything, it highlights the oft-repeated catch-all well known to the disk industry—"it's got to be in the groove."

The demand for shorter records by disk jockeys primarily stems from the numerous problems d.j.'s are currently encountering in finding enough time to program a heavy slate of commercial spots. The most stations subscribe to the basic precepts of the NARTB code, on the surface there appears to be flagrant abuses in connection with the length of time devoted to commercials in any given 15-minute period. Double and triple spotting are common to virtually any station whose programming consists large-

2 1/2 MIL. DISKS IN ONE WEEK

NEW YORK, Nov. 19.—A disk just released by Columbia Records this week has already moved 2,500,000 copies. The entry is a post card-sized paper platter carrying a jingle plug for Ford cars as cut by Rosemary Clooney and Mitch Miller. It's a product of the diskery's transcription department in the firm's new Auralvision process (The Billboard, November 19).

STATUS QUO

No Changes In Mercury's Europe Field

NEW YORK, Nov. 19.—Irving Green, president of Mercury Records, returned from his European trip this week with the status of the label's distribution in England still unchanged.

For some time now the English firm, Pye, Ltd., has been rumored about to take over Mercury's dis-

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SURE SPINS OVER U. S.

Survey Uncovers Favorites In Disk Jockeys' Themes

By JUNE BUNDY

NEW YORK, Nov. 19.—A deejay's theme platter is the closest thing to a sure-spin proposition in the record promotion field, since the average disk jockey plays his theme at least twice a day across the board, and many give themes an extra spin on the hour and half hour.

According to a Billboard survey, the deejay themes most used by spinners across the country are Ray Anthony's "Rollin' Home," the Leroy Anderson and Boston Pops versions of "Syncopated Clock," Glenn Miller's "Make Believe Ball-

room" and Anderson's "Jazz Pizicato."

Ray Anthony is the top baton in the deejay theme field, followed by Ralph Flanagan, Tommy Dorsey, Benny Goodman, Glenn Miller, Anderson, Percy Faith, Billy May, Harry James, Ted Heath, Duke Ellington and Les Brown.

Good and Bad

The deejay theme situation is both a headache and a blessing to record manufacturers, who naturally like to bet on a sure-spin but are increasingly harassed by requests for special theme platters from jockeys whose audience-potentials just don't justify the outlay of \$400 or \$500 each for special recording sessions.

Many key jocks have their personal theme platters, e.g., Jerry Marshall's "Make Believe Ballroom" on WNEW and Jack Lacy's "Listen to Lacy" on WINS here; Robin Seymour's "Bobbin With Robin," WKMH, Detroit, etc.

On the other hand, Bill Randle (WERE, Cleveland, and WCBF here) uses Tommy Dorsey's "Dry Bones" as a theme, while ABC's Martin Block has used Glenn Miller's "Make Believe Ballroom" (a favorite with many spinners) for almost two decades. In line with this, it's interesting to note that when Block moved from WNEW to ABC he took his long-time theme with him, thus causing the station to have a special "Make Believe Ballroom" theme (strikingly similar to the Miller disk) written and recorded for the Marshall seg. The special-theme deejay frater-

TV'S 'LOVE' IS FOURTH TV HIT

NEW YORK, Nov. 19.—"Love and Marriage," which made the "Lucky Strike Hit Parade" this weekend, is only the fourth song originating with a TV production to make that TV hit list.

The only others to turn the trick despite countless tries have been "Let Me Go, Lover"; "The Ballad of Davy Crockett" and "Hard to Get."

nity was recently thrown into a spin by the American Federation of Television and Radio Artists, which ruled that voice talent used in transcriptions of program themes and identification jingles were subject to the union's re-use payment code covering commercial transcriptions.

As a result last August many deejays—Alex Cooper, Peter Potter and Gene Norman of KLAC, Los Angeles; Johnny Grant, John McShane and Bill Stewart, KMPC, Los Angeles, among others—pulled their special themes off the air and substituted instrumental disks. Veteran West Coast deejay Al Jarvis, of KFWB, Hollywood, tho, was in the clear since—like Block—he has always used a straight com-

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Diskeries Waiting Results Of Columbia's New EP Policy

Trade Concerned Whether Special Concessions May Open Price Cuts

By BILL SIMON

NEW YORK, Nov. 19.—Columbia Records' new approach to EP singles marketing, and specifically its initial-order price concessions (The Billboard, November 12), have inspired considerable interest among the other major diskeries.

Most of Columbia's competitors this week expressed the opinion that the present standard price of \$1.47 is the lowest price at which a sensible profit can still be made, but there was some concern that Columbia's move might point the way to a general price reduction, which they would then be forced to follow.

Columbia's special promotion actually is offering three specific EP's to dealers at 65 cents each on initial orders, rather than the regular 86 cents. If the experiment is considered successful, the same deal will be applied to all new single EP releases.

Much of the rivals' concern has centered around the manner in which dealers would make use of

the price cut. The diskeries want to determine if the retailers will continue to sell at \$1.47, retail, cashing in on the additional markup, or if they will cut the retail price.

Some Questions

Also, the companies want to know how much a lower price will increase sales, and most significant, what effect this would have on the present price of single, regular-length 45's, which now sell for only 9 cents less than the bargain EP's, if the latter are sold at a regular markup, or 98 cents.

The majors are concerned also that some dealers will stock up heavily now, but then failing to move EP inventory at \$1.47, might cut price at some later date, upset the local market and spoil the citizens' taste for regular line merchandise.

The attitude of RCA Victor, expressed by RCA Vice-President Manie Sacks this week, is that "We don't want to disturb the market. If EP prices are going to

be reduced, we certainly don't intend to be the first to do it. We intend to wait and see what happens with this Columbia thing." Sacks did emphasize, however, that Victor "is not going to let the competition undersell us."

At Decca, top sales exec Syd Goldberg told The Billboard that a price cut definitely was unnecessary there, because his EP business had never been better, and at \$1.47. In fact, Goldberg felt that Decca would hold the line even if other firms decided to cut the price.

Mercury, claiming considerable success for its own recent 98-cent EP promotion, reported that continuation of that price for regular issues was impossible from a cost factor. According to Mercury President Irving Green, the initial production costs, including recording and royalties, determine this rather than the actual physical pressing, which employs no more material than a regular 45 r.p.m.

Capitol maintained that it has no plans to meet the Columbia deal. Lloyd Dunn, veepee in charge of sales and merchandising, said that the company will continue its existing price, with no special arrangements planned for dealers or juke box operators.

London and M-G-M both committed themselves to a program of "watchful waiting," altho both admitted interest in the Columbia venture.

M-G-M Diskery Sets Mark in Sale of LP's

HOLLYWOOD, Nov. 19.—Frank Walker, president of M-G-M Records, this week declared that the company had set a new high this year for sales of its LP's.

Walker arrived here this week for a series of studio conferences with Dore Schary, studio head; Johnny Green, head of M-G-M's music department, and Jesse Kaye,

(Continued on page 17)

Decca to Continue New Classic Push

NEW YORK, Nov. 19.—Decca Records, with strong sales response to its revitalized classical program inaugurated last June, has mapped further expansion in the field calling for an increased release schedule and heavier promotional expenditures at several levels to plug the growing line.

The longhair drive by the diskery during the past five months has been the biggest in the firm's history. Plans already set indicate a still more aggressive push by Decca next year to cut a larger piece of the classical disk pie for itself.

The company's effort in the field is largely pegged to material imported from Deutsche Grammophon, the German diskery with which Decca has a reciprocal deal covering pop and classical etchings. The foreign firm will continue to supply much of Decca's classical requirements, altho some step-up of domestic recording is expected, and new longhair and semi-classical masters will continue to be imported from Spain.

Within a few weeks Decca will release the second batch of imported DG pressings in its Archive series, a special line which has attracted much favorable critical comment. Eighteen 12-inchers will be in the new release. Twelve were issued initially.

Another major package release now under preparation is a new DG recording of Mozart's "The Magic Flute." Due out in March, it will be held in a de luxe package containing the complete orchestral score, as well as the libretto, and will list at \$14.98. This will probably be an industry "first" for an opera release.

On the promotional level, Decca will continue its sponsored program over local radio station WQXR and will buy similar programs elsewhere if response continues as strong as it has so far.

Advertising in consumer publications will be increased, it was said, and dealer selling aids, including catalogs, will continue to be distributed to the trade in large quantities.

Waxers Face Earnings Pinch In Face of Big Cash Outlays

Sales Huge This Year, But Album Production Has Eaten Up the \$\$

HOLLYWOOD, Nov. 19.—The record industry is expected to amass greater profits than ever before, earnings are not expected to keep pace with the almost certain tremendous increase in sales diskers will have achieved at year's end.

Of necessity, the industry has had to reinvest vast sums of money which might otherwise have gone to the profit side of the ledger. In reality, the disk industry is currently going thru a transition period, with the pendulum swinging from single disk sales to package sales. Album sales this past year are estimated to have accounted for 55 to 60 per cent of the total sales volume, a statistic which unquestionably will affect disk profits this year, and for several years to come.

Just where are the major firms making long-range investments, expenditures which were uncommon several years ago? In brief, the bulk of money, or profit, is being plowed back into the album business.

Singles More Profitable

It's generally known that the single disk business is much more profitable than is the package field, with recording and production costs minimal when compared with the overhead of an album. The investment in a single disk is returned over a much quicker period of time than is an album, with

BRITONS BEEF

But Cooley's Pubbing His 'Princess'

HOLLYWOOD, Nov. 19.—Despite the storm of protest from angry Britons who want the United States government to take steps to suppress the song, "I Don't Want to Ever Be a Princess," author Spade Cooley indicated the song will be published and recorded.

The furor erupted last week when Hill & Range acquired the song, with English newspapers and the government-controlled British Broadcasting Corporation declaring the song to be in "poor taste."

Cooley this week disclosed that Hill & Range has returned the song, which will be published by
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Italy's Ricordi Co. Eyes U. S. Record Entry

NEW YORK, Nov. 19.—G. Ricordi & Company, large Italian-based publishing firm, is mulling a possible entry into the recording business here. The move is now under study, it was confirmed here this week by Dr. Franco Colombo, managing director of the firm's U. S. affiliate.

Should Ricordi follow thru on the plan, the likelihood is that it will tie in with an established label as releasing agent, altho it will handle recording sessions itself. The publisher's main purpose will be to stimulate exposure of its copyrights, particularly in the serious music field. Pops, of the Continental variety, may also be issued.

The firm, of course, is the repository of many Puccini copyrights, as well as contemporary scores by important composers.

some package taking years to amortize their cost. While no specific figures are available, Capitol Records (i.e.) is estimated to have spent approximately \$50,000 in producing the plush "Kenton Era" package, a figure which will not be returned this year but is expected to pay dividends for some years to come. The same is true of Columbia's long-range investment and heavy cost of production in recording both the Albert Schweitzer and Pablo Casals albums.

Other expenditures which might have been reported as profits are

also accounted for in increased costs of album art, the use of kodachrome stills for covers, laminated covers, etc. One major firm is known to be experimenting with the use of fiberglass and other plastics as possible substitutes for the album as we now know it.

The transitory state of the disk business is further exemplified by the numerous sales campaigns by the major firms designed to bring sales and profits back over a number of years. In short, the disk industry appears to be building for
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Protest ASCAP Rule on PD Tune

Many Pubbers Affected by 'Arrangement' Decision Re Planetary's 'Yellow Rose'

By IS HOROWITZ

NEW YORK, Nov. 19.—The fine edge that sometimes separates an arrangement from an "original" tune may come in for even further hair-splitting as a result of negotiations currently under way between the publisher of "Yellow Rose of Texas" and the American Society of Composers, Authors and Publishers.

Planetary Music, the publisher of the ditty which climbed to major hit status via the recent Mitch Miller recording on Columbia, has all along considered the changes in its version of the Civil War ballad sufficient to warrant original status.

But ASCAP has taken a different view and tagged the ditty an arrangement of a public domain melody. As such, the Society considers the customary fractional publisher pay-off for an arrangement sufficient recompense for performances. This payment is com-

puted at about one-fifth the rate of an original.

Planetary, which stands to lose considerable performance monies due to this interpretation, is contesting the ruling. Negotiations have already reached the point where high level execs at ASCAP are involved.

Until now ASCAP has held firm on its evaluation of "Yellow Rose." Planetary is understood to have engaged some imposing legal talent to plead its case. Both sides have shown more than usual reticence in discussing the controversial issue.

What makes the case have broader appeal than the interests
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'Sh-Boom' Suit Involves 250G

NEW YORK, Nov. 19.—A \$250,000 suit involving the yesterday hit, "Sh-Boom," came to light this week when Judge Irving L. Levey, of New York Supreme Court, granted a motion asked by the defendants, Atlantic Records and its publishing affiliate, Progressive Music, that the plaintiff furnish a bill of particulars.

The plaintiff is Sinclair Music, which claims a right to the "Sh-Boom" copyright. Sinclair alleges that the tune was written by the Toppers, a singing group, said to have assigned the ditty to the publisher in 1953. Part of the deal called for Sinclair to introduce the group on a major disk label. Sinclair charges that Atlantic induced the Toppers to award the tune to Progressive in violation of the agreement.

Atlantic has made a general denial of the charges and points to a March, 1954, assignment of the tune to Progressive by the Toppers. There was no agreement to give the ditty to Sinclair, the Atlantic denial claims.

Freed Show Set for N. Y.

NEW YORK, Nov. 19.—Disk jockey Alan Freed's big holiday "Rock and Roll" show will be a 12-day affair at the Academy of Music on 14th Street here. Opening December 22, this will be the deejay's longest in-person package to date.

Talent already set for the seg
(Continued on page 18)

RCA to Make Own Tape Recorders

CAMDEN, N. J., Nov. 19.—That the Radio Corporation of America will, for the first time, manufacture its own tape recorder units was indicated this week with the company's announcements of a multi-million dollar expansion of its Camden, O., plant.

Earlier tape recorder production was contracted out.

James M. Toney, vice president and general manager of RCA Victor's Radio and "Victrola" division, in making the announcement, said, "We see in tape recorders a new and vigorous business we would be unable to handle adequately without a large expansion of our present facilities."

Tradesters also saw in the move indications of an eventual stepped-up pace by Victor in the production and merchandising of pre-recorded tape. To date, the firm has limited such activity to two token releases.

Hi-Fi Space

In expanding the existing 135,000 square feet by more than 250 per cent, ample space will also be available for increased pro-

Chianti Named To Top British Post for Leeds

NEW YORK, Nov. 19.—Sal Chianti, Leeds Music exec, will relocate in England next February to take over top level charge of the growing interests of the publisher abroad. The move, in the planning stages for some time, has gained added urgency thru the re-
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STORES DON'T DIG '16 TONS'

PITTSBURGH, Nov. 19.—Tennessee Ernie Ford's "16 Tons" may be the nation's No. 1 record hit this week, but its No. 1 target—the company stores operated by coal-mining interests—don't dig it. At any rate, company stores in this area reportedly are reluctant to stock the platter, which features the line "Tell St. Peter I can't go, 'cause I owe my soul to the company store."

Capitol Signs James to Term Disking Pact

HOLLYWOOD, Nov. 19.—The recording status of maestro Harry James was firmly settled here this week when the band leader inked a term recording contract with Capitol Records. Previous pact James held with Capitol was a one-shot deal only, which called for the release of an experimental album, "Harry James in Hi-Fi."

Apparently satisfied with the results of the album, James this week signed an exclusive recording contract with Capitol, dispelling rumors that he would go to another major platter.

Capitol also signed singer Meg Myles to a term contract this week. Miss Myles most recently recorded for indie Sunset Records, and appears in the "Phenix City Story" film production.

James, meanwhile, attracted a total of 15,996 dancers in the band's first week at the Hollywood Palladium here. Mark is the second highest run up in 10 years, previously topped by Perez Prado in the latter's stand at the Palladium last month.

MPCE Weighs Report Service For N. Y. Indies

Pluggers' Vote Due At General Meet On Four Stations

NEW YORK, Nov. 19.—A campaign to have the Accurate Reporting Service cover the top four local indie stations is shaping up among the membership of the Music Publishers' Contact Employees, as a result of a marked decrease in network plugs.

It's almost certain that this subject will be brought up for a vote at the MPCE's next general meeting, to be held November 30 at the Capitol Hotel.

While it is felt in some pluggers circles that such attention to the indies may create a new payola monster, the protagonists feel that this innovation will put them in a much better light with their publisher bosses. At present, they point out, several of the webs have de-emphasized records and music to an alarming degree. For example, they claim that NBC, with its "Monitor" format, is playing about 10 per cent of the music it formerly played. The Mutual Broadcasting System is believed to
(Continued on page 17)

FASTEST?

'16 Tons' Hits Charts Like Blockbuster

NEW YORK, Nov. 19.—Tennessee Ernie Ford's "16 Tons" may very well be the fastest rising platter ever to hit The Billboard charts. The disk this week became the nation's No. 1 pop record after only three weeks on the charts.

It jumped into the top slots on the best selling pop retail list and the most played pop jockey lists and leaped from 16 to 7 on the pop juke listings after only two weeks on the chart.

At the same time, the disk soared to No. 2 on the country and western retail sellers chart after only three weeks on the list and moved into the No. 4 slot on the c.&w. jockey list, as well as hitting the c.&w. juke listing for the first time as No. 8.

Heretofore the fastest rising platter was Mitch Miller's "Yellow Rose of Texas," which climbed into the No. 1 spot September 3 of this
(Continued on page 18)

NOTE TO STATIONS:

License Org Formed For Taking NO Fees

NEW YORK, Nov. 19.—A new music licensing organization has been formed here for the purpose of NOT collecting performance fees from radio stations.

The outfit is called Air Permissions, and this week it sent out invitations for membership to "any newly formed publishing concern, unaffiliated publishers and persons . . . if they agree with the policy of this organization."

What Air Permissions—which presumably will be shortened by the trade to AP if it endures—proposes is free licensing for local disk jockey use and free licensing for many types of establishments as well. The outfit would, however, issue special licensing agreements for chain broadcasting or TV and for theatrical and film use.

The philosophy behind Air Permissions, expressed in its letter to the stations, is that since local stations and their deejays contrib-

ute so heavily to the success of a record, they should not be required to pay for its use. The important profits from a song, it is maintained, derive from disk and sheet sales. AP feels that chain am. TV use doesn't come about until after a tune has obtained "substantial status" from local plugs.

Juke Support?

A similar waiving of fees for orchestras, entertainers, hotels, motels, etc., for the purpose of encouraging exposure on all fronts, could also be interpreted as an open invitation for juke box support in the event current licensing outfits succeed in exacting fees from the jukeboxes.

AP's prospectus also proposes to do away with logging and prospective members must agree "to use no undue pressure with any entertainer, night club, etc., or radio station in order to have any
(Continued on page 44)

ANTI-JINGLE

Gilbert Raps Sale of Tunes For Com'cials

HOLLYWOOD, Nov. 19.—L. Wolfie Gilbert, chairman of the ASCAP West Coast committee, this week lashed out "at what appears to be the growing practice of song-writers selling their tunes for commercial adaptation by the use of parodies or jingles."

Gilbert decried the practice as one which "does irreparable harm to the value of a song," at the monthly dinner meeting of the California Copyright Conference at which he was the principal speaker.

Illustrating the situation with a song of his own that had been parodied and put to commercial without his knowledge by Loew's Inc. ("Waiting for the Robert E. Lee"), Gilbert declared that the use of a song by one sponsor automatically limits its further use by other sponsors. Pointing to the current use of "DeLovely" by the DeSoto division of Chrysler, Gilbert indicated that other automobile manufacturers would hardly allow the song to be used in its original form on their shows, since the song is now identified with one particular product.

"The amount of money involved is hardly just compensation to the writer when compared with the greater damage done to the song," said Gilbert.

Gilbert and the members of the copyright conference paid tribute to the late Jerry Ross, who along with Richard Adler, penned the music and lyrics to "Damn Yankees" and "Pajama Game." The copyright group will have Spencer Rowland, in charge of copyright for the Walt Disney Studios, as its next speaker.

M-G-M Diskery

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studio representative for the diskery. Discussions included plans concerning three upcoming soundtrack albums the platters will release shortly. Albums are "Kismet," "Invitation to the Dance" and "I'll Cry Tomorrow."

Walker pointed to the increased sales package goods have enjoyed lately, declaring M-G-M to be in an enviable position because of its policy in recording LP's made from the sound tracks of M-G-M musicals.

Walker leaves here today to discuss additional promotion plans with distributors in San Francisco, Portland, Seattle, Kansas City and Chicago.

NEW YORK, Nov. 19.—M-G-M Records kicked off this week a multi-sided promotion push for its "Kismet" original film cast package. At the dealer level, the key element of the campaign will be a specially cut demonstration LP record carrying a sales pitch by New York deejay Jack Lacy, interspersed with excerpts from the album.

Copies of the album will be made available to disk jockeys thru distributors at \$1 each. For theaters showing the pic, the diskery is preparing 18-inch square blow-ups of the album cover for lobby displays. Dummy album covers are also being sent to dealers, and co-op ads with a Christmas gift slant are also in the works. The album will get its official send-off with plugs on NBC radio's "Week-day" show the week of November 28.

RCA Hunts

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bonus offerings, Kanaga emphasized that the company hasn't given up looking for an idea that will give a customer a break for coming into the store.

He also emphasized, however, that whatever Victor does will definitely not be in the nature of a "Club" and that all business under such a plan would have to be conducted right in the dealers' stores.

GOODMAN CUTS COLUMBIA SIDES

NEW YORK, Nov. 19.—Altho Benny Goodman still hasn't made up his mind which label he will sign a term contract with, the maestro felt a strong urge to record last week and made a single session deal with Columbia.

Under the aegis of Columbia's Irv Townsend, Goodman shared a date with Rosemary Clooney on Wednesday night (16), and Columbia is shipping records immediately. Miss Clooney and the Goodman Trio covered the revival "Memories of You," which is in the forthcoming "Benny Goodman Story" flick, and the thrush duetted with BG on the oldie "It's Bad for Me."

Decca Breaks Special Plugs On 2 Fronts

NEW YORK, Nov. 19.—Decca Records broke special promotions or two fronts this week. The diskery's new kiddie set, "TV Club Songs," by Paul Winchell and sidekick Jerry Mahoney, will carry a special sleeve with an application blank for membership in the pair's TV club. This, it's figured, will build listener interest in the TV ailer.

Meanwhile, Winchell, working with his partner, will give the record national exposure, via continuing plugs on the show.

Also in the kiddie field, two other Decca artists who play to the youngsters, Winky Dink and Fran Allison, will both have new disks released shortly.

At the pop level, the firm will carry on a joint promotion with Coronet magazine based on the story appearing in the monthly's December issue, titled "Starring Sammy Davis Jr." Reprints of the article will be sent by Decca to disk jockeys, and promotion pieces will also be sent to record dealers.

Victor to Release 'Richard III' LP's

NEW YORK, Nov. 19.—RCA Victor's album department has made arrangements to issue the sound track of the forthcoming Sir Laurence Olivier film, "Richard III." A full-length recording of the Shakespeare production will be released by the diskery next March on three 12-inch LP's.

Victor's release of the set, which features Olivier and Sir John Gielgud, will occur simultaneously with the introduction of the film in this country on an NBC-TV spectacular.

Previously, Victor has issued sound track material from the Olivier "Hamlet" and "Henry V." Both were available on 10-inch LP's. Within a couple of weeks, the diskery is bringing out both productions backed up on a single 12-inch disk.

Running Time

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music, which they said they could not do at the present time, because current recordings were too long and interfered with their commercial schedules.

The situation finds the jockey in the middle of a dilemma. The d.j. readily admits that his basic responsibility is the listener and he is interested in programming as much music as is possible. On the other hand, the jockey is mindful of the hand that feeds him, namely revenue derived from the sale of commercial air-time. To some extent, the d.j. has apparently been swayed in the direction most profitable to station management.

The aware of the demands of the disk jockey for shorter records, the disk industry has found it convenient and profitable to continue issuing recordings at speeds suited to a particular tune or artist. A check of repertoire sources here indicated that no firm will sacrifice quality for brevity.

Renewals on Fats Waller's Works Clouded

NEW YORK, Nov. 19.—The ultimate disposition of the vast quantity of the late Fats Waller's copyright renewals remained uncertain this week, altho the entire package belongs legally to Joy Music.

The problem, according to publisher George Joy, is that he's strongly opposed to catalog "raiding," and a good many of the Waller tunes are divided, for the original copyright period, among Robbins, Feist and Miller, Mills Music, Leeds, and Southern. Joy himself picked up these renewals after they already had been spirited away from the original publishers by Eli Oberstein in 1942. At that time, Oberstein had purchased these for himself from Waller's legal widow, then sold them to the then Santly-Joy firm.

At the time Mrs. Waller died, a year or so ago, most of these renewals had not yet accrued, and Joy, to protect himself according to the laws of California and several other States, signed new agreements with Waller's two sons by his other common-law wife, also deceased.

As several relatively unimportant Waller renewals have come up so far, Joy has made what he terms friendly and reasonable deals whereby the renewals have stayed with the original publisher. Currently, he is somewhat concerned, however, over the fact that the renewal to an important Joy Copyright, "Litt'l Dutch Mill," has been split up, half going to Mills and half to Robbins. The original period expires in 1957.

PLOT 'HOOKEY' FOR ADULTS

NEW YORK, Nov. 19.—Gene Kavan and Dee Finch, WNEW's early-morning deejay team, have launched a "hookey" promotion for adult listeners. Gimmick calls for three listeners to get a day off from work, with WNEW paying off the winners' employers with free one-minute commercials. The contest runs from November 28 thru December 23, with dialers asked to send in their names and the name of the firm they work for. The catch is they won't know they can play hookey until the morning the commercials and their names are actually carried on the show.

DOLA Renames Brown Prexy, Elects Others

HOLLYWOOD, Nov. 19.—Dance Orchestra Leaders of America re-elected Les Brown president of the organization this week, as results of ballots were tabulated. A total of 69 ballots were cast out of an eligible 100.

Other officers elected were Tommy Dorsey, first vice-president; Willard Alexander, second vice-president; Freddy Martin, secretary, and Lawrence Welk, treasurer.

Board of directors consists of Fred Benson and Don Kramer, representing band managers; Willard Alexander and Vince Carbone, agents; Mal Dunn and Jules Herman, territorial bands, and Sam Donahue, Ralph Flanagan and Count Basie, leaders.

Survey Uncovers Favorites

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mercial waxing of "Make Believe Ballroom" as his theme.

Straight instrumental themes are preferred to vocals by deejays for more reasons than union ones, and most of the popular themes are in that category. Some attempts have been made to alter the situation. A West Coast vocalist, Artie Wayne, for instance, was turning out special theme disks on virtually an assembly line basis for a while, warbling special lyrics to a few basic melody lines and sending them out to jockeys across the country in a move to promote more spins for his own disks. However, to date the single vocalist has yet to become a potent force in the deejay theme field.

Most Used Themes

Other popular jockey themes today are Glenn Miller's "String of Pearls" and "Sunrise Serenade," Ray Anthony's "True Blue Lou," Flanagan's "Serenade" and "Gianni Mia," Les Paul's "Walkin' and Whistlin' Blues," Richard Hayman's "Skipping Along," Benny Goodman's "Down South Camp Meeting" and "Goodbye," Harry James' "Don't Be That Way" and Tommy Dorsey's "Sunny Side of the Street."

Popular morning show themes include Artie Shaw's "Softly as in the Morning Sunrise," Hayman's "Skipping Along," and "Syncopated Clock," Tex Beneke's "Java Junction," Hal Derwin's "Melody Time" and "It's a Good Morning," Gene Krupa's "These Foolish Things" and "Great Day," David Rose's "Flavia" and "Serenade to a Lemonade," Percy Faith's "Invitation" and "Hot Canary," Anthony's "Another Day, Another Dawn," Frank Chacksfield's "Waltzing Bugle Boy," Glenn Miller's "Sunrise Serenade" and the Silver Strings' "The Moon Is Blue."

Popular evening and late night show themes, the survey indicates, include Ray Anthony's "Dancing in the Dark," "Stella by Starlight," "I'll See You in My Dreams" and "Harlem Nocturne"; Faith's "Everybody Loves Saturday Night," "Dream, Dream, Dream" and "Waltz in Swingtime"; Stan Ken-

ton's "Painted Rhythm," Tommy Dorsey's "Opus One" and "At Sundown," Rusty Bryant's "All Night Long," Sammy Kaye's "Midnight Ride," Buddy Morrow's "Night Train," Henry Rene's "Dreamy Melody" and "Bye Bye Blues," Erskine Hawkins' "After Hours" and "Tippin' In," Les Brown's "Midnight Sun," Ralph Marterie's "Dry Marterie" and "Until Six," Camarata's "Brief Interlude," "Les Baxter's "Moon Moods" and "Lost in Meditation," Winterhalter's "Starry Night," Johnny Green's "Sunday Jumps," Jack Fina's "Shangri-La," David Rose's "Lullaby of Broadway," Benny Carter's "Imagination," Artie Shaw's "Moonglow," and Charlie Spivak's "Moonlight on the Ganges."

Among the most popular afternoon themes are the Ted Heath and Winterhalter versions of "Vanessa," David Carroll's "Gadabout," Les Brown's "You're the Tops," Tommy Dorsey's "Well Git It," Ziggy Elman's "Irresistible You," Jerry Gray's "Dipsy Doodle," Duke Ellington's "Take the 'A' Train," Miller's "Moonlight Serenade," "American Patrol," "Serenade," "Adios" and "St. Louis Blues March"; Flanagan's "Leave It to Love" and "Balboa," Henri Rene's "You Are the One," Percy Faith's "Music Till Midnight" (written for WNEW's show of the same title but released as a commercial disk in a Faith album), Wolf Phillips' "In a Sentimental Mood," Benny Goodman's "Beyond the Sea," "Let's Dance" and "Roseroom."

Also Krupa's "Lover," Tex Beneke's "Blues of the Record Man" and "S Wonderful," Harry James "Music Makers" and "You Better Stop," Billy May's "Leap Frog" and "Unforgettable," Tommy Dorsey's "Goofus" and "Pussy Willow," Harry Bluestone's "Kiddin' on the Strings," Les Elgart's "I'll See You in My Dreams," Winterhalter's "Will of the Wisp Romance," Woody Herman's "Four Others" and "Early Autumn," Sauter-Finegan's "Doodletown-Fifers" and Ellington's "Hawk Talks."

PROMOTION

Naf'l Outfits In on Sunset 'Hickok' Plug

HOLLYWOOD, Nov. 19.—A mammoth promotion to be participated in by such national firms as Kellogg's, Langendorf Bread, Curtiss Candy Company, the Santa Fe Railroad and others gets under way next month in conjunction with the release of Sunset Records' "Wild-Bill Hickok" package.

The album, a half hour musical narrative tagged "Wild Bill Hickok on the Santa Fe Trail," was recorded by Guy Madison and Andy DeVine, both of whom star in the television show.

Package will be handled by Sunset Distributors, with special promotional ties by the Delira Corporation, merchandising firm handling Hickok by-products. Indie label will have merchandise in the hands of their distributors in time for the Christmas season, with an appropriation for television advertising adjacent to the "Hickok" teleshow being mulled by diskery execs.

Bill Bowers, president of the firm, also disclosed the forthcoming release of a series of LP's titled "Aldous Huxley Presents," with the noted author doing album liner notes as well as participating in the recording. Firm also garnered recording rights to four of the best of Ed Gardner's "Duffy's Tavern" radio shows, which will be released as an LP. Tracks feature the voices of George Raft, the late Nigel Deems Taylor and Gardner.

J. P. Johnson Dies in N. Y.

NEW YORK, Nov. 19.—James P. Johnson, pioneer jazz pianist and composer of several great standards, died Thursday (17) after a long illness. He was 61.

Johnson, altho a student of serious music, is generally credited as one of the founders of the New York jazz piano school and as a prime influence on his pupil, the late Fats Waller, and on Duke Ellington. He served as accompanist for such singers as Ethel Waters and Bessie Smith, and performed prolifically for piano rolls and recordings.

Among the 500-odd works composed by Johnson were the all-time hits "Charleston," "If I Could Be With You," "Old-Fashioned Love," etc. He also composed operas, operettas, ballets, symphonic works and several Broadway show scores.

Recordings by Johnson are marketed currently on the Decca, Blue Note, Stinson and Riverside labels.

MPCE Weighs

• Continued from page 16

have cut its music by almost 50 per cent, etc.

Want Credit

On the other hand, the boys have been contacting the New York indies WNEW, WMAC, WMGM and WINS regularly, and now that the webs are less fruitful, they feel that the indie importance is more marked. But the indie plugs are not reported on the Accurate, and the bosses aren't made aware that the boys have been out there pitching.

Meanwhile, the employment situation within the MPCE has hit its highest peak since the plush year of 1947. Out of a total membership of 500, only 12 men are without jobs today in the centers of New York, Chicago and Los Angeles. According to the union's business manager, Bob Miller, this boom is due to the big influx of new publishing firms, to the tremendous increase in record releases and also to the development of certain outlying territories as fertile music ground. He specifically cited the increased importance of Chicago and Cincinnati.

Protest ASCAP

Continued from page 16

of a single publisher is the increasing use of p.d.-originated material in the industry. Hectic pace of the music business has led publishers and writers to comb all possible sources for hit-potential ditties. And with the declining importance of sheet music sales in publisher income, performance royalties have assumed increasingly significant status.

Broadcast Music, Inc., it is understood, has paid off full credit in somewhat similar circumstances to the "Yellow Rose" situation. But it is not believed that BMI policy

automatically calls for such payment. Each case is judged individually, as is the case with ASCAP.

BMI flexibility, however, was highlighted last week when Springfield Music was given clearance (and credit) on reworks of such stalwart oldies as "(Pearl's) Jingle Bells," "(King's) Three Blind Mice," "(Caesar's) Pat-A-Cake" and "(Dolly's) Oh, Susanna." Tunes were used in the new RCA Victor record by The Singing Dogs.

A BMI spokesman observed this week that the lead sheets on the cited ditties showed completely new lyrics, with barks and yips replacing words. There is no question of their being different than the original p.d. songs, he noted.

Hoffman Bows New Four-Speed Player

HOLLYWOOD, Nov. 15. — A new four-speed record player, the Quartet, has been introduced by Hoffman Electronics Corporation. Unit is designed to match the Hoffman line of television receivers and plays 16 2/3 audio book records as well as the standard speeds.

Paul Bryant, general sales manager of Hoffman, noted additional features of the player which include sapphire needles, automatic shut-off, ceramic cartridge and a featherweight tone arm. Three models are included in the line at a suggested list price of \$52.25.

Britons Beef

Continued from page 16

Valley Hill Music (BMI), a firm jointly owned by Carl Hoefle and Cooley. Tune was recorded this week on indie Intro Records, subsidiary label of Aladdin. Thus far stations or networks in the Los Angeles area have banned the tune, with plugs already set for Peter Potter's CBS network "Juke Box Jury" show, in addition to several local TV shots.

The Hill & Range firm publicly apologized to Britons this week, declaring they meant no disrespect to Princess Margaret as a result of the song. Cooley, meanwhile, was firm in his stand and retorted, "The British press practiced no reticence in handling details of the Princess Margaret-Townsend affair, but issued hourly bulletins."

ANOTHER BMI "PIN-UP" HIT



PEPPER HOT BABY

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14 NOVEMBER, 1955.

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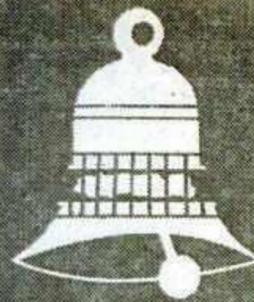
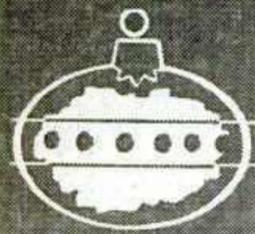
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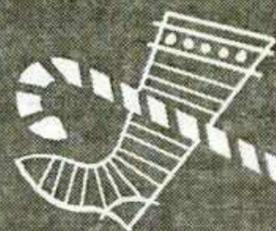
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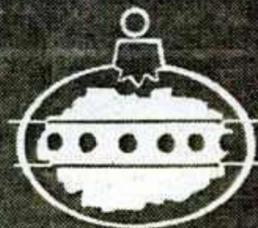
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MUSIC AS WRITTEN

BOSTON SYMPH WINS GRAND PRIX HONOR . . .

The Boston Symphony recording of Berlioz's "Romeo and Juliet," conducted by Charles Munch, has been voted the Grand Prix du Disque by the Academie du Disc Francais. The award, signed by French Premier Faure and composer Arthur Honegger, president of the Academie, was presented to Munch by French Ambassador de Murville.

COOPER JOINS FISHER AS PROF. MANAGER . . .

Stan Cooper has resigned as professional manager of Barton Music here to become general professional manager of Fred Fisher Music. He succeeds the late Charles Lang, who died October 31. Prior to joining Barton a year ago, Cooper was with Redd Evans' publishing firms for three years.

AM-PAR APPOINTS DIAMOND FOR S. CALIF . . .

Am-Par Record Corporation last week named the Diamond Record Distributing Corporation to handle its line in Southern California. Appointment is effective immediately, with Diamond taking over from California Record Distributors. Diamond firm also handled Wing Records and other independent labels.

ADVANCE DISTRIBS SHERRELL-MOODY TUNES . . .

Advance Records, indie Coast diskery, last week took over the distribution of two of the Pony Sherrell-Phil Moody songs featured in the current "Moulin Rouge" production here. Future plans call for additional single releases of tunes from the show, as well as an LP.

New York

Warbler Jackie Paris, a newly wed, signed this week with Mercury Records. Previously he recorded for Coral.

Nat (King) Cole opened a three-week stand at the Sands Hotel, Las Vegas, Nev., Thursday (17) after cutting a rush Christmas disk session in Hollywood. . . . Sol Handwerker, M-G-M Records promotion exec, returned to his desk this week following hospitalization for minor surgery.

Ralph Aldridge, former reed sideman and arranger with the Claude Thornhill and Tony Pastor orks, is now branch manager of the new Pechin Music Store, Ormond Beach, Fla. . . . James Brown will repeat the airing of his M-G-M disk of "The White Buffalo" on the January 6 "Rin Tin Tin" TV show. The diskery, meanwhile, is now

packaging records of the tune in special sleeves.

Ed and Bryna Lawson became parents of a second daughter last Thursday (10). She's a former publicity staffer at RCA Victor, and Lawson is a writer for Paramount News. . . . At the opening of his tour last week at the Lansing, Mich., Civic Center, orkster Ray Anthony pulled 3,385 paid admissions at \$1.50 net. Anthony went in with a \$2,000 guarantee against 60 per cent and pulled out \$3,045 for his end.

The tune "Keep My Heart to Remember Me By," recorded by Wade Ray on RCA Victor, was clefted by Joe Benedetti, a Victor disk salesman in Columbus, O. . . . Buddy Granoff, husband of thrush Kitty Kallen, has formed his own publishing firm, Jonathan Music.

Buddy Basch signed to handle Eastern deejay promotion for Paul Weston and national for Shirley Harmer. . . . Terri Stevens opens at the Boulevard in Queens, New York, for a two-week engagement, starting November 23. . . . Sunny Gale opened at the Fontainebleu, Miami Beach, Tuesday (15). . . . Archie and Janet Bleyer celebrate their first wedding anniversary next week with a Puerto Rico

vacation. . . . Capitol's Alan Livingston is due in town next week for a brief stay. . . . Duncan MacDonald has moved into the home and food program slot at the Yankee Network in Boston. . . . "Stranger at Your Door," a documentary-drama about New York's Puerto Rican immigrants which was written and directed by Milton Robertson, will be aired over WNEW here Thanksgiving night at 10:35 p.m. Jose Ferrer will act as narrator, but the rest of the cast (including a group of Puerto Rican children) will be nonprofessionals. The "Voice of America" is picking up the broadcast.

Mercury Records' treasurer Irwin Steinberg became father of a girl last week.

Erroll Garner made his only local appearances this season at the Basin Street nitery November 18-19. That same weekend, however, he was set for six radio network guest shots. Garner is booked solidly thru March. . . . Veteran songwriter Edgar Leslie is recuperating from a siege of pneumonia at Doctor's Hospital here. . . . "Wake the Town and Tell the People," published by Santly-Joy, has been named by the National Foundation for Infantile Paralysis as the official song for the upcoming March of Dimes campaign. Special lyrics have been written by Sammy Gallup, who wrote the original lyrics. . . . Decca has waxed a Fred Waring version of "Davy Crockett," containing all 20

(Continued on page 24)

COUNT BASIE

JOE
WILLIAMS

NEW SINGLE RECORD

"APRIL IN PARIS"

B/W

"ROLL 'EM PETE"

VOCAL BY JOE WILLIAMS

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Year Of
Our Love"**

AND

"Hey!

Ba-Ba-Re-Bop"

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**"Lovely
Lies"**

COUPLED WITH

"Bella Bella Perzicella"

NICK NOBLE

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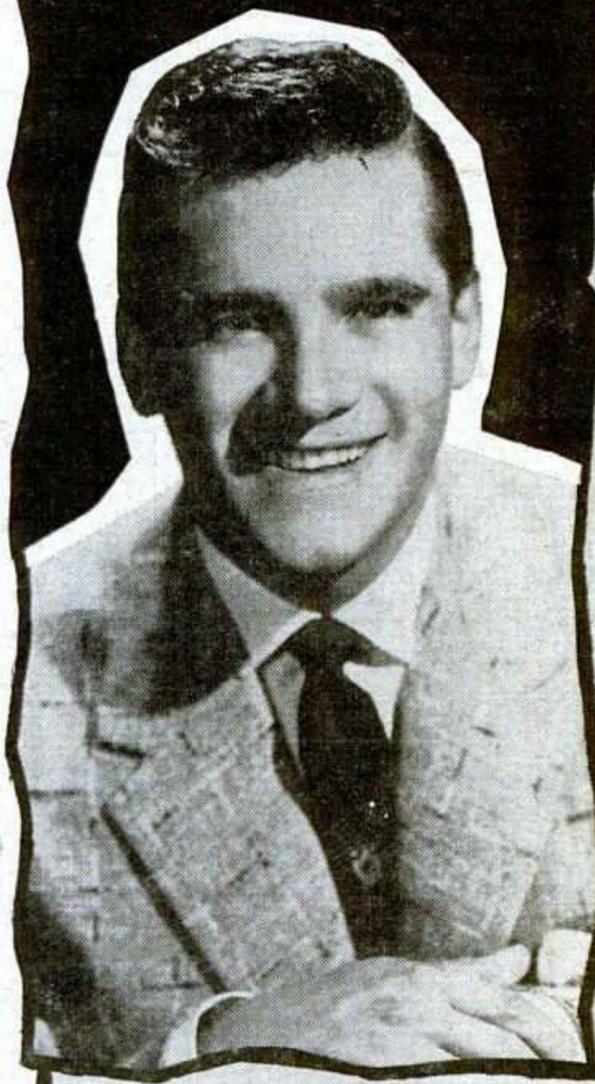
**"Hands
Off"**

AND

**"In The Kingdom
Of My Heart"**

**FRANKIE
CASTRO**

WING 90037



WING RECORDS
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Review Spotlight on...

ALBUMS

Classical

PUCCHINI: MADAME BUTTERFLY (Complete) (3-12) - Maria Callas; La Scala Orchestra and Chorus; Herbert von Karajan, Cond. Angel 3523.

Were Maria Callas not indeed riding at the crest of her popularity wave, this latest operatic dishing would put her there for the emotional impact with which she delivers the part of the title role. This is operatic singing at its best and collectors are going to rush to add this set to their libraries, however bulging they may be.

Christmas

A MERRY CHRISTMAS WITH THE FOUR ACES (1-12)-Decca DL 9191

In this new package, the boys give out in their usual enthusiastic quartet style on a number of familiar Christmas tunes. Side one stays strictly in the pop vein, with a half dozen num-

bers of the likes of "White Christmas," "The Christmas Song," "Jingle Bells" and, of course, "Rudolph." Side two swings over to the more religious offerings. Nine carols have been selected and they embrace all of the most familiar, like "Silent Night," "Joy to the World," "The First Noel," "Deck the Halls" and "O Come, All Ye Faithful." On side two there's a choir backing the Aces' singing. This one could be a very impressive over-the-counter item in coming weeks.

Jazz

JACK MONTROSE WITH BOB GORDON Jack Montrose Quintet. Atlantic 1223

It takes an album like this to indicate the full extent of the loss to modern jazz in the recent death of Bob Gordon at 28. Gordon, on baritone sax, playing with tenor man Jack Montrose and three other West Coast musicians, offers a superb program that now will be doubly treasured by collectors. Montrose, who did the writing for this LP, has a style of unusual scope. He is one of the few who successfully unites far-out modern harmonic ideas with material that is unquestionably jazz—and which is powered by a Basic-style "big beat." Rhythm section is composed of Shelly Manne, Red Mitchell and Paul Moer. A memorable session.

CHRISTMAS CAROLS76 Leroy Anderson and his Ork (1-12") Decca DL 8193

Here's an excellent package for the holidays, with Leroy Anderson playing 20 traditional Christmas carols in a refreshingly different style that reflects a brighter spirit and happier tempo. Although this is a pop album, the orchestrations should also appeal to more serious collectors. Anderson himself contributes outstanding organ solo work. The cover—a delightful color photo of a white Persian kitten wrapped as a gift—is ideal for displays and should account for many extra sales.

CHRISTMAS AROUND THE WORLD...74 Svend Saaby Choir (1-12") Decca DL 8204

This album is distinguished by the presence of a choir which sings in no less than nine languages. Traditional carols of England, France, Norway, Denmark, Germany, Sweden, Italy, Switzerland, Spain and America are sung in pure, clean tones and there's evidence of good direction, too. There are 18 offerings in all and the back of the liner contains complete lyrics of each. One of the better Christmas choral albums for at-home holiday listening.

Jazz

ROY AND DIZ, VOL. 280 Roy Eldridge and Dizzie Gillespie (1-12") Clef MG C-671

The first Roy-Diz set, provocative as it was, struck many as more of a "cutting contest" than a collaboration. While the competitive element is not absent in this second set, here this acts as a mutual stimulant. This is particularly true in the medley of ballads which they style in a relaxed, swing era dress. Gillespie lets loose in "Limehouse Blues" and "Blue Moon" with the kind of virtuosic fireworks that for almost 10 years has flipped the modern wing. Eldridge rides his tail all the way, however, and gives a spectacular display himself. Names plus quality of performance spell excellent sales on this one.

THE TRUMPET ARTISTRY OF CHET BAKER78 (1-12") Pacific Jazz PJ 1206

Baker, one of the leading performers in the so-called Pacific school of modern jazz, is spotlighted here under a varying set of hues. First, he's actually working with three different groups, a quartet, sextet and a septet, known as the ensemble. The quartet stylings feature a strictly solo artistry, while in the larger groups the emphasis is on satisfying chordal sounds. The selections on side one comprise a sweet and slow variety while the second is the upbeat side. In both there's a good mixture of original material, written for the group, and jazz scorings of standards. A good edition for the complete and up-dated collection.

PRESENTING "CANNONBALL"78 Julian (Cannon Ball) Adderley, Alto Saxophone (1-12") Savoy MG 12018

After the big buildup, here's the proof: Cannonball is quite an alto man. He's directly in the tradition of Charlie Parker; has similar tone, similar unpredictable rhythmic patterns in his solo line, and a real "take charge" attack. This is strong, vibrant, swinging jazz of the moderate-modern school. It's a great conversation piece, and talk will lead to sales in shops where it can be plugged.

A MUSICAL HISTORY OF JAZZ74 Grand Award GA 322

Here, in brief, almost skeleton form is what others have taken thousands of pages to describe. Tho limited to a single 12-inch disk, this adds up to an interesting discourse, by none other than Wally Cox, on the basic evolution of jazz from the original and primitive New Orleans style thru ragtime, Dixie, Chicago jazz, swing, bop

(Continued on page 24)

Best Selling Popular Albums

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

LP's

- 1. LOVE ME OR LEAVE ME—Doris Day... Columbia CL 710
2. OKLAHOMA!—Sound Track... Capitol SAO 595
3. IN THE WEE SMALL HOURS—Frank Sinatra... Capitol W 581
4. MEET ANDRE KOSTELANETZ... Columbia KZ 1
5. JUST FOR LOVERS—Sammy Davis Jr... Decca DL 8170
6. MISS SHOW BUSINESS—Judy Garland... Capitol W 676
7. RED, HOT AND COOL—Dave Brubeck... Columbia CL 699
8. JACKIE GLEASON PLAYS ROMANTIC JAZZ... Capitol W 568
9. SO SMOOTH—Perry Como... RCA Victor LPM 1085
10. THE STUDENT PRINCE—Mario Lanza... RCA Victor LM 1837
11. MUSIC FOR LOVERS ONLY—Jackie Gleason... Capitol H 352
12. STARRING SAMMY DAVIS JR... Decca DL 8118
13. LONESOME ECHO—Jackie Gleason... Capitol W 627
14. POP SHOPPER... RCA Victor SPL 12-13
15. PETE KELLY'S BLUES—Jack Webb... RCA Victor LPM 1126

EP's

- 1. LOVE ME OR LEAVE ME—Doris Day... Columbia EPB 540
2. OUR TOWN—Frank Sinatra... Capitol EAP 1-673
3. IN THE WEE SMALL HOURS—Frank Sinatra... Capitol EBF 581
4. OKLAHOMA!—Sound Track... Capitol SDM 595
5. THE STUDENT PRINCE—Mario Lanza... RCA Victor ERB 1837
6. JACKIE GLEASON PLAYS ROMANTIC JAZZ... Capitol EBF 568
7. MUSIC FOR LOVERS ONLY—Jackie Gleason... Capitol EBF 352
8. RED, HOT AND COOL—Dave Brubeck... Columbia B 699
9. POP SHOPPER... RCA Victor SPC 7-13
10. MOODS IN SONG—Nat (King) Cole... Capitol EAP 1-633
11. JUST FOR LOVERS—Sammy Davis Jr... Decca ED 2285-7
12. LONESOME ECHO—Jackie Gleason... Capitol EAP 627
13. STARRING SAMMY DAVIS JR... Decca ED 2214-6
14. SONGS OF THE WEST—Norman Luboff Choir... Columbia B 2003

"Classical Possibilities"

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

- 1. GROFE: GRAND CANYON SUITE; COPLAND: EL SALON MEXICO—Boston Pops Orchestra (Fiedler). RCA Victor LM 1928
2. J. STRAUSS: DIE FLEDERMAUS—Schwarzkopf, The Philharmonic Orchestra (Karajan)... Angel 3539
3. GOLDEN JUBILEE CONCERT—Josef Hofmann... Columbia ML 4929
4. LISZT: PIANO CONCERTOS NOS. 1 AND 2—Kempff, London Symphony Orchestra (Fistoulari)... London LL 1072
5. MOZART: THE ABDUCTION FROM THE SERAGLIO—Stader, RIAS Symphony (Friesay)... Decca DX 133

Reviews and Ratings New Classical Releases

LISZT: HUNGARIAN FANTASIA AND SPANISH MUSIC (1-12") - Valencia Symphony Orchestra; Jose Iturbi, Cond. RCA Victor LM 1937

Iturbi shrewdly combines several tried-and-true pullers like the Liszt transcription of his 14th "Hungarian Rhapsody" for piano and orchestra and the Dances from De Falla's "Three-Cornered Hat" with a group of short contemporary Spanish orchestral pieces. The latter consist of Manuel Palau's "Marche Burlesque" and "Hommage a Debussy"; Joaquin Rodrigo's "Homenaje a la Tempranica"; Lopez Chavarri's "Interior From Valencianos" and Iturbi's own "Seguidillas." As conductor or as soloist (in the Liszt work), Iturbi characteristically concentrates on dramatic sweep and virtuosic impact. He has a large following, and this will insure considerable commercial success.

SMETANA: MOLDAU; ENESCO: ROMANIAN Rhapsody No. 1; Kodaly: Dances of Galanta; Dvorak: Scherzo Capriccioso (1-12") - Bamberg Symphony; Jonel Pera, Cond. Vox PL 9500

Here's just about as rich a sampling of Mittel-Europe nationalist music as can be obtained. Czech, Rumanian and Hungarian schools are represented by some of their most colorful, typical and popular works. All are played and recorded well enough to serve as demonstration disks. In length of playing time, it's another of Vox's big value disks; plenty of easily accessible music for the price.

RICHARD STRAUSS: ARIADNE AUF NAXOS (3-12") - Elizabeth Schwarzkopf; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel ANG 3532

"Ariadne," the opera to follow "Rosenkavalier" from Strauss' pen, is not at all the theatrical spectacle that the latter is, but its richly melodic score with its ingratiating vocal parts has great appeal nevertheless. Introducing it for the first time to American listeners, an outstanding, well experienced Viennese cast presents the opera with zest and practiced musicianship. Schwarzkopf, in the title role, is heard in one of her most renowned roles. Irmgard Seefried is superb as the Composer. The very demanding coloratura part of Zerbinetta is executed brilliantly by Rita Streich, whose reputation in the U.S. is certain to skyrocket as a result of this artistic tour de force. Strauss fans have an outstanding buy in this set, which also contains a descriptive booklet and complete German-English libretto.

LISZT: PIANO CONCERTO NO. 1; HUNGARIAN FANTASY (1-12") - Geza Anda, Piano. Angel ANG 35268

Anda is a brilliant, if not the most muscular, pianist, and in these sides he and the ork have been given top-quality recording. Both interpretations rate with the best available on the respective works. Flashy, colorful, pianistic music that should sell nicely, particularly as the pianist's reputation here grows.

MOZART: DON GIOVANNI (3-12") - George London, Baritone, etc.; Vienna Symphony Orchestra and Chamber Choir; Rudolph Moralt, Cond. Epic SC 6010

This set must face formidable competition from the recent London set with Krips, Siepi, etc. However, it's well done and well-recorded here, and is contained on three disks rather than the four of the London. The deletions that make this possible are not too serious, and budget-conscious buyers may find this satisfying. The major action, however, will go to the London edition.

BACH: FOUR SUITES FOR ORCHESTRA (2-12") - English Baroque Orchestra; Hermann Scherchen, Cond. Westminster WN 2201

As a protagonist of baroque music Scherchen, thru his unconventional tempi, has won more admirers than detractors. He has brought a freshness to such music that has kindled new interest in some time-worn scores. In this Bach collection, the connoisseur market is likely to find the Scherchen approach the most desirable on vinyl. It is wonderful music-making and recorded with a glowing, lifelike sound. Good, standard shelf stock.

PROKOFIEFF: THE PRODIGAL SON (1-12") - New York City Ballet Orchestra; Leon Barzin, Cond. Vox PL 9310

This Balanchine creation has long been a popular favorite in the City Center Ballet's repertory—and not least of all because of the music. It is a colorful score with some gratifying lyrical moments. There is, for example, the theme of the parting of parents and son; the music associated with the Siren; the raucous "Drunkenness" passage, and so on. Only one other recorded version competes with this well played performance. American balletomanes will prefer this new Vox recording.

SPANISH PIANO MUSIC (1-12") - Oran-zio Frugoni, Piano. Vox PL 9420

Frugoni has been heard previously in standard piano literature and has built a

(Continued on page 24)

Reviews and Ratings of New Popular Albums

TV FAVORITES78 Lawrence Welk Ork (1-12") Coral CRL 57025

Lawrence Welk has built a strong following as the result of his ABC-TV network show this year, and this album should reap the sales benefits of the veteran band leader's popularity. Welk—a long-time favorite in the Midwest and more recently on the West Coast—plays a frankly commercial brand of "business man's bounce," with a happy pace and a danceable beat. Vocalist Alice Lon registers strongly on a couple of tunes, while the rest of the sides range from polkas to a fox trot tagged "Pickles" and "Lola O'Brien the Irish Hawaiian."

MUSIC FOR YOUR MIDNIGHT MOOD76 Acquaviva and his Ork (1-12") M-G-M E 3226

A sexy cover photo of a gal in a revealing off-the-shoulder nightgown should pile up plenty of sales for this LP. The contents spotlight the lush, listenable music of Acquaviva's big orchestra on 10 relatively unfamiliar instrumentals—four by deejay Bob Haymes. "That's All"—the best known of the 10—has been a deejay favorite for some time, and will undoubtedly get many more spins as a result of this album. The entire package shapes up as excellent programming for romantic deejay sets.

EDDIE HEYWOOD75 (1-12") M-G-M E 3260

Heywood addresses himself strictly to the cause of mood music here in a selection of a dozen tunes, a number of them from the picture field, and a couple of his own cleffing. There is little here in the way of pianistic fireworks to make anybody jump up shouting, but it's pleasant enough, commercial piano from a stylist who is capable of a lot more in the right setting. Among the tunes are "Easy to Remember," "Cheek to Cheek," "Stompin' at the Savoy," "Perdido" and "Fine and Dandy." Also included, perhaps by coincidence, is "Memories of You" now getting a play at the single record level via its revival in "The Benny Goodman Story" pic.

THE SOUTHERN STYLE75 Jeri Southern (1-12") Decca DL 8055

The "singer's singer" wraps up 12 poignant ballads—mostly standards—in her usual warm, intimate, wistfully understated style. The jockeys are sure to give this LP considerable play—particularly on their late-night romantic segs, and the public—which is becoming increasingly aware of the canary's appeal—should also find the package to their liking. Miss Southern contributes some tasteful piano solo work on several of the sides, scoring strongly with "It's De-Lovely," "The Gypsy in My Soul," and "I Hadn't Anyone Till You."

THAT OLD FEELING74 Billy Eckstine (1-12") M-G-M E 3275

Eckstine's rich, vibrant vocal style is well showcased on 12 romantic ballads, ranging from the nostalgic title tune and "Love Me or Leave Me" to a tender "You've Got Me Crying Again," and a moving interpretation of still another oldie, "More Than You Know." Great jockey wax.

TED STRAETER'S NEW YORK73 (1-12") Atlantic 1218

The society band is an institution all its own and Ted Straeter, his voice, piano and band are among the prime practicing artisans in the field. The guy is a landmark in New York's chic Persian Room of the Plaza, and in this fine collection he recreates

with great taste 14 of the numbers he plays for the dancers in that elegant room. For the most part, they're show tunes of the more memorable variety like "From This Moment On," "All in Fun," "I Guess I'll Have to Change My Plan," "Love Me Tomorrow," "Autumn in New York" and "All of You."

TWO INTERVIEWS OF OUR TIMES...73 (1-EP) Fantasy EP 4051

These are two of the hilarious interviews released originally in the Folkways LP "Programme No. 1." One is an interview with a "cool" jazz musician, while the other is a preposterous session with "Dr. Sholem Stein," who claims that Calypso music originated among the early Hebrew tribes. Both are so "hip" as to sound almost authentic. For savants, this is one of the best party disks to come along in many months. The cover is real "crazy," too.

PARTY SONGS69 Frank Luther Quartet (1-10") Decca DL 5510

The famous troubadour joins the party on this disk and with his quartet, sings a brace of eight songs of the normal party song-fest variety. The idea is to put the record on the player and have the gang join in on the songs. That's about the extent of the usefulness of the disk, except for dyed-in-the-wool Luther fans. Among the tunes: "There Is a Taverna in the Town," "It Ain't Gonna Rain No Mo'," "Blow the Man Down," and "Where Do You Worka, John?"

Christmas

TWAS THE NIGHT BEFORE CHRISTMAS81 Fred Waring and the Pennsylvanians (1-12") Decca DL 8171

Decca has transferred this LP—one of its all-time best selling Christmas albums—from 10-inch to 12-inch, and augmented the original material with some additional sides. In addition to the title-production—an old-time favorite with Waring fans—the LP features an unusually varied selection of pop and serious Christmas music, ranging from "Rudolph the Red-Nosed Reindeer" and "Santa Claus Is Coming to Town" to "Adeste Fidelis," and "O Little Town of Bethlehem." Waring's vocal chorus and soloists work with sincerity and the appropriate seasonal spirit. An added sales plus is the cover art—a charming Norman Rockwell drawing.

MERRY CHRISTMAS FROM JOE LOCO77 (1-EP) Columbia B 2078

Four Christmas "mysts" on an etching that will provide welcome style variety this holiday season. The Loco rhythm is persuasive here, and the clever Latin stylings of "White Christmas," "Rudolph," "Jingle Bells" and "Winter Wonderland" are mighty intriguing. Special promotion by Columbia to juke box operators should hand this EP heavy exposure.

CHRISTMAS MUSIC77 Ethel Smith, Organ (1-12") Decca DL 8187

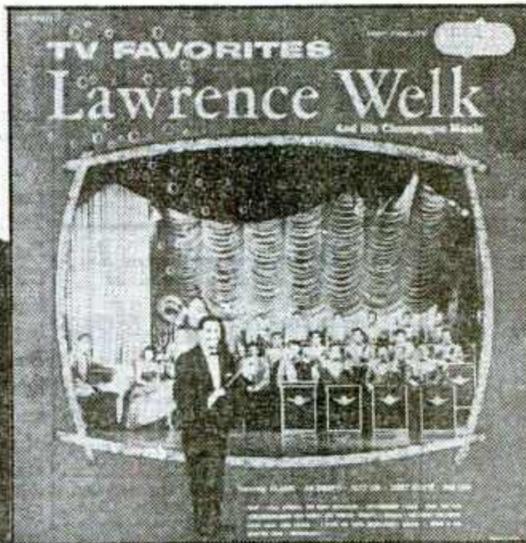
This LP sold well on 10-inch, and it should move equally briskly as a 12-inch package, with four extra sides included for added sales appeal. Ethel Smith's artistry at the organ is spotlighted on 12 familiar Christmas selections—"Adeste Fidelis," "Hark! the Herald Angels Sing," "God Rest Ye Merry, Gentlemen"; "Jingle Bells," etc. A typical Christmas card-styled winter scene adorns the cover.

**NOVEMBER
RELEASE**

the stars are out on...

**CORAL
RECORDS**

LAWRENCE WELK AND HIS CHAMPAGNE MUSIC

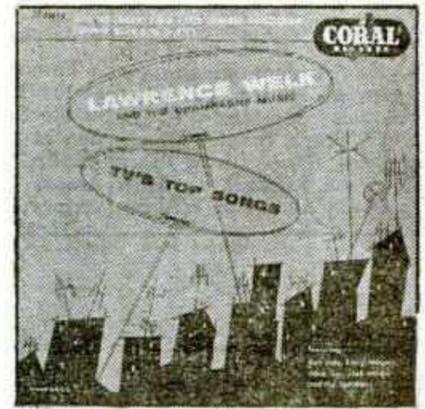


**TV
FAVORITES**

featuring vocals by

- JACK MARTIN
- LARRY HOOPER
- ALICE LON
- JIM ROBERTS
- ALLADIN
- BOB LIDO

BLUE • LOLA O'BRIEN THE IRISH HAWAIIAN • LUXEMBOURG POLKA • SAM THE OLD ACCORDION MAN • DILL PICKLES • WHAT'S A WRONG • THE HEART YOU BREAK • LOOK BACK AND LAUGH • I WISH WE WERE SWEET-HEARTS AGAIN • THERE IS NO GREATER LOVE • BEGOR-RAH!
CRL 57025 (33 1/3 RPM) • EC 82019 (45 RPM)



TV'S TOP SONGS

- BONNIE BLUE GAL
- RICE
- THE WEDDING
- IT'S ALMOST TOMORROW

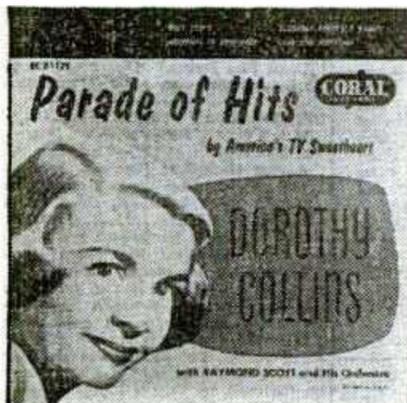
EC 81099 (45 RPM)

PARADE OF HITS

by America's TV Sweetheart

DOROTHY COLLINS

sings



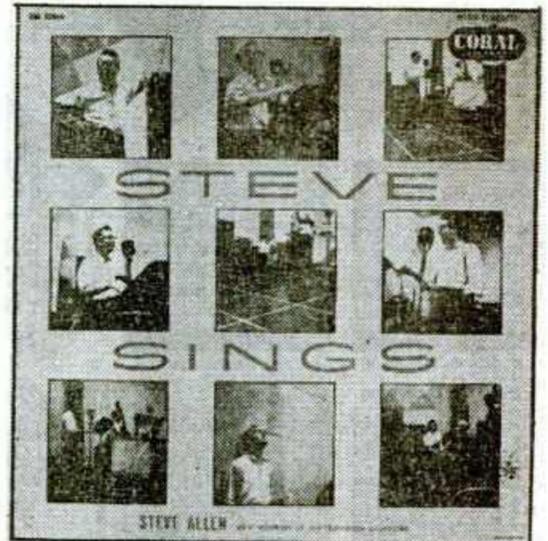
- LOVE AND MARRIAGE
- From TV Producers Showcase Production of Thornton Wilder's "Our Town"
- ONLY YOU
- MOMENTS TO REMEMBER
- SUDDENLY THERE'S A VALLEY

EC 81129 (45 RPM)

**STEVE
SINGS**

**STEVE
ALLEN**

with members of
the orchestra of
NBC'S TELEVISION
SHOW "TONIGHT"



Sugar • There Will Never Be Another You • An Old Piano Plays the Blues • When You're a Long, Long Way From Home • You're Mine, You • But Beautiful • Street of Dreams • Spring Will Be a Little Late This Year • Just One of Those Things • Pennies From Heaven.

CRL 57019 (33 1/3 RPM)

**JOHNNY
COSTA**

Piano Solos with

JIMMY CRAWFORD,
Drums

SANDY BLOCK,
Bass

Play



Tenderly • Holiday for Strings • Love for Sale • After You've Gone • Misty • A Foggy Day • Stella by Starlight • Lover • Autumn in New York • Hallelujah.

CRL 57020 (33 1/3 RPM)

**"GREAT
GERSHWIN"**

Paul Whiteman

**GREAT
GERSHWIN**

**PAUL
WHITEMAN**
AND HIS ORCHESTRA

featuring
EARL WILD and
BUDDY WEED

RHAPSODY IN BLUE • CUBAN OVERTURE
I GOT RHYTHM

CRL 57021 (33 1/3 RPM) and
EC 81111 (45 RPM)

(Rhapsody in Blue, Pts. 1 and 2)

CORAL RECORDS

America's Fastest Growing Record Company

MUSIC AS WRITTEN

Continued from page 20

of the original stanzas. The record will be available as an EP set and as a 12-inch 78 disk.

Pat Richer, publicity staffer at WRCA, New York, quits that post December 15 to move to Columbia, South America, where she will wed Scott Jeffery, Colgate exec. . . . A daughter, Francine, was born November 3 to the Chris Saners. He's assistant branch manager here for Mercury. . . . Mort Hillman, who represents E. B. Marks in Chicago, marries Marcia Jacoby here Thanksgiving Day (24). . . . A son, Michael, was born to Mrs. Gerda Abramson Wednes-

day (9). The father is Herb Abramson, Atlantic Records topper. . . . Capitol has signed Jack Teagarden to a recording contract. The pact calls for the veteran music man's services as a band leader, vocalist and instrumentalist.

Hollywood

Frances Faye, in her sixth week at the Interlude, has been signed as the Christmas-New Year attraction at the Versailles, Miami, beginning November 21. . . . Murray Arnold celebrated his first anniversary at the Ambassador Hotel's

Casino Room last week. . . . Dinah Shore received her Woman of the Year award from the B'nai Brith at a testimonial dinner at the Beverly Hilton. . . . Frank Zarider, formerly associated with Bourne, Inc., has exited the music business to open a liquor shop of his own. . . . New Frankie Laine film, "The Last Laugh," rolls at Columbia Pictures November 28, with Lucy Marlow named to co-star in the picture. . . . Anna Maria Albergheggi solos on the "Colgate Variety Hour" November 27. . . . Buddy Cole, musical director for Bing Crosby's CBS radio show, tied the knot to Regina Woodruff, non-pro, last week. . . . Russ Morgan and his orchestra will play the annual KLAC disk jockey party November 21 at the Beverly Hills Hotel. . . . Dance team of

Laurette and Clymas has been added to the Vic Damone show opening at the Cocomat Grove November 23. . . . Wini Beaty and Lou Gary set for an indefinite stand at the Palm Springs Ranch Club. . . . Accordionist Dick Contino premieres a new local teleshov via NBC. . . . Randy Wood was the guest of honor at a party attended by Lew Chudd, Nate Rothstein, Nate Duroff, Gordon Wolf and their wives. . . . Singer Julie London hosts Bobbie Dieterle, Cadence Records, at a cocktail party this week. . . . The song, "Far Lands," will be used as the theme in Jon Hall's upcoming telefilm series, "Knight of the South Seas." Tune was penned in 1952 by Eddie Lund and the late James Norman Hall, Jon's uncle. Criterion Music owns the copyright.

HARD RAP

AFM Expels L. Gluskin, Levys Fine

HOLLYWOOD, Nov. 19.—Lud Gluskin, CBS musical director, recently accused by the American Federation of Musicians of "illegally" recording bridge, cue and background music for network television films, was expelled from the union this week and slapped with a \$5,000 fine.

Action came as a result of an executive board decision in New York, it was learned. James C. Petrillo, AFM prexy, had asked Gluskin to resign from the union last summer, with the leader refusing pending a review of charges. Board decision said that "Gluskin has hindered general protection and advancement of the interests of musicians, and acted in bad faith and engaged in unfair dealings within the meanings of the constitution, bylaws, rules, regulations and contracts of the AFM."

Drastic action has seldom been meted out to AFM members, tho suspensions in union rank and file are common. It is expected that Gluskin will take the action to the courts, if necessary, inasmuch as he would be deprived of earning a living as a musician.

Reviews and Ratings of New Classical Releases

Continued from page 22

disk audience thru some particularly good readings of Beethoven sonatas. Here he is heard in a lighter mood, in a program well put together for pleasant straight-thru listening. There are facile performances of works by Albeniz, Granados, Turina and de Falla, including some pieces of great popular appeal, and closing with a rousing rendition of the "Ritual Fire Dance." Disk could be particularly useful for radio programming.

BEETHOVEN: SYMPHONY NO. 5; HAYDN: SYMPHONY NO. 45 (FAREWELL) (1-12")—Camarata Academica Orchestra; Bernhard Paumgartner, Cond. American Artists Symphony; Erich Leinsdorf, Cond. Grand Award 33-31972

The four-color Rembrandt reproduction on the front cover has strong display potential. On the record, Paumgartner is heard in a new recording of the "Fifth" that has plenty of muscular appeal and is etched, incidentally, in good sound. The Haydn is an older reading with more dated sound. But an educational element is added by the delivery of a short lecture on the work by Deems Taylor on an LP band preceding the complete reading. Set can be moved with profit to beginning collectors.

BRAHMS: LIEBESLIEDER WALTZES, OPS. 52 AND 65 (1-12")—Soloists; Akademie Kammerchor; Ferdinand Grossmann, Cond. Vox PL 946074

Here is the first LP coupling of the two sets of "Liebeslieder" waltzes. On that count alone the disk should win attention from collectors. But the readings of this bitter-sweet, three-quarter beat music are also expertly done and offer solid musical merit. The double-fold liner holds the German text and literal translations, plus excellent notes. Good large-store merchandise.

MOZART: QUARTET IN D, K.499; QUARTET IN D, K.575 (1-12")—Barchet Quartet. Vox PL 873069

These two quartets are found together usually on disks, tho the most competitive version of the K.575 is coupled differently on a Westminster LP by the Barylli group, and a more vigorous version of the K.499 is by the Netherlands Quartet on Epic. Nevertheless, this is competent Mozart playing, and the Barchets have much better recording than in some of their previous efforts.

ness in Europe. England, he noted, is chalking up its biggest disk sales year in history, while Germany expects to manufacture 28,000,000 records alone this year. The picture is equally healthy in France, he added, where Barclay Records will continue to distribute the Mercury line.

Mercury's most recent International acquisition is a plant in Hong Kong, which operates under the name of the Diamond Mercury Company. Oddly enough, Mercury, which took over the Hong Kong plant within the last nine months, doesn't have a plant of its own in this country.

Reviews and Ratings of New Popular Albums

Continued from page 22

and finally to the cool, intellectually stimulating progressive styles. The spoken comments by Cox are amply illustrated by 22 fine practitioners of the various styles. In all, the album can bring a degree of edification to the uninitiated as well as providing some very palatable jazz offerings.

THREE SWINGING BELLS72
Aaron Bell Trio (1-12")
Herald HLP 0100

For its debut jazz issue, Herald had the happy idea of bringing out the first recording of the Aaron Bell trio. His work on bass with Teddy Wilson, Lester Young, Stan Getz and Miles Davis had won him the admiration of jazz students long ago. It is as composer and arranger that he has deserved more exposure and, fortunately, he is given his opportunity here. Always interesting harmonically—and always swinging—this group will warrant more attention in the future.

COUNTRY & WESTERNC&W.

HANK WILLIAMS AS LUKE THE DRIFTER80 (1-12")
M-G-M E 3267

This reissue, with additions, of a 10-inch LP, is a collection of poems, written by Williams himself and spoken by the character he created, "Luke the Drifter." There's a core of basic folk philosophy that runs thru these tales of simple folk. Sometimes, too, there's a simple moral lesson that's being taught. In all cases, there's the touching poignancy that endeared the singer to an army of fans. A sample of the fare: "Pictures From Life's Other Side," "Too Many Parties and Too Many Pals," "I've Been Down That Road Before" and "Men With Broken Hearts." Should be an extremely strong entry in country markets.

Chianti Named

Continued on page 16

cent acquisition of overseas representation rights by Leeds of Music Publishers' Holding Corporation material.

Cyril Simons, managing director of Leeds, Ltd., in England, and its affiliates, Duchess and Pickwick, and who is credited with building up European activity of the catalogs, will retain his post. But Simons will now report to Chianti who, as Leeds executive vicepre for the Leeds firms here and abroad, will now assume the title of governing director of the English operation.

The new set-up will permit Simons to devote more of his time to professional activity, with Chianti assuming administrative chores. The latter, however, will also do some professional work for the puberies.

Prexy Lou Levy's move into the foreign market was stepped up about two years ago when he bought the interest formerly held by Peter Maurice in Leeds, Ltd. Pickwick was always a Levy property.

Merc's European

Continued on page 15

tribution in Britain. However, Green pointed out that the label's contract with its present English distributor, Oriole, still has another year to run and that no decision as yet has been made as to whether the pact will be renewed at that time.

Green was generally jubilant over the state of the record busi-

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45 E. P. Records

more music per record for customers, more profit per record for you

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"TODAY'S HITS"

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your key to extra volume from price-conscious customers

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That famous team from JACK PAAR'S TV SHOW

Jack Haskell and José Melis in TODAY'S HITS CAE-305

4 hits on one 45 E. P.—79c

Moments to Remember The Surrey with the Fringe on Top (from "Oklahoma!") Someone You Love You Are My Love



The biggest hit value in town!

Bob Carroll and Alvy West in TODAY'S HITS CAE-304

4 hits on one 45 E. P.—79c

He Suddenly There's a Valley Love Is a Many-Splendored Thing Autumn Leaves



The Further Adventure of Tubby the Tuba—Ray Middleton CAE-290



Favorite Stories for Children—Paul Wing CAE-291



Happy Mother Goose—Kukla, Fran and Ollie CAE-292



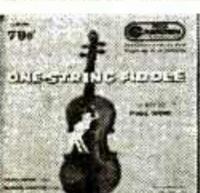
The 500 Hats of Bartholomew Cubbins—Paul Wing CAE-293



Uncle Remus—Norman Cordon CAE-294



Peter Churchmouse Paul Wing CAE-295



One-String Fiddle—Paul Wing CAE-296



Pee Wee the Piccolo—Paul Wing CAE-297



Uncle Wiggily—Paul Wing CAE-298



Here We Are—Kukla, Fran and Ollie CAE-299

Full Color Kiddie Records Poster. Shows all 10 kiddie record covers in full, eye-catching color. Ideal for window, back-of-counter, wall or aisle counter display.

New Browser Card. Lists all 10 kiddie records on the front; classical selections suitable for children on the reverse. Fits into RCA Camden or any other browser box.

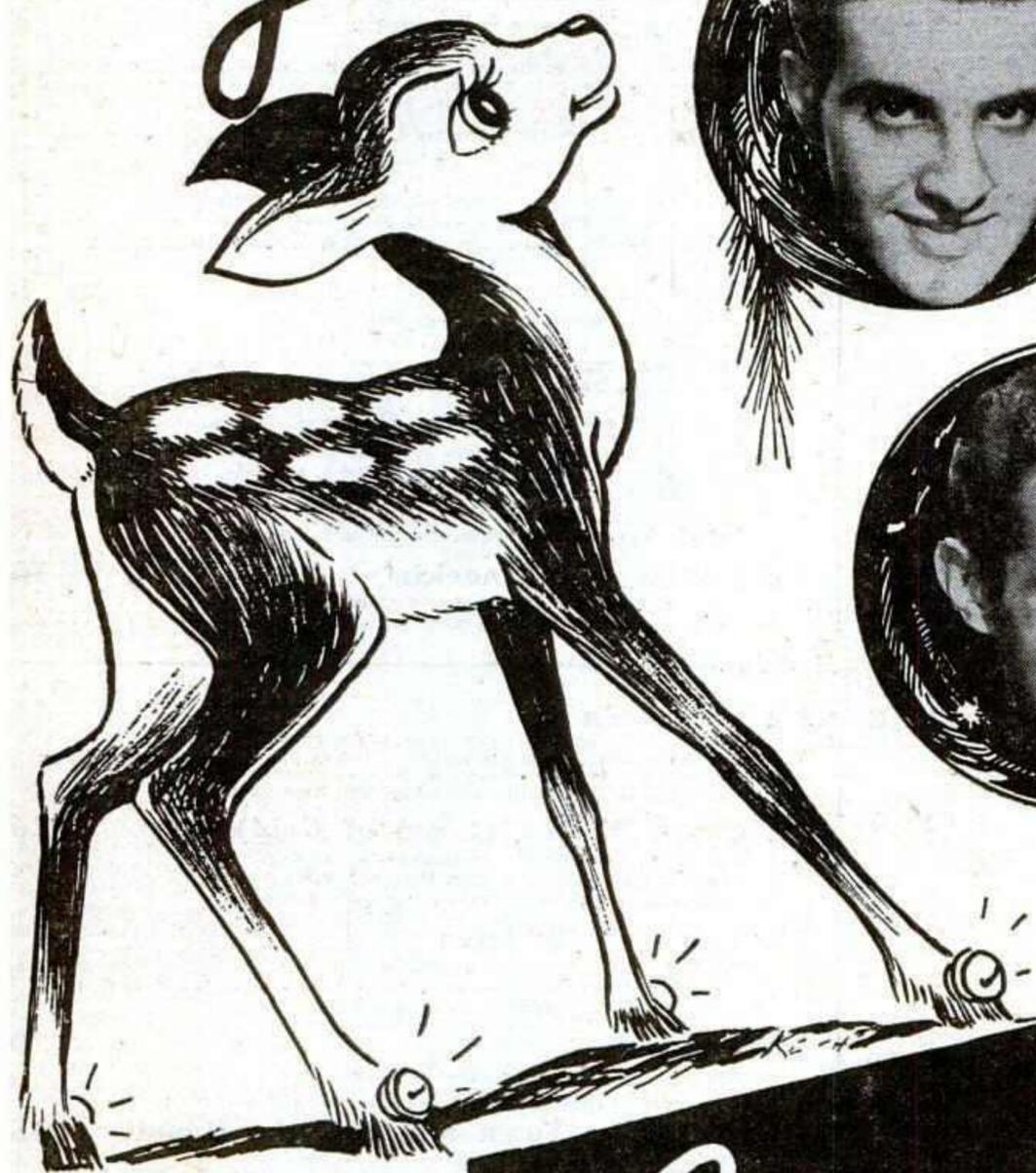


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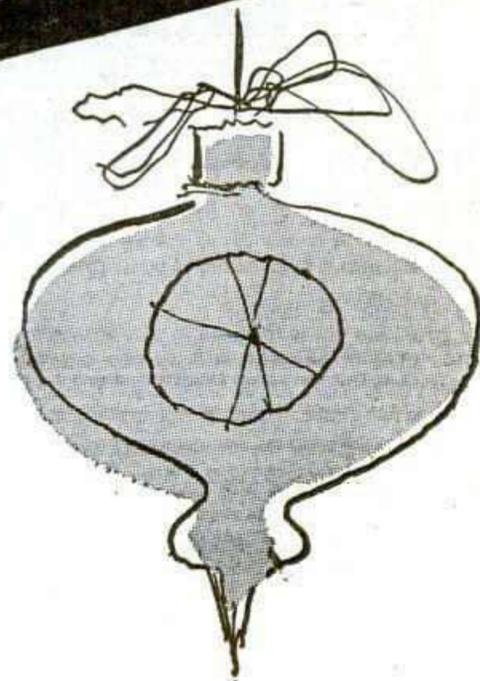
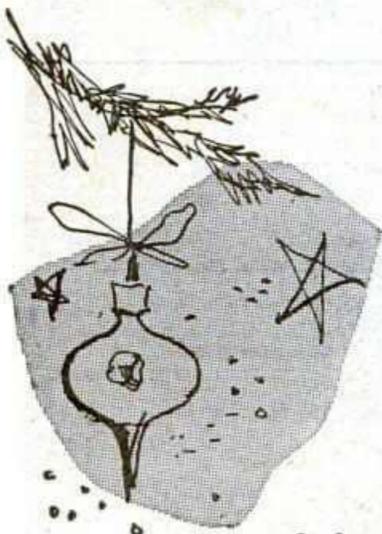
Back
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Crew Cuts
and
"TWINKLE TOES"

Mercury Record 70491

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending November 16

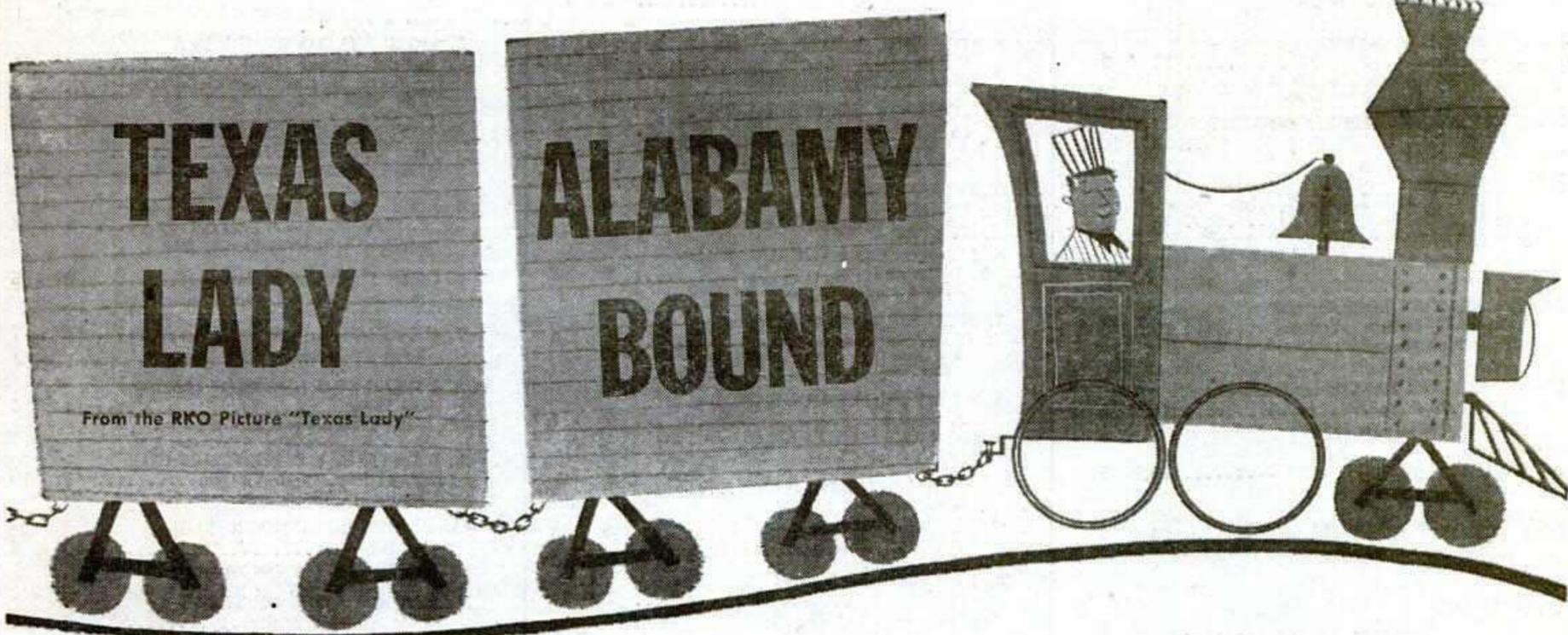
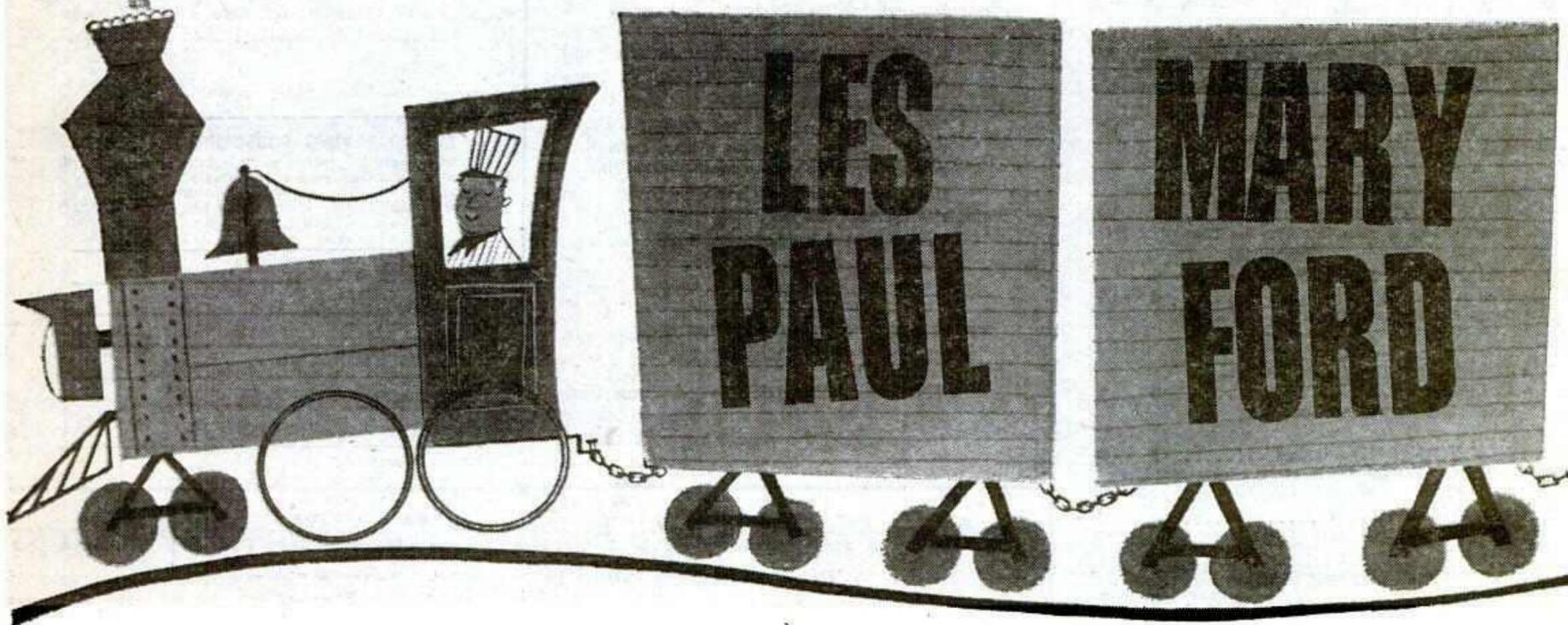
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sixteen Tons		6 3	6. Yellow Rose of Texas		4 17
By Merle Travis—Published by American Music (BMI) BEST SELLING RECORD: T. Ernie, Cap 3262. RECORDS AVAILABLE: J. Desmond, Coral 61529; R. Sovine, Dec 29739.			By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col. 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec. 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		
2. Autumn Leaves		1 14	7. He		7 10
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.			By Richard Mullan & Jack Richards—Published by Avax (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORDS AVAILABLE: K. Armen, M-G-M 1208; G. B. Shea, Victor 20-6292.		
3. Love Is a Many-Splendored Thing		2 14	8. Only You		8 9
By Sammy Fain & Paul Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; J. Holiday, Dec 29709; J. Loco, Col 40591; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Buck Ram—Published by Wildwood (BMI) BEST SELLING RECORDS: Platters, Mercury 70633; Hilltoppers, Dot 15423. RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dee, Wing 90013. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
4. Moments to Remember		3 12	9. Suddenly There's a Valley		9 11
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. RECORDS AVAILABLE: L. Armstrong, Dec 29694. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORDS: G. Grant, Eda 10003; J. Stafford, Coral 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
5. Shifting, Whispering Sands		5 11	10. I Hear You Knockin'		10 8
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic.			By David Bartholomew—Published by Commodore (BMI) BEST SELLING RECORDS: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
Second Ten					
11. Love and Marriage		11 6	16. Seventeen		14 17
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. Loco, Col 40591; F. Sinatra, Cap 3260; D. Shore, Vic 20-6266.			By Young-Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
12. At My Front Door		12 7	16. Croce Di Oro (Cross of Gold)		20 5
By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.			By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
13. Bible Tells Me So		12 17	18. You Are My Love		19 8
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.			By Nabbie—Published by Jubilee (ASCAP) RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.		
14. My Bonnie Lassie		16 10	19. Daddy-O		29 3
By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.			By Gore, Abner & Innis—Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontane Sisters, Dot 15428.		
15. It's Almost Tomorrow		23 3	20. Wake the Town and Tell the People		15 17
By Buss Adkinson—Published by Northern Music (ASCAP) RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dreamweavers, Dec 29683; S. Lanson, Dot 15424; J. Stafford, Col; L. Welk, Coral 61524.			By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537; L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTIONS: David Lewinter Ork, Standard; Freddy Martin Ork, Thesaurus.		
Third Ten					
21. Black Denim Trousers		18 10	26. Pepper Hot Baby		25 2
By Jerry Leiber & Mike Stoller—Published by Quintel-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.			By Alicia Evelyn—Published by Sheldon (BMI) RECORDS AVAILABLE: J. P. Morgan, Vic 20-6282; G. MacKenzie, X0172.		
22. No Arms Can Ever Hold You		24 5	27. Cry Me a River		- 1
By Art Crafer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw, Decca; J. Young, London. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.			By Arthur Hamilton—Published by Frank (ASCAP) RECORDS AVAILABLE: J. London, Liberty 55006; K. White, Mercury 70722.		
23. Someone You Love		26 6	28. Ain't That a Shame		21 20
By Steven Mitchell—Published by Bradshaw (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3234. ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.			By D. Bartholomew and A. Domino—Published by Commodore (BMI) RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348; R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
23. Forgive My Heart		26 5	29. My Boy Flat Top		30 4
By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Capitol.			By Bennett and Young—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1494; D. Collins, Coral 61510; Gayles, King 4846.		
25. Tina Marie		17 16	30. Longest Walk		22 15
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Eddie Pola-Fred Spielman—Published by Advance (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		

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

KEEP THE POPS ALIVE IN '55

headed for big sales



record no. 3301



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 16

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

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie	3	3
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2.	AUTUMN LEAVES (ASCAP)—R. Williams	1	15
	Take Care (BMI)—Kapp 116		
3.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces	2	13
	Shine On, Harvest Moon (ASCAP)—Dec 29625		
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	4	13
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
5.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	6	6
	Never Leave Me (ASCAP)—Dot 15412		
6.	ONLY YOU (BMI)—Platters	7	9
	Bark, Battle and Ball (BMI)—Mercury 70633		
7.	HE (BMI)—A. Hibbler	10	9
	Breeze (ASCAP)—Dec 29660		
8.	AT MY FRONT DOOR (BMI)—P. Boone	9	5
	NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422		
9.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller	5	17
	Blackberry Winter (BMI)—Col 40540		
10.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper	8	9
	Time (ASCAP)—Mercury 70696		
11.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra	12	3
	Impatient Years (ASCAP)—Cap 3260		
12.	SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn	11	10
	Dot 15409		
13.	SOMEONE YOU LOVE (BMI)—Nat (King) Cole	13	6
	FORGIVE MY HEART (ASCAP)—Cap 3234		
14.	IT'S ALMOST TOMORROW (ASCAP)—Dream Weavers	25	3
	You Got Me Wondering (ASCAP)—Dec 29683		
15.	MY BONNIE LASSIE (ASCAP)—Ames Brothers	14	8
	So Will I (BMI)—Vic 20-6208		
16.	HE (BMI)—McGuire Sisters	15	5
	If You Believe (ASCAP)—Coral 61501		
16.	ONLY YOU (BMI)—Hilltoppers	22	3
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
18.	YOU ARE MY LOVE (ASCAP)—J. James	21	6
	I Lay Me Down to Sleep (BMI)—M-G-M 12066		
19.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant	18	8
	Love Is (BMI)—Era 1003		
20.	BIBLE TELLS ME SO (ASCAP)—D. Cornell	19	12
	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467		
21.	BLACK DENIM TROUSERS (BMI)—Cheers	16	10
	Some Night In Alaska (BMI)—Cap 3219		
21.	SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford	24	5
	Night Watch (BMI)—Col 40559		
23.	ROCK-A-BEATIN' BOOGIE (ASCAP)—B. Haley	23	2
	BURN THAT CANDLE (BMI)—Dec 29713		
24.	AT MY FRONT DOOR (BMI)—El Dorados	—	6
	What's Buggin You Baby (BMI)—Vee Jay 147		
25.	DADDY-O (BMI)—B. Lou	—	1
	Dancin' In My Socks (BMI)—King 4835		

• THIS WEEKS BEST BUYS

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

BAND OF GOLD (Ludlow, BMI)—Kit Carson—Capitol 3283
Don Cherry—Columbia 40597

This tune is beginning to shape up strongly, with Kit Carson and Don Cherry competing for top position. The Capitol record is on the Cincinnati territorial chart this week and is leading in Baltimore, Buffalo, St. Louis and other markets. Cherry is doing exceptionally well in New York, Chicago, Providence and Atlanta, among others. Both disks exhibit strong chart potential. The flip of the Carson record is "Cast Your Bread Upon the Waters" (Hollis, BMI), while that of the Cherry record is "Rumble Boogie" (Ludlow, BMI).

MEMORIES ARE MADE OF THIS (Montclare, BMI)—Dean Martin—Capitol 3295

The combination of Martin and an outstanding piece of material still seems to add up to commercial dynamite. First week sales on

this record were so heavy in Los Angeles, Pittsburgh, Philadelphia, Cleveland and Boston that early chart action is threatened. While some areas received only small shipments, these were quickly exhausted, with buyers clamoring for more. Flip is "Change of Heart." A previous Billboard "Spotlight" pick.

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• Most Played in Juke Boxes

For survey week ending November 16

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

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces	1	10
	Shine On, Harvest Moon (ASCAP)—Dec 29625		
2.	AUTUMN LEAVES (ASCAP)—R. Williams	2	11
	Take Care (BMI)—Kapp 116		
3.	SHIFTING, WHISPERING SANDS R. Draper	5	6
	Time (ASCAP)—Mercury 70696		
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	4	7
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
5.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller	3	15
	Blackberry Winter (BMI)—Col 40540		
6.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	6	5
	Never Leave Me (ASCAP)—Dot 15412		
7.	SIXTEEN TONS (BMI)—Tennessee Ernie	16	2
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
8.	AT MY FRONT DOOR (BMI)—P. Boone	7	4
	NO ARMS CAN EVER HOLD YOU (BMI)—Dot 15422		
9.	ONLY YOU (BMI)—Platters	10	6
	Bark, Battle and Ball (BMI)—Mercury 70633		
10.	HE (BMI)—McGuire Sisters	10	5
	If You Believe (ASCAP)—Coral 61501		
11.	BIBLE TELLS ME SO (ASCAP)—D. Cornell	8	10
	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467		
12.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn	14	8
	Dot 15409—BMI		
13.	SEVENTEEN (BMI)—Fontane Sisters	9	15
	If I Could Be With You (ASCAP)—Dot 15386		
14.	YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond	12	14
	You're in Love With Someone (ASCAP)—Coral 61476		
15.	AIN'T THAT A SHAME (BMI)—P. Boone	13	20
	Tennessee Saturday Night (BMI)—Dot 15377		
16.	ONLY YOU (BMI)—Hilltoppers	18	2
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
16.	HE (BMI)—A. Hibbler	19	5
	Breeze (ASCAP)—Dec 29660		
18.	LONGEST WALK (ASCAP)—J. P. Morgan	17	14
	Swanee (ASCAP)—Vic 20-6182		
19.	TINA MARIE (ASCAP)—P. Como	15	13
	Foiled (ASCAP)—Vic 20-6192		
19.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant	—	4
	Love Is (BMI)—Era 1003		
19.	PEPPER-HOT BABY (BMI)—J. P. Morgan	—	1
	If You Don't Want My Love (ASCAP)—Vic 20-6282		

• Most Played by Jockeys

For survey week ending November 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	SIXTEEN TONS (BMI)—Tennessee Ernie	3	3
	You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
2.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces	1	14
	Shine On, Harvest Moon (ASCAP)—Dec 29625		
3.	MOMENTS TO REMEMBER (ASCAP)—Four Lads	2	11
	Dream On, My Love, Dream On (ASCAP)—Col 40539		
4.	AUTUMN LEAVES (ASCAP)—R. Williams	4	12
	Take Care (BMI)—Kapp 116		
5.	LOVE AND MARRIAGE (ASCAP)—F. Sinatra	9	4
	Impatient Years (ASCAP)—Cap 3260		
6.	ONLY YOU (BMI)—Platters	6	5
	Bark, Battle and Ball (BMI)—Mercury 70633		
7.	HE (BMI)—A. Hibbler	12	7
	Breeze (ASCAP)—Dec 29660		
8.	I HEAR YOU KNOCKIN' (BMI)—G. Storm	11	5
	Never Leave Me (ASCAP)—Dot 15412		
9.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn	7	10
	Dot 15409 (BMI)		
10.	AT MY FRONT DOOR (BMI)—P. Boone	10	4
	No Arms Can Ever Hold You (BMI)—Dot 15422		
11.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller	5	17
	Blackberry Winter (BMI)—Col 40540		
12.	YOU ARE MY LOVE (ASCAP)—J. James	8	6
	I Lay Me Down to Sleep (BMI)—M-G-M 12066		
13.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant	16	9
	Love Is (BMI)—Era 1003		
14.	ONLY YOU (BMI)—Hilltoppers	13	3
	Until the Real Thing Comes Along (ASCAP)—Dot 15423		
15.	SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford	20	4
	Night Watch (BMI)—Col 40559		
16.	HE (BMI)—McGuire Sisters	—	2
	If You Believe (BMI)—Coral 61501		
17.	MY BONNIE LASSIE (ASCAP)—Ames Brothers	—	8
	So Will I (BMI)—Vic 20-6208		
18.	DADDY O (BMI)—Fontane Sisters	—	1
	Adorable (BMI)—Dot 15428		
19.	BLACK DENIM TROUSERS (BMI)—Cheers	15	8
	Some Night In Alaska (BMI)—Cap 3219		
20.	ALL AT ONCE YOU LOVE HER (ASCAP)—P. Como	—	1
	Rose Tattoo (ASCAP)—Vic 20-6294		

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And Selling Like A
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Only You THE PLATTERS

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MERCURY 70727



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MERCURY 70743



Angels In The Sky THE CREWCUTS

MERCURY 70741



Almost Tomorrow DAVID CARROLL

MERCURY 70717

THE BIG JUKE BOX HIT!

"Wish I Was Single Again"

COUPLED WITH

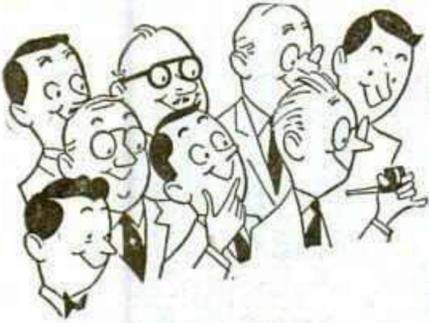
"WHEN THE CANDLELIGHT IS LOW"

GUY CHERNEY

MERCURY 70746



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"THE FOUR GREATEST



PAT BOONE

Streaking to
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Hit!

GEE WHITTAKERS!

and

TAKE THE TIME

DOT 15435



JOHNNY MADDOX

HANDS OFF

and

HOPSCOTCH BOOGIE

Bigger Than
His Best-Selling
"Crazy Otto Medley"!

DOT 15432

AMERICA'S HOTTEST LABEL

RECORDS IN DOT HISTORY™

the FONTANE SISTERS



NUTTIN' FOR CHRISTMAS

The Christmas Songs "Made" for the Famed Dot Trio!

and

SILVER BELLS

DOT 15434

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Tomorrow's Million-Record Seller!



I'D GIVE A MILLION TOMORROWS

CALICO CATHY

DOT 15430

••Dot RECORDS ••• GALLATIN, TENNESSEE ••• PHONE 1630
THE NATION'S BEST SELLING RECORDS

Gee, Thanks
Fellas—

Peggy King



**THE BILLBOARD 1955 DISK JOCKEY POLL
MOST PROMISING FEMALE VOCALIST**

Position	Artist	Label
1	PEGGY KING	Columbia

BREAKING FOR A POP HIT!

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The ORIGINAL

"WISH I WAS SINGLE AGAIN"

JAY JAY REC. NO. 145

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The Billboard Music Popularity Charts

POPULAR RECORDS

THE TOP 100

For survey week ending November 16

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.

This Week	Song	Artist	Label	Last Week
1.	LOVE IS A MANY-SPLENORED THING	Four Aces	Decca	1
2.	AUTUMN LEAVES	R. Williams	Kapp	2
3.	SIXTEEN TONS	T. Ernie	Capitol	6
4.	MOMENTS TO REMEMBER	Four Lads	Columbia	3
5.	I HEAR YOU KNOCKIN'	G. Storm	Dot	7
6.	ONLY YOU	Platters	Mercury	5
7.	YELLOW ROSE OF TEXAS	M. Miller	Columbia	4
8.	AT MY FRONT DOOR	P. Boone	Dot	9
9.	HE	A. Hibbler	Decca	11
10.	SHIFTING, WHISPERING SANDS	B. Vaughn	Dot	10
11.	SHIFTING, WHISPERING SANDS	R. Draper	Mercury	8
12.	HE	McGuire Sisters	Coral	12
13.	LOVE AND MARRIAGE	F. Sinatra	Capitol	13
14.	ONLY YOU	Hilltoppers	Dot	15
15.	SUDDENLY THERE'S A VALLEY	G. Grant	Era	18
16.	MY BONNIE LASSIE	Ames Brothers	Victor	21
17.	YOU ARE MY LOVE	J. James	M-G-M	16
18.	SUDDENLY THERE'S A VALLEY	J. Stafford	Columbia	22
19.	BLACK DENIM TROUSERS	Cheers	Capitol	18
20.	TINA MARIE	P. Como	Victor	14
21.	SOMEONE YOU LOVE	Nat (King) Cole	Capitol	24
22.	CROCE DI ORO (CROSS OF GOLD)	P. Page	Mercury	25
23.	YELLOW ROSE OF TEXAS	J. Desmond	Coral	16
24.	PEPPER-HOT BABY	J. P. Morgan	Victor	28
25.	DADDY-O	Fontane Sisters	Dot	60
26.	LOVE IS A MANY-SPLENORED THING	D. Cornell	Coral	32
27.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	23
28.	SEVENTEEN	Fontane Sisters	Dot	20
28.	DADDY-O	B. Lou	King	47
30.	FORGIVE MY HEART	Nat (King) Cole	Capitol	34
30.	LONGEST WALK	J. P. Morgan	Victor	27
32.	AIN'T THAT A SHAME	P. Boone	Dot	26
33.	SUDDENLY THERE'S A VALLEY	J. La Rosa	Cadence	29
34.	ALL AT ONCE YOU LOVE HER	P. Como	Victor	39
35.	AT MY FRONT DOOR	El Dorados	Vee Jay	45
36.	NO ARMS CAN EVER HOLD YOU	G. Shaw	Decca	36
37.	DOG FACED SOLDIER	R. Morgan	Decca	30
38.	BURN THAT CANDLE	B. Haley	Decca	39
39.	NO ARMS CAN EVER HOLD YOU	P. Boone	Dot	37
40.	SEVENTEEN	B. Bennett	King	35
41.	ROCK-A-BEATIN' BOOGIE	B. Haley	Decca	63
42.	WOMAN IN LOVE	Four Aces	Decca	68
43.	IT'S ALMOST TOMORROW	S. Lanson	Dot	67
44.	CRY ME A RIVER	J. London	Liberty	42
45.	SUDDENLY THERE'S A VALLEY	Mills Brothers	Decca	51
45.	AUTUMN LEAVES	S. Allen	Coral	49
47.	BIBLE TELLS ME SO	D. Cornell	Coral	31
48.	MY BOY FLAT TOP	D. Collins	Coral	46
49.	AMUKIRIKI	L. Paul & M. Ford	Capitol	38
50.	IF YOU DON'T WANT MY LOVE	J. P. Morgan	Victor	48
51.	C'EST LA VIE	S. Vaughan	Mercury	66
51.	MEMORIES OF YOU	Four Coins	Epic	—
53.	LOVE AND MARRIAGE	D. Shore	Victor	64
53.	YELLOW ROSE OF TEXAS	S. Freeberg	Capitol	60
55.	AUTUMN LEAVES	M. Miller	Columbia	41
55.	CROCE DI ORO (CROSS OF GOLD)	J. Regan	London	57
57.	BONNIE BLUE GAL	M. Miller	Columbia	56
58.	AUTUMN LEAVES	V. Young	Decca	52
59.	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter	Capitol	33
60.	LOVE IS A MANY-SPLENORED THING	D. Rose	M-G-M	54
61.	AUTUMN LEAVES	J. Gleason	Capitol	50
61.	BIBLE TELLS ME SO	N. Noble	Wing	73
63.	MY BOY FLAT TOP	B. Bennett	King	57
63.	WHEN YOU DANCE	Turbans	Herald	96
65.	IT'S ALMOST TOMORROW	D. Carroll	Mercury	—
66.	SHOOT IT AGAIN	T. Brewer	Coral	87
67.	NO ARMS CAN EVER HOLD YOU	Gaylords	Mercury	69
68.	WOMAN IN LOVE	F. Laine	Columbia	—
69.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	—
70.	WAKE THE TOWN AND TELL THE PEOPLE	M. Carson	Columbia	44
71.	ADORABLE	Fontane Sisters	Dot	77
72.	SAME OLE SATURDAY NIGHT	F. Sinatra	Capitol	70
73.	MAGIC FINGERS	E. Fisher	Victor	52
74.	BAND OF GOLD	K. Carson	Capitol	80
75.	THERE SHOULD BE RULES	B. Madigan	M-G-M	82
76.	PEPPER-HOT BABY	G. MacKenzie	X	60
77.	PET ME PAPA	R. Clooney	Columbia	99
78.	SUDDENLY THERE'S A VALLEY	P. Andrews	Capitol	97
79.	I WANT YOU TO BE MY BABY	G. Gibbs	Mercury	79
80.	LEARNIN' TO LOVE	P. King	Columbia	65
81.	HAWK-EYE	F. Laine	Columbia	85
81.	TIMES TWO I LOVE YOU	Chuckles	X	—
83.	AUTUMN LEAVES	R. Charles	M-G-M	55
83.	OO BANG	Doris Day	Columbia	—
83.	LOVE IS A MANY-SPLENORED THING	W. Herman	Capitol	87
86.	BLACK DENIM TROUSERS	V. Monroe	Victor	42
87.	MAYBELLENE	C. Berry	Chess	71
88.	C'EST LA VIE	S. Gale	Victor	—
89.	DAY BY DAY	Four Freshmen	Capitol	91
90.	I'LL KNOW	S. Davis Jr.	Decca	—
90.	SOMEONE ON YOUR MIND	C. Butler	Coral	93
92.	YOU WIN AGAIN	Paulette Sisters	Capitol	92
93.	WITHOUT A SONG	R. Hamilton	Epic	—
94.	WHY DON'T YOU WRITE ME	Jacks	RPM	87
95.	I'LL NEVER STOP LOVING YOU	Doris Day	Columbia	—
95.	REMEMBRING	P. L. Hayes	—	—
97.	C'EST LA VIE	De John Sisters	Epic	73
98.	GUM DROP	Crew Cuts	Mercury	80
99.	SEVENTEEN	R. Draper	Mercury	—
100.	SONG OF THE DREAMER	E. Fisher	Victor	94

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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.

**A POWERHOUSE
OF A RECORD...**

**RALPH
YOUNG**

*An emotion-packed
performance of the
beautiful ballad*

**Arrivederci
Roma**

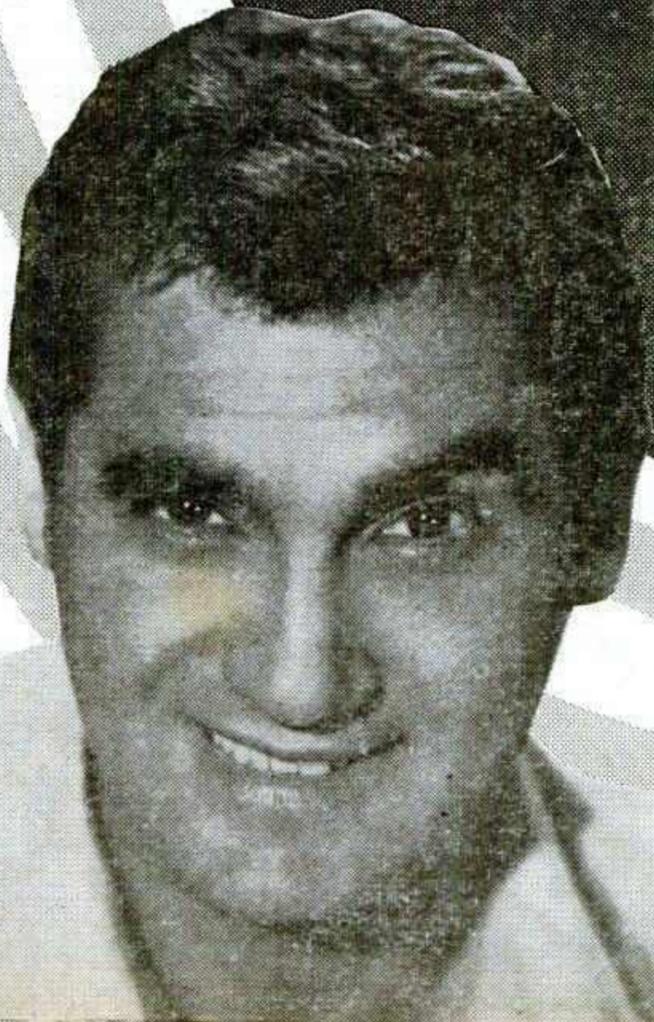
(Goodbye to Rome)

and

**THE LORD IS
A BUSY
MAN**

DECCA
29741 • 9-29741

*A belting, driving
performance of*



*Americas
Fastest
Selling
Records...*





MGM's SATISFIED HITS!

BREAKING BIG!

SHEB WOOLEY

CONNIE FRANCIS

are you satisfied?

b/w
HUMDINGER
MGM 12114 78 rpm
K 12114 45 rpm

b/w
MY TREASURE
MGM 12122 78 rpm
K 12122 45 rpm

BIG TV PLUG

*** SPECIALS ***

ART MOONEY
AND ORCHESTRA

Memories of You / The Lord Is a Busy Man

MGM 12133 78 rpm • K 12133 45 rpm

ROBBIN HOOD

A Teen Age Prayer / No School Tomorrow

MGM 12138 78 rpm • K 12138 45 rpm

BETTY MADIGAN

THERE SHOULD BE RULES
and STRANGERS

MGM 12094 78 rpm
K 12094 45 rpm

BILL GALLUS

SOMETIME and FOOLISHLY

MGM 12124 78 rpm
K 12124 45 rpm

SHIRLEY HARMER

SECRET DOORWAY / PLEASE HURRY HOME

MGM 12121 78 rpm
K 12121 45 rpm

ROSALIND PAIGE

ALABAMY BOUND
and I CAN'T GO ON THIS WAY

MGM 12123 78 rpm
K 12123 45 rpm



get ready! get set!

KISMET

is coming...

MGM Records' great big new original cast sound track album.



The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending November 16

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

Atlanta

1. Moments to Remember, Four Lads, Col.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Autumn Leaves, R. Williams, Kap.
5. Suddenly There's a Valley J. La Rosa, Cdc.

Baltimore

1. At My Front Door, P. Boone, Dot
2. Sixteen Tons, T. Ernie, Cap.
3. He, A. Hibbler, Dec.
4. I Hear You Knockin', G. Storm, Dot
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Only You, Platters, Mer.
7. Autumn Leaves, R. Williams, Kap.
8. It's Almost Tomorrow Dream Weavers, Dec.
9. You Are My Love, J. James, M-G-M
10. Seventeen, B. Bennett, Kng.

Boston

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. He, A. Hibbler, Dec.
5. Love and Marriage, F. Sinatra, Cap.
6. Only You, Platters, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. I Hear You Knockin', G. Storm, Dot
9. It's Almost Tomorrow Dream Weavers, Dec.
10. Moments to Remember, Four Lads, Col.

Buffalo

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. Moments to Remember, Four Lads, Col.
4. Autumn Leaves, R. Williams, Kap.
5. Someone You Love Nat (King) Cole, Cap.

Chicago

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. At My Front Door, G. Storm, Dot
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Only You, Platters, Mer.
7. Moments to Remember, Four Lads, Col.
8. Love and Marriage, F. Sinatra, Cap.
9. Forgive My Heart Nat (King) Cole, Cap.
10. He, A. Hibbler, Dec.

Cincinnati

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands R. Draper, Mer.
4. Moments to Remember, Four Lads, Col.
5. Only You, Platters, Mer.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. Band of Gold, K. Carson, Cap.
8. He, A. Hibbler, Dec.
9. Love and Marriage, F. Sinatra, Cap.
10. Suddenly There's a Valley J. Stafford, Col.

Cleveland

1. Sixteen Tons, T. Ernie, Cap.
2. It's Almost Tomorrow Dream Weavers, Dec.
3. Autumn Leaves, R. Williams, Kap.
4. At My Front Door, El Dorados, VJ.
5. Smokey Joe's Cafe, Robins, Ato.
6. Moments to Remember, Four Lads, Col.
7. He, A. Hibbler, Dec.
8. Croce Di Oro (Cross of Gold) P. Page, Mer.
9. Dadd-O, B. Lou, Kng.

Dallas-Fort Worth

1. Sixteen Tons, T. Ernie, Cap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Cry Me a River, J. London, Lbt.
4. Autumn Leaves, R. Williams, Kap.
5. Suddenly There's a Valley G. Grant, Era
6. Autumn Leaves, S. Allen, Cor.
7. Moments to Remember, Four Lads, Col.
8. Yellow Rose of Texas, M. Miller, Col.
9. I Hear You Knockin', G. Storm, Dot
10. He, A. Hibbler, Dec.

Denver

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands R. Draper, Mer.
3. Sixteen Tons, T. Ernie, Cap.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Moments to Remember, Four Lads, Col.
6. I Hear You Knockin', G. Storm, Dot
7. Only You, Platters, Mer.
8. Suddenly There's a Valley J. Stafford, Col.

Detroit

1. Sixteen Tons, T. Ernie, Cap.
2. When You Dance, Turbans, Mer.
3. Dadd-O, B. Lou, Kng.
4. Only You, Platters, Mer.
5. At My Front Door, P. Boone, Dot
6. I Hear You Knockin' G. Storm, Dot
7. All Around the World, L. W. John, Kng.
8. Memories of You, Four Coins, Epi.
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. Dadd-O, Fontane Sisters, Dot

Kansas City

1. Only You, Hilltoppers, Dot
2. Sixteen Tons, T. Ernie, Cap.
3. At My Front Door, P. Boone, Dot
4. He, A. Hibbler, Dec.
5. Autumn Leaves, R. Williams, Kap.
6. I Hear You Knockin', G. Storm, Dot
7. It's Almost Tomorrow, S. Lanson, Dot

Los Angeles

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Sixteen Tons, T. Ernie, Cap.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands R. Draper, Mer.

6. Suddenly There's a Valley G. Grant, Era
7. Only You, Platters, Mer.
8. Tina Marie, P. Como, Vic.
9. Yellow Rose of Texas, M. Miller, Col.
10. Love and Marriage, F. Sinatra, Cap.

Milwaukee

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. Only You, Platters, Mer.
4. You Are My Love, J. James, M-G-M
5. Autumn Leaves, R. Williams, Kap.
6. Amukiriki, L. Paul & M. Ford, Cap.
7. Shifting, Whispering Sands R. Draper, Mer.
8. Cry Me a River, J. London, Lbt.
10. Someone on Your Mind, C. Butler, Cor.

Mpls.-St. Paul

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. I Hear You Knockin', G. Storm, Dot
4. Autumn Leaves, R. Williams, Kap.
5. Moments to Remember, Four Lads, Col.
6. At My Front Door, P. Boone, Dot
7. He, McGuire Sisters, Cor.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. Rememb'ring P. L. Hayes & M. Healy, Col.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Only You, Platters, Mer.
3. I Hear You Knockin', G. Storm, Dot
4. It's Almost Tomorrow Dream Weavers, Dec.
5. Autumn Leaves, R. Williams, Kap.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. No Arms Can Ever Hold You G. Shaw, Dec.
8. Moments to Remember, Four Lads, Col.
9. You Are My Love, J. James, M-G-M
10. At My Front Door, El Dorados, VJ.

New York

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Sixteen Tons, T. Ernie, Cap.
4. Love and Marriage, F. Sinatra, Cap.
5. Moments to Remember, Four Lads, Col.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. He, A. Hibbler, Dec.
8. My Bonnie Lassie, Ames Brothers, Via.
9. Yellow Rose of Texas, M. Miller, Col.
10. Seventeen, Fontane Sisters, Dot

Philadelphia

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. He, A. Hibbler, Dec.
5. Moments to Remember, Four Lads, Col.
6. I Hear You Knockin', G. Storm, Dot
7. Suddenly There's a Valley G. Grant, Era
8. Black Denim Trousers, Cheers, Cap.
9. My Bonnie Lassie, Ames Brothers, Vic.
10. At My Front Door, P. Boone, Dot

Pittsburgh

1. Sixteen Tons, T. Ernie, Cap.
2. When You Dance, Turbans, Mer.
3. Autumn Leaves, R. Williams, Kap.
4. Shifting, Whispering Sands R. Draper, Mer.
5. Love and Marriage, F. Sinatra, Cap.
6. Times Two I Love You Three Chuckles, X
7. No Arms Can Ever Hold You Gaylords, Mer.
8. Come Home, B. Johnson, Mer.
9. Black Denim Trousers, Cheers, Cap.
10. Moments to Remember, Four Lads, Col.

St. Louis

1. Sixteen Tons, T. Ernie, Cap.
2. I Hear You Knockin', G. Storm, Dot
3. He, A. Hibbler, Dec.
4. Only You, Hilltoppers, Dot
5. At My Front Door, P. Boone, Dot
6. Autumn Leaves, R. Williams, Kap.
7. Only You, Platters, Mer.
8. Love Is a Many-Splendored Thing Four Aces, Dec.
9. Moments to Remember, Four Lads, Col.
10. Croce Di Oro (Cross of Gold) J. Regan, Lon.

San Francisco

1. Autumn Leaves, R. Williams, Kap.
2. Moments to Remember, Four Lads, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Shifting, Whispering Sands R. Draper, Mer.
5. Yellow Rose of Texas, M. Miller, Col.
6. Sixteen Tons, T. Ernie, Cap.
7. He, A. Hibbler, Dec.
8. Only You, Platters, Mer.
9. Bible Tells Me So, D. Cornell, Cor.

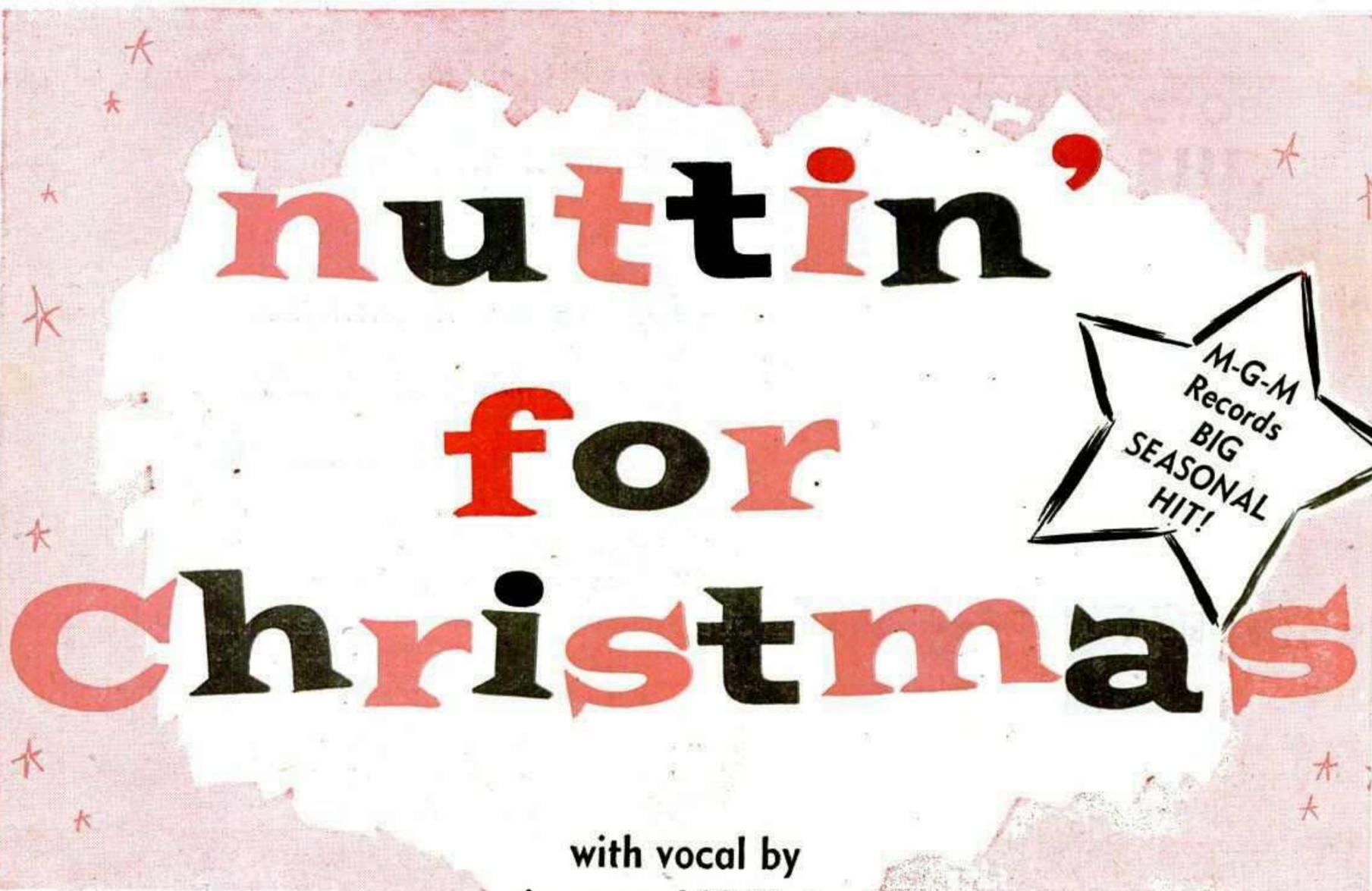
Seattle

1. Sixteen Tons, T. Ernie, Cap.
2. Autumn Leaves, R. Williams, Kap.
3. I Hear You Knockin', G. Storm, Dot
4. Dadd-O Fontane Sisters, Dot
5. Suddenly There's a Valley G. Grant, Era
6. At My Front Door, P. Boone, Dot
7. Shifting, Whispering Sands B. Vaughn, Dot
8. He, A. Hibbler, Dec.
9. Moments to Remember, Four Lads, Col.

Toronto

1. Autumn Leaves, R. Williams, Kap.
2. Sixteen Tons, T. Ernie, Cap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Shifting, Whispering Sands B. Vaughn, Dot
5. Moments to Remember, Four Lads, Col.
6. I Hear You Knockin', G. Storm, Dot
7. Only You, Platters, Mer.
8. Dadd-O, Fontane Sisters, Dot
9. At My Front Door, P. Boone, Dot

nuttin'...but nuttin' will top **ART MOONEY'S**



with vocal by
six-year-old TV star

BARRY GORDON



MGM 12092
78 rpm
K12092
45 rpm



also available
1 POCKET EP
X1173

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

HITS and MORE HITS

**BONNIE LOU
DADDY-O**

KING 4835

**BOYD BENNETT
THE MOST**

KING 4853

MY BOY—FLAT TOP
KING 1494

SEVENTEEN
KING 1470

COME HOME

Two Great Versions

BUBBER JOHNSON
KING 4822

CATHY RYAN
KING 4848

LITTLE WILLIE JOHN
**ALL AROUND
THE WORLD**
KING 4818

THE PLATTERS
ONLY YOU
(And You Alone)
b/w
YOU MADE ME CRY
FEDERAL 12244

HOME AT LAST
b/w
**NEED YOUR LOVE
SO BAD**
KING 4841

BILL DOGGETT
HONEY BOY
b/w
MISTY MOON
KING 4838

EARL BOSTIC
O SOLE MIO
b/w
POEME
KING 4845

RUBY WRIGHT
DO YOU BELIEVE
b/w
**I FALL IN LOVE
WITH YOU
EVERY DAY**
KING 4850

BOBBY ROBERTS
MY UNDECIDED HEART
b/w
**I'M GONNA COMB YOU
OUTA MY HAIR**
KING 4837

CURLY HOLIDAY
MY HEART CRIES OUT
b/w
**I CRIED TO A
FOOLISH HEART**
KING 4843

THE GAYLES
MY BOY—FLAT TOP
b/w
I GET SO HAPPY
KING 4846

ROSALIE RAND
**TONIGHT I'VE GOT A
FEELING FOR THE BLUES**
b/w
**THAT'S WHAT A
SONG CAN DO**
KING 4842

CHRISTMAS RELEASES

JOE WARD
**NUTTIN' FOR
CHRISTMAS**
b/w
CHRISTMAS QUESTIONS
KING 4854

BUBBER JOHNSON
**LET'S MAKE EVERY
DAY A
CHRISTMAS DAY**
b/w
IT'S CHRISTMAS TIME
KING 4855

KING RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

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

1. When You Dance **The Turbans**
(BMI) Herald 458
2. Croce Di Oro (Cross of Gold) **Patti Page**
(ASCAP) Mercury 70713
3. Daddy-O
Adorable **The Fontane Sisters**
(BMI); (ASCAP) Dot 15428
4. No Arms Can Ever Hold You. **Georgie Shaw**
(BMI) Decca 29679
5. Cry Me a River **Julie London**
(ASCAP) Liberty 55006
6. Memories of You **The Four Coins**
(ASCAP) Epic 9129
7. A Woman in Love **The Four Aces**
(ASCAP) Decca 29725
8. All at Once You Love Her **Perry Como**
(ASCAP) RCA Victor 6294
9. Twenty-Four Hours a Day
Goodbye to Rome **Georgia Gibbs**
(BMI); (ASCAP) Mercury 70743
10. C'Est La Vie **Sarah Vaughan**
(ASCAP) Mercury 70727

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Woman in Love (R)—Frank—ASCAP	All at Once You Love Her (R)—Williamson—ASCAP
Adelaide (R)—Frank—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
All at Once You Love Her (R)—Williamson—ASCAP	Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Amukiriki (R)—Famous—ASCAP	Black Denim Trousers (R)—Quintet—BMI
Autumn Leaves (R)—Ardmore—ASCAP	Cry Me a River (R)—Frank—ASCAP
Band of Gold (R)—Ludlow—BMI	Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
Bonnie Blue Gal (R)—Hollis—BMI	Ghost You Dig the Most (R)—Durante—ASCAP
Cry Me a River (R)—Frank—ASCAP	He (R)—Avas—BMI
Everybody's Doin' It (R)—Berlin—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	It's All Right With Me (R)—Chappell—ASCAP
He (R)—Avas—BMI	King of the River (R)—Disney—ASCAP
I'll Know (R)—Frank—ASCAP	Love and Marriage (R)—Barton—ASCAP
Japanese Farewell Song (R)—Ranger—ASCAP	Love Is a Many-Splendored Thing (R)—Miller—ASCAP
Longest Walk (R)—Advanced—ASCAP	Memories Are Made of This (R)—Montclair—BMI
Lord Is a Busy Man (R)—Jungnickel—ASCAP	Moments to Remember (R)—Beaver—ASCAP
Love and Marriage (R)—Barton—ASCAP	My Bonnie Lassie (R)—Leeds—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	My Boy—Flat Top (R)—Lois—BMI
Moments to Remember (R)—Beaver—ASCAP	Ooh Bang (R)—Artists—ASCAP
My Bonnie Lassie (R)—Leeds—ASCAP	Pepper-Hot Baby (R)—Sheldon—BMI
Pepper-Hot Baby (R)—Sheldon—BMI	Red Roses and Little White Lies (R)—Trinity—BMI
Rains Came Down (R)—E. H. Morris—ASCAP	Rememb'ring (R)—Bourne—ASCAP
Rememb'ring (R)—Bourne—ASCAP	Same Ole Saturday Night (R)—Barton—ASCAP
Rose Tattoo (R)—Paramount—ASCAP	Shifting Whispering Sands (R)—Gallatin—BMI
Shifting, Whispering Sands (R)—Gallatin—BMI	Sixteen Tons (R)—American—BMI
Sincerely Yours (R)—Witmark—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Sixteen Tons (R)—American—BMI	That's the Chance I've Got to Take (R)—Hill & Range—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Then I'll Be Happy (R)—Bourne—ASCAP
There Should Be Rules (R)—Witmark—ASCAP	Tina Marie (R)—Roncom—ASCAP
Tina Marie (R)—Roncom—ASCAP	Wanting You (R)—Harms—ASCAP
Wanting You (R)—Harms—ASCAP	You Gotta Give (R)—Peer—BMI
You Gotta Give (R)—Peer—BMI	You Are My Love (R)—Jubilee—ASCAP

• Best Selling Sheet Music

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

1. Autumn Leaves 1 11
Ardmore
2. Bible Tells Me So 2 15
Paramount-Roy Rogers
3. Yellow Rose of Texas... 3 16
Planetary
4. Moments to Remember 4 9
Beaver
5. Love and Marriage... 8 4
Barton
6. Suddenly There's a Valley 5 11
Warman-Hill & Range
7. Shifting, Whispering Sands 7 7
Gallatin
8. He 6 9
Avas
8. Sixteen Tons.....11 2
American
10. Love Is a Many-Splendored Thing... 9 12
Miller
11. Wake the Town and Tell the People..... 10 15
Joy
12. Only You.....14 2
Wildwood
13. Croce Di Oro (Cross of Gold)15 2
Shapiro-Bernstein
14. My Bonnie Lassie....12 6
Blossom
15. Forgive My Heart.... 2
Bregman, Vocco & Conn

A KNOCKOUT!!
by the Golden Boy of Song...

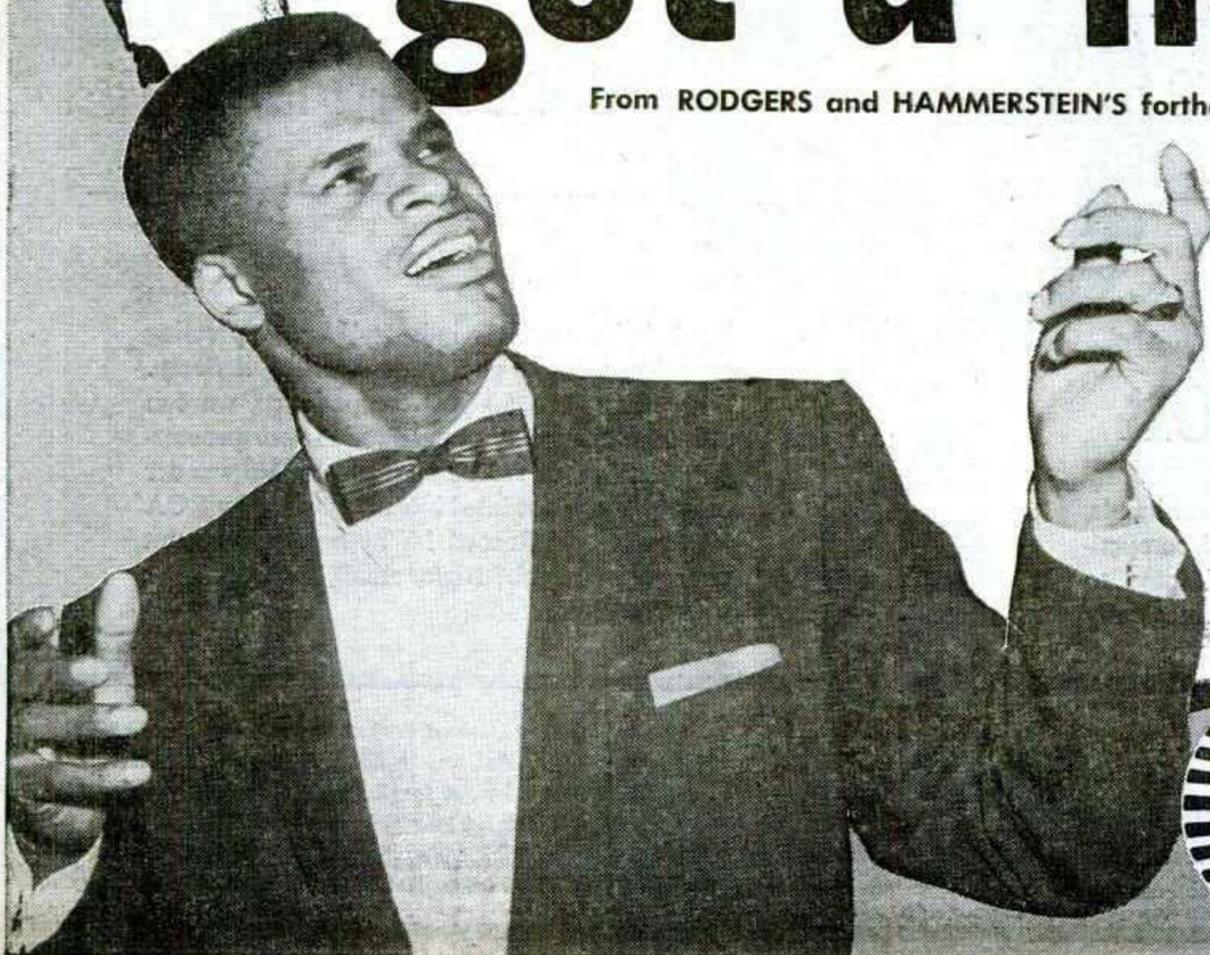
**ROY
HAMILTON**

**everybody's
got a home**

From RODGERS and HAMMERSTEIN'S forthcoming "PIPE DREAM"

c/w

**TAKE ME
WITH YOU**
9132



MISS 17: Nick Dardano, program director of WGAT, Utica, N. Y., recently staged a "Miss 17" contest and dance (in co-operation with his local Dot distributor) on the Fontane Sisters' waxing of "Seventeen." The contest was conducted over a seven-week period, and the queen was finally crowned at a dance attended by some 500 teen-agers. Local civic and educational officials were judges. Dardano now plans to make the contest an annual affair.

SOAKED SPINNER: Kent Burkhardt, KXOL, Fort Worth, was literally "all wet" this past Halloween when he decided to take a short nap following his 9 p.m. to midnight show. Burkhardt stretched out on a couch nearest the front door, only to wake up soaking wet a few minutes later. It seems some teen-agers had put a garden hose down the station's letter box vent, which opened directly on the couch upon which he was snoozing. . . . Speaking of slumber, Al McDonald, KOTA, Rapid City, S. C., conducts a "Bedtime Bulletin" service, whereby he invites listeners to call in and request to have someone sent to bed.

WORC, Worcester, Mass., celebrated Halloween by tossing a big record hop at the local Memorial Auditorium. More than 8,000 teen-agers attended the dance which was sponsored by eight WORC deejays—Dick Smith, Bob Bryar, Paul Larson, Mel Miller, Shirley Palmer, Paul Coss, Spinner Laddell and "The Old Country Doc-

tor." . . . Segueing from Halloween to Christmas, Dick Reddick and Don Cossitor, WFBC, Altoona, Pa., recently waxed so enthusiastic over the city's first snowfall this season that they programmed nothing but Christmas music. They garnered general approval from listeners for the advance line-up of yule platters.

GIMMIX: Fran Mooney, KNCM, Moberly, Mo., writes, "We are initiating 'Bloomin' Blunders' in our commercial copy which is spotted on participation shows. They're deliberate errors hidden in copy as a means of increasing listener interest. Prizes, of course. . . . Buddy Hamilton, KOOL, Phoenix, Ariz. (billed as "Your ham on platters"), wins all "most unusual guest" honors this month. He interviewed Cass and Dale, two girl elephants from the Ringling Bros. and Barnum & Bailey Circus. . . . Jerry Williamson, KREM, Spokane, gets his kicks on the air by punning the life out of his station's call letters—e.g., "For kreminy sakes, keep your radio on 970. Make KREM music your Krem-panion, etc."

Karl DeRouen, KEUN, Eunice, La., regularly selects a guest-producer from his audience (via letters) and lets them make up a list of records he plays one or two

days out of each week on his "Night Train." . . . Gene Edwards, WRIT, Milwaukee, and six other deejays at the station recently ran an "I Like WRIT Because" contest which drew over 5,000 entries. Capitol donated 35 new albums as prizes, and each deejay gave away five LP's to the best entries submitted to his particular show.

SERVICE GRIPES: Every day's "Vox Jox" mail contains its share of gripes about the service practices of the labels—both major and minor. Space doesn't permit carrying more than a small percentage of them, but we would like to go on record that the following deejays are unhappy about not receiving records from one or more companies: Max Lindberg, program director, WGIL, Galesburg, Ill. (who says single service is generally excellent, but he needs albums); Dick Clark, KTEM, Tempe, Tex.; Jeff Evans, WUSN, Charleston, S. C. (wants jazz LP's); Fred Smith, KTXJ, Jasper, Tex.; Jack Bitterman, WABB, Mobile, Ala.; Dave Chase, KTRH, Houston (jazz albums in particular); Joe Ryan, WALL, Middletown, N. Y.; Bob Baum, WOKW, Sturgeon Bay, Wis. (urgently needs novelty sides); Vern Modeland, KJFJ, Webster City, Ia.; Howie Sturtz Jr., WDLB, Neillville, Wis.;

Vern Pike, WFDD, Wake Forest, N. C.; Tom Johnson, WHJB, Greensburg, Pa.; Ray Ramsey, WHIR, Danville, Ky.; Dick Johnson, KCIM, Carroll, Ia.; Marty Monroe, WVOS, Liberty, N. Y.; Jim Murphy, WAUX, Waukesha, Wis.; Larry Eunice, KSLO, Opelousas, La.; Wink Guthrie, KBCH, Ocean Lake, Ore.; Frank Kelly, WDRE, Chester, Pa. (wants classical); Bill Bailey, WLOG, Logan, W. Va.; Scot McCullough, KAKE, Wichita, Kan.

Jack Schaefer, WOKW, Sturgeon Bay, Wis., sent us a most interesting and detailed analysis of the service problem in relation to the deejay and stations. Unfortunately, space doesn't permit running it in full, but in summing up, he says, "Why don't all companies get all stations on a subscription basis? Let's hope the story can be cleared up soon, and let's hear more of the story from deejay and distributor alike. Only thru mutual co-operation can we get this problem worked out." . . . On the other hand, Nick Sanchez, KWCO, Chickasha, Okla., writes, "Frankly, I'm getting tired of reading about guys complaining 'cause they don't receive free records! KWCO buys all new records and quite a few old ones. That way we can play the ones we honestly think are good, and we don't give any label credits at the time. So how's about

having less gripes about free records. We, too, would like to get free records, but since we don't, we make the best of it. Record companies are in business to make money like all of us, and if they sent free records to every individual, they would go broke."

YESTERYEAR'S TOPS—

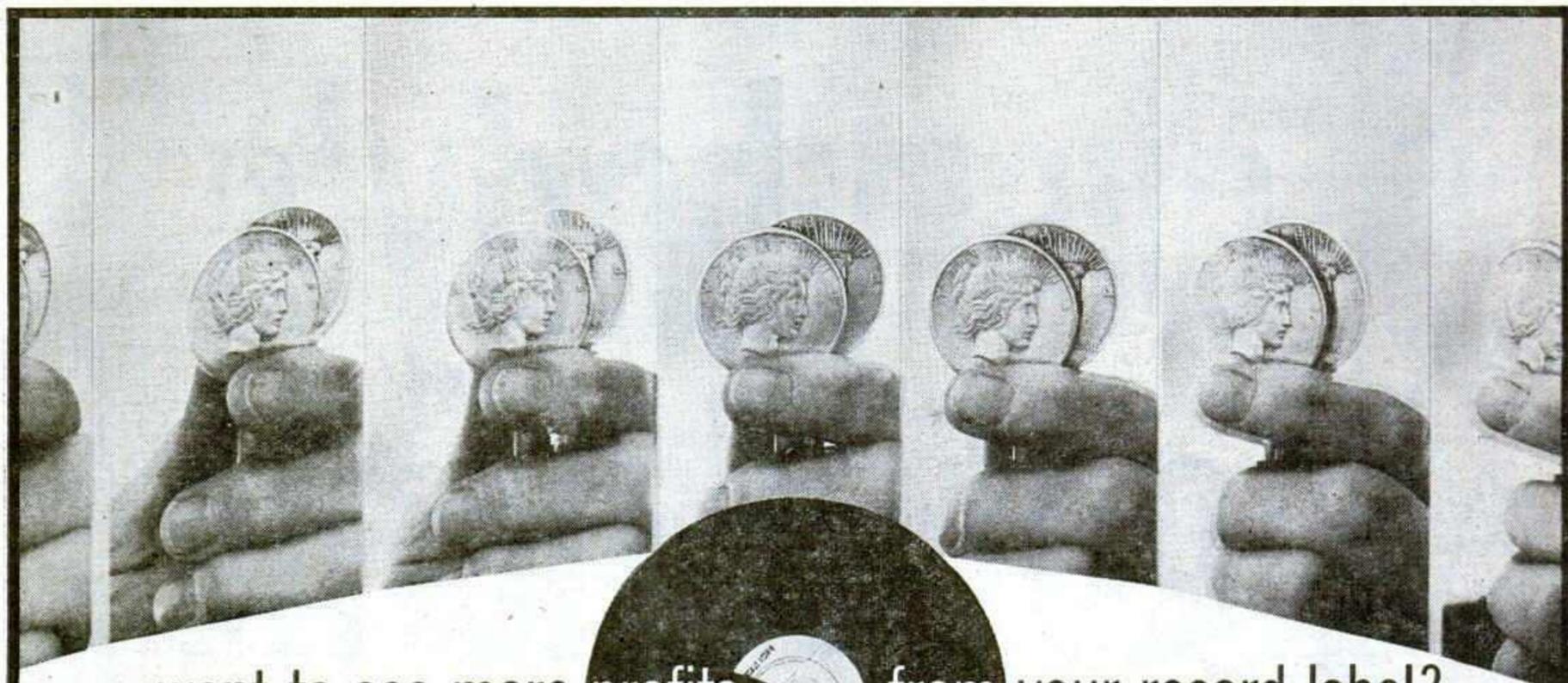
The nation's top tunes on records as reported in The Billboard

NOVEMBER 24, 1945:

1. It's Been a Long, Long Time
2. Till the End of Time
3. I'll Buy That Dream
4. Chickery Chick
5. That's for Me
6. It Might as Well Be Spring
7. Waitin' for the Train to Come In
8. Along the Navajo Trail
9. I Can't Begin to Tell You
10. It's Only a Paper Moon
11. Love Letters
12. (Did You Ever Get That Feeling) In the Moonlight
13. On the Atcheson, Topeka and Sante Fe
14. No Can Do
15. How Deep Is the Ocean?

NOVEMBER 25, 1950:

1. Harbor Lights
2. All My Love
3. Nevertheless
4. Thinking of You
5. Goodnight, Irene
6. Bushel and a Peck, A
7. Mona Lisa
8. An Orange-Colored Sky
9. The Thing
10. La Vic En Rose



want to see more profits from your record label?

it pays to look to
RCA VICTOR

When you have an overnight hit on your hands, when you need quick, complete and competitively-priced custom-made records, it pays to look to RCA Victor. With three strategically

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The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

EDDIE FISHER . . . RCA Victor 6337 . . . DUNGAREE DOLL (Marks, BMI)

EVERYBODY'S GOT A HOME BUT ME (Chappell, ASCAP)
Fisher could break wide open with either side of this disk. On top is a bright and swiny "Seventeen" styled tune which should hit the mark solidly with the teeners. The flip is a lovely ballad from the legiter "Pipe Dream." May not move as fast as the flip, but the singer's appealing delivery can develop attention in the long pull.

GLORIA MANN . . . Sound 126 . . . TEEN AGE PRAYER (Peer, BMI)

Tune about a teen-ager's heart throb gets a whale of a send-off here. Miss Mann delivers the ballad with a solid emotional appeal. A natural for the pre-twenty-ones. Flip is a pleasant tune called "Gypsy Lady" (Peer, BMI).

PAT BOONE . . . Dot 15435 . . . GEE WHITTAKERS (Lowell, BMI)

The youngster comes thru with a rockin' driving airing of the fine r.&b. tune originally cut by the Five Keys. The tune was clefted by the writer of "Tweedlee Dee" and has the same fine rhythmic beat. Boone could go far with this one. Flip is one of the singer's better ballad efforts, "Take the Time" (Tee Pee, ASCAP).

JONI JAMES . . . M-G-M 12126 . . . MY BELIEVING HEART (Valando, ASCAP)

YOU NEVER FALL IN LOVE AGAIN (Hub-Leeds, ASCAP)
Miss James is heard in two of her most sincere and appealing efforts. Tho the flip is slightly more typical of the gal's style, both sides have a lot of charm and are sung in winning fashion. Lots of action indicated here.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80- 89, Excellent
- 70- 79, Good
- 60- 69, Satisfactory
- 50- 59, Limited
- 0- 49, Poor

BERNIE WAYNE ORK

Vanessa . . . 79

ABC-PARAMOUNT 9664—This Wayne original, a big hit for Hugo Winterhalter several years ago, is likely to get another big whirl on the new label, with the addition of a vocal. Mighty attractive wax. (Meridian, BMI)

Piff! Paff! Puff! . . . 77

Another Wayne opus, with a merengue—then a tango rhythm, in what the long-hairs call song-and-trio form. Very spin-worthy stuff for the program makers. The only vocal consists of chorus intoning the title. (Meridian, BMI)

CARMEN CAVALLARO

Just Say I Love Her . . . 78

DECCA 29735—A fine piano solo with the ork wrap-up of a lovely instrumental theme. Both sides have plenty of play potential. (Spier, ASCAP)

In Love . . . 77

Fiano instrumentals are hot right now as a result of Roger Williams' click with "Autumn Leaves," and this flashy treatment of a haunting theme by Cavallaro could catch on big. (Ludlow, BMI)

BOYD BENNETT

The Most . . . 78

KING 4853 — Big Moe socks over a rhythm ditty with a strong melodic resemblance to his hit, "Seventeen." The lyrics aren't as effective, but the platter could catch on a bit anyway on the strength of its beat alone. Bound to get plenty of spins. (Lois, BMI)

Desperately . . . 68

Boyd Bennett sings attractively on a routine ballad, but flip will get most of the action. (Lois, BMI)

THE FOUR FRESHMEN

In This Whole Wide World . . . 78

CAPITOL 3292 — More tight, pretty harmony sounds here, and they're backed with smooth and effective orking. (Benton, BMI)

Charmaine . . . 76

A classy entry for the harmonizers. A lot of fine chord sounds are heard, and for extra interest, there are some tricky Latin beats and a progressive-type trombone solo tossed in. Should get spins. (Miller, ASCAP)

NICK NOBLE

Lovely Lies . . . 78

WING 90042—In this tune (showing nice action in the original Manhattan Brothers version), Noble has some apt material. He is relaxed and in good form. Commercially, this disk has excellent possibilities. (Burlington, ASCAP)

Bella Bella Perzicella . . . 75

A cute novelty with a flavor reminiscent of "Eh Cumpari." The play on Italian words is humorously turned by Noble into an enjoyable thing. The backing is gay and most attractive. (Radoir, BMI)

LES PAUL AND MARY FORD

Alabamy Bound . . . 78

CAPITOL 3301 — The pair delivers a flock of exciting sounds on the Jolson standard. It's a little on the off-beat side for them, but it's got the color and drive to win spins and sales.

Texas Lady . . . 74

This one's more in keeping with the typical Paul and Ford mood. Tune is sung by the duo at the start and finish of a new Claudette Colbert pic. Flip looks like a better bet.

TONI ARDEN

Are You Satisfied? . . . 77

VICTOR 6346—The tune is doing nicely in the Sheb Wooley version and covering is heavy in both pop and r.&b. styles. Miss Arden spices her own approach with r.&b. and falls into the idiom okay. The coupling of covers can do some business. (Cordial, BMI)

I Forgot to Remember to Forget . . . 76

This face is a cover of the Elvis Presley country hit, which was, however, in an r.&b. style. (Hilo, E. B. Marks, BMI)

KITTY WHITE

A Teen-Age Prayer . . . 77

MERCURY 70750 — The excellent thrush has what is close to an r.&b. version of the much-recorded opus. This should do nicely with her growing fan following, but will have to be content with the sock Gloria Mann version. (La Salle, ASCAP)

I'm Gonna Be a Fool Next Monday . . . 72

Another great, torchy job by the quality jazz thrush. It's a little on the special side, and hip deejays will like it. (Pincus, ASCAP)

DICK DUANE

Siboney . . . 77

ABC-PARAMOUNT 9656 — Duane has a big tenor range without getting strident up there. He's a sort of, male Caterina Valente with this material. Should garner plenty of attention with this impressive waxing. (Feist, ASCAP)

Now . . . 75

This side has less Whitfield and more Bennett. It's a pretty, pleading ballad. Guy offers big promise. (Winneton, BMI)

(Continued on page 42)

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The Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 40

STEVE ALLEN What Is a Wife? 77 CORAL 61542—Allen wraps up a comedy monolog (a funny take-off on "What Is a Boy?") in okay fashion. The side will undoubtedly get lots of spins on deejay shows catering to hausfrau audiences. Memories of You...78 The nostalgic oldie is featured in Allen's forthcoming "Benny Goodman Story" movie, so this side should get a strong promotional ride. The well-produced instrumental—with Allen featured on piano—should move briskly across the counter once the picture breaks nationally.

LENNY DEE The Honeydripper 77 DECCA 29689—The old Joe Liggins hit is revived in a rhythmic organ go, with colorful stops emulating a baritone sax, etc. It's an all-market item, and a must for organ addicts. (Northern, ASCAP) Flea Hop Boogie...76 Another bright, well-manipulated organ solo with rhythm backing. Pop, c.&w. and r.&b. fans may go for this. (Shapiro-Bernstein, ASCAP)

BLUE STARS Lullaby of Birdland 76 MERCURY 70742—The mixed vocal group from France takes the popular American tune and gives it a mighty pretty harmony dressing. The chords are clean and tight, and the high gal voices add luster. French lyrics give it an extra smooth flow. (Patricia, BMI)

That's My Girl...72 The group delivers more pleasing harmony of the tight chord variety on their first release for the label. Singing in the mother tongue seems to add to the atmosphere. (Crestview, ASCAP)

BOB CORLEY Number One Street (Part 1 and 2) 76 STARS 4773—A tourist from Andy Griffith land hits the Florida and Nassau trails, and ends up with this advice, "Don't go; just send your money." This desertation taped with an audience, like the Griffith things, has its laughs and should do nicely in both country and pop markets. (Stars, BMI)

LU ANN SIMMS Convicted 76 COLUMBIA 40606—The songstress sings out this r.&b. hit tune with force and may have one of her more powerful records with this beautiful material. (Rene, ASCAP) Red Roses and Little White Lies...74 A pretty tune with country flavor that becomes a potent vehicle in Miss Simms' hands. (Trinity, BMI)

GADABOUTS Teen-Age Rock 76 WING 90043—Still another entry related to "Seventeen." The group gives it coarse, vigorous treatment. Should do well on the jukes. (Pure, BMI) If You Only Had a Heart...69 The group makes a weaker impression with this old-timey ditty. (Harmon, ASCAP)

ROY HAMILTON Everybody's Got a Home 75 EPIC 9132—Hamilton delivers this new ballad from "Pipe Dream" with much power and quavering feeling. The guy registers well, but big competition looms on other fronts. (Chappell, ASCAP) Take Me With You...74 A pleading love song with more touching tones from the Hamilton pipes. It's a pretty ballad which makes a good showcase for the singer. (Pincus, ASCAP)

BENNY GOODMAN-ROSEMARY CLOONEY Memories of You 75 COLUMBIA 40616—The Goodman trio regroups here for a new and pleasant slicing of the standard, with a husky-throated vocal assist by Miss Clooney. Legions of Benny's fans will keep this in the running, and release of the "Benny Goodman Story" flick will help. (Shapiro-Bernstein, ASCAP) It's Bad for Me...73 Revival of this old show ballad pairs the thrush with the trio again for a listenable waxing. Flip, however, stands to get the attention, Benny sings in this one with the thrush. (ASCAP)

CATHY JOHNSON Are You Satisfied? 75 COLUMBIA 40612—The r.&b. tune gets a bright performance by a gal with a lustrous set of pipes. Side merits attention and could make noise. (Cordial, BMI) Yodlin' Dixieland...70 Here's a ragtime tune with the gal going thru a rip-roaring yodeling bit. It makes for a sparkling effect but the flip is a more solid entry. (Maple Leaf, BMI)

BURT TAYLOR Growin' Up 75 MERCURY 70749—Taylor takes neatly to the rock and roll idiom and

socks out a potent cover on this tune in the "Seventeen" cycle. Could be his best yet. (American, BMI) Stars Tell My Story...74 This one's a ballad with the rock and roll approach. Another good job by the warbler. His many deejay friends will cotton to both faces. (Rush, BMI)

THE FOUR VOICES The Big Eye 75 COLUMBIA 40582—The boys belt across a bouncy rhythm tune with good humor and a solid beat. (Regina, BMI) Darling, Thanks to You...74 Pleasant warbling by the group on a pretty ballad with fine work by the lead singer. (Blackwood, BMI)

LEE RAYMOND (You are the Queen) in the Kingdom of My Heart...75 DECCA 29743—Raymond warbles big-voiced... a la Don Cornell—on an attractive ballad with effective lyrics. (LaSalle, ASCAP) Baby, Let Me Take You Dreaming...73 An appealing vocal job on a nice ballad from Danny Kaye's new movie, "The Jester." Tune should get big push when picture opens, and this side should garner some share of the deejay play. (Dena, ASCAP)

BETTY COX Hi! to You 75 HANSEN 105—A bright, charming wintertime tune. Good show opener, with an all-join-in appeal. Should get plenty of play in the coming weeks. (Disney, ASCAP) Holly Boy...70 The Quincy Jones orking is the brightest feature of this little Christmas entry. The flip is the better bet for action. (Music of Today, BMI)

ROBBIN HOOD No School Tomorrow 74 M-G-M 12138—This is still another entry in the teen-ager rock and roll idiom, and the thrush does an energetic job. She may kick up some action with this one. (Meridian, BMI) A Teen-Age Prayer...73 Recordings are rife on this material this week, and Miss Hood will have a battle if she's to grab a share. (La Salle, ASCAP)

ART MOONEY ORK Memories of You 74 M-G-M 12133—Mooney gets into the sweepstakes on the revival of this tune. Fine trumpeting and help from the Cloverleafs vocal group gives this a good chance for a slice of the action. (Shapiro-Bernstein, ASCAP) The Lord Is a Busy Man...73 Another cover on the popular new tune and the band with vocal backup gives a creditable performance. Competition, however, will be big and from many quarters. (Hill & Range, BMI)

DAKOTA STATON It Feels So Nice 74 CAPITOL 3292—Miss Staton makes a switch to the pop field, after establishing a name for herself in the r.&b. department. She has a smooth, easy delivery, with a sexy touch in her style that is going to take her a long way. (Johnstone-Montel, BMI) A Dangerous Age...73 The singer turns on the heat in this insinuating piece of material, and she is pretty hard to resist. Miss Staton's pop debut is quite successful; she should do well with both of these. (Hill & Range, BMI)

MARIAN CARUSO If It's Love 74 DECCA 29699—Delicate piping by Miss Caruso on a pretty ballad. (Gold, ASCAP) What Have Ya Got Against the Moonlight?...72 A sweet-voiced thrushing stint on a bouncy little ditty with a happy beat. (Tobias & Lewis, ASCAP)

PATTI JEROME One 74 WING 90038—The new Detroit thrush offers this torcher-with-a-beat in sock style. One of the more promising gals of recent vintage. (Pine-lawn, BMI) All Is Well...66 This hand-clapper, with an up-tempo spiritual flavor, is the less commercial side. (Stage Three, ASCAP)

BILL CAREY Poor, Poor Me 74 CORAL 61540—If the sock Fats Domino original of this tune registers in the pop market, this okay copy could squeeze in for a share, too. (Commodore, BMI) From Jazz to the Bible...65 Perhaps this was inspired by the recent contestant on "564,000 Question." It reaches a little, however, and doesn't quite make it. (Tee Kaye, ASCAP)

NITA, RITA AND RUBY Hi De Ank Tum 73 VICTOR 6332—In this folk-like tune, the girls have some unusually agreeable material. The banjo and hand-clapping in the background give their performance additional flavor. Watch this! (Barton, BMI) Jimmy Unknown...72 A pretty harmonizing job is also done on this tune, originally cut by Doris Day. The girls handle it quietly and with taste, and it comes off nicely. (Jefferson, ASCAP)

THE ROCK BROTHERS Dugaree Doll 73 KING 4851—Message here is similar

to "Seventeen," etc., and it's sung with enthusiasm in a manner calculated to spark teen-ager interest. Could do okay in the jukes. (Marks, BMI) Livin' It Up...72 A frantic side about rockin' teen-agers. Excitement etched on this side is catching. (Marks, BMI)

THE HI-FI FOUR Davy, You Upset My Life 72 KING 4856—This one would have done lots better some months ago. It's a rockin' opus based on Davy Crockett, with a strong r.&b. feel. Still could move some, tho, and it shows off the power of the group. Band of Gold...71 Shuffle-beat reading of the much-waxed new ballad features the group in tight harmony. A listenable side.

REX TRAILER Hoofbeats 72 ABC-PARAMOUNT 9662—With the French horns and accelerated rhythm of "Wild Goose," this picture of the Wild West will appeal to kids of the pre-rock and roll age group. The sound gimmicks are especially strong commercial stuff. (St. Nicholas, ASCAP) Cowboys Don't Cry...69 A tender evocation of the drams of a young boy. Trailer croons this pretty song smoothly and with taste. (Simon, ASCAP)

NICK LUCAS Kind and Considerate 72 ACCENT 1030—The "Old Troubador" hasn't been heard on wax for a long time, and his old-time fans will welcome this sweetly sung and strummed moralizer. (American, BMI) Soldier's Guitar...67 Lucas sounds as good as he ever did on this side, but he has stronger material on the flip. (Z 12, BMI)

THE ACCENTS Yes, Yes 71 ACCENT 1031—An attractive opus with cute twists is sung with lots of know-how by the group. Could move some if exposed. (American, BMI) Forever Yours...67 Slow ballad with an r.&b. touch in the backing is also delivered in slick fashion by the Accents. (American, BMI)

JO ANN TOLLEY Very Truly Yours 70 JUBILEE 5223—The thrush has a distinctive, appealing quality. Pleasant tune, too, but nothing here to get excited over. (Wemar, BMI) So It's Over...68 Same comment. (Benell, BMI)

ERNIE FREEMAN COMBO Jivin' Around (Parts 1 and 2) 69 CASH 1017—An instrumental medium tempo rocker ideal for dancing. The desirability of spreading the material over two sides might be questioned, but otherwise it is an apt juke box offering. (Cash, BMI)

JOYCE ROMERO Play It Fair 69 ESSEX 406—It's unlikely that this cover version will grab much play from the smash Lavern Baker original, even in the strictly pop field. (Progressive, BMI) Feel So Good...69 Another r.&b. tune rendered with moderate strength by the thrush, altho

she gets good rockin' ork support. (JMC, BMI)

PONY AND GRACE SHERRELL Can-Can Blues 69 ADVANCE 3009—The girls carol an r.&b.-styled tribute to the French terp routine in okay fashion. Both sides of this disk are from the show score of Hollywood's Moulin Rouge nitty and were penned by Pony Sherrell and Phil Moody. Moody also conducts the ork here. It will probably get heavy play in the L. A. area. (Mills, ASCAP) So Very Much in Love...67 An acceptable thrushing job by Pony Sherrell on an attractive ballad. (Mills, ASCAP)

JOHNNY TYLER Heads Up 68 LIBERTY 55007—Train song moves well from start to finish. Tyler sells it effectively to strong backing by the ork. (Robbins, ASCAP) One Way Heart...65 Broad rhythm paces the ballad in a professionally handled reading by Tyler and ork. (Robbins, ASCAP)

LEW CAREY Do I Dare to Dream? 68 TIARA 6003—Carey displays a pleasing set of pipes in the Eddie Fisher school. Pleasant tune; may get some air play if pushed. (Johnston, ASCAP) Get Along, Stranger...68 This tune is a confusing concoction of Western and blues idioms, with a so-so warble. Bob Armstrong's clever orking helps some. (Taylor, ASCAP)

VINCE PERRY AND THE HATTON SISTERS Black Orchids 67 SKYWAY 112—Imaginative opus is evocative of a mysterious mood. Perry is a smooth baritone, and the group supports him nicely. (Skyway, BMI) Wyoming...60 A hoofbeat formula ballad; it's sung pleasantly here. (Skyway, BMI)

JIMMY PALMER Please Don't Talk About Me 66 WING 90041—Palmer sings the standard against a bouncy backdrop by vocal group. Good side for terps. (Remick, ASCAP) Down Home Rag...65 Strictly instrumental, this side has the old Kay Kyser flavor, which means, among other things, it's okay dance stuff. (Shapiro-Bernstein, ASCAP)

THE HATTON SISTERS You're Mine 65 SKWAY 111—Here's a mighty pretty love ballad. The fem group awards it a pleasantly paced reading that should win some spins. (Skyway, BMI) Every Time the Moon Comes Up...61 Slick vocalizing by the gals in this bouncy, romantic ditty. Resist easy on the ears, tho, the potential is limited. (Skyway, BMI)

FRANKIE DAY It's the Girl 62 APACHE 1002—The breezy oldie gets a full orking with banjo prominent, but Day's warbling is none too impressive. (Feist, ASCAP) You've Been Away Too Long...57 The warbler doesn't even have the tune to help him on this side. (Deep River, ASCAP)

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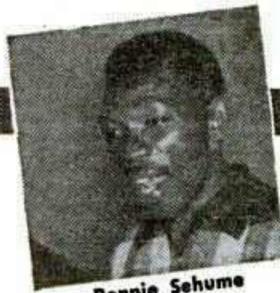
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Rufus Khoza



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LOVELY

LIES



Backed with KILIMANJARO
No. 1610

Here is a group that does not speak a word of English. However, after Tom Glazer, popular American composer penned English lyrics to this Zulu folk song, he spent five strenuous weeks of rehearsing the Manhattan Brothers until they learned the English words through the use of phonetics.

London

RECORDS



The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop-Christmas Records

THE McGUIRE SISTERS
The Littlest Angel78
CORAL 9-61531 — The girls blend with their usual listenable quality-plus on a charming musical version of the long-time best-selling Christmas story. A "must" for yule programming this year for jocks with kid followings, and the platter might easily be bigger in the small fry field than in the pop. (Emes, ASCAP)

I'd Like to Trim a Tree With You....78
Here's more of a pop Christmas item for jocks, with the McGuire's swinging thru a gay little ditty with appropriate seasonal enthusiasm. Both sides should get considerable deejay play. (Northern, ASCAP)

DE JOHN SISTERS
The Only Thing I Want for Christmas (It's Just to Keep the Things That I've Got)77
EPIC 9133—A strong version of the much-waxed ditty, it's sung here smoothly with fine steady beat backing. Could pull pretty good sales over the next few weeks. (Remick, ASCAP)

That's How Santa Claus Will Look This Year....74
Hesitation gimmick trademark of the gals is used to advantage in this cute

rendition of the bouncy holiday item. Will get spins. (Raphael, ASCAP)

DOROTHY COLLINS
Mr. Santa76
CORAL 61539—This is "Mr. Sandman" dressed in seasonal garb with special lyrics to match. Words seem a bit labored, but over-all effect is strong enough to make an impression.

Twelve Gifts of Christmas....74
This is a dressed-up version of a simple old traditional carol, "The Twelfth Day of Christmas." Original lyric was more picturesque, but Miss Collins' charm here will help sell copies.

WILDER BROTHERS
I Wanna Goat for Christmas74
WING 90039—With a goat's maa-a cleverly worked into the lyric, the brothers pleasantly style this material so that many youngsters will get a kick from it. (Judy, ASCAP)

The Old Chimney....71
Another sound gimmick brightens this jolly Christmas ditty. A slick reading that will garner good jockey play. (Wolfgang, ASCAP)

JACK MOON
Ha Ha Ha—Ho Ho Ho65
AARDELL 0005—Santa Claus tells the kids to be good, and they'll get the presents they expect on Christmas Eve. A pleasant, bouncy tune that will make apt pre-Christmas programming. (Teresa, BMI)

Jolly Santa Claus....60
The singer laughs and laughs until he cries, by which time most listeners will be crying for mercy. A gimmick novelty that is too contrived to be a good commercial risk. (Teresa, BMI)

GEORGE CARDINI ORK
Season's Greetings (A Cheerful Hello)60
SKYWAY 109—Simple and pleasant holiday ballad is presented attractively in this etching. It's packaged in a decorated sleeve also containing complete music in form of a Christmas card. (Skyway, BMI)

Christmas Kisses....56
Chanter tries hard but isn't too effective in this reading of a tender Christmas ballad. (Skyway, BMI)

• Reviews of New Childrens Records

MEL BLANC
Woody Woodpecker Meets Davy Crockett, Parts 1 & 2.....80
CAPITOL CASF 3236 — On this kid's in the "Bozo" series, Mel Blanc's voice is heard relating some exciting doings in the Tennessee backwoods. Brings together two favorite kiddie characters for a natural seller. Sleeve is colorfully illustrated.

HOPALONG CASSIDY
Hopalong Cassidy and a Boy's Best Friend, Parts 1 & 2.....80
CAPITOL CASF 3231—This is an effective entry in the label's "Learning Is Fun" series. It generates small fry interest with the familiar adventure pattern and pours down a practical dose of home safety for kiddies to boot. Liner in color illustrates episode in cartoon style. Has a lot of appeal.

TEX RITTER
It Doesn't Hurt a Bit to Be Polite....77
CAPITOL CASF 3228—Ritter drives home the lesson in courtesy in a manner calculated to impress it on kiddies. Title, of course, will draw attention from Mom and Pop.

Pick Up After You....76
Another musical lesson, just as appealing as flip. Platter should do well on the sales counters.

MEL BLANC
Mrs. Hazard's House, Parts 1 & 2.....76
CAPITOL CASF 3227—This disk is based on the "Mrs. Hazard's House" educational film, and, thru the medium of Mel Blanc's voices, it dramatically shows kids all about ladders, electric wires, etc., and how they can harm. Fine sugar-coated lesson material, with cartoon-styled envelope to build interest.

THE CONTINENTAL SYMPHONY ORCHESTRA
The Three-Cornered Hat74
CAPITOL KASF 3234—Story of the three-cornered hat—from the works of Spanish composer Manuel De Falla—is played by the ork and told in spoken words designed for youngsters. This is one of the "Music Appreciation" series and comes in an attractive jacket.

Invitation to the dance....74
More spoken story backed with the symphony ork in a careful effort to rouse kiddie interest in the classics.

• Reviews of New Jazz Records

STEVE WHITE QUARTET
My New Jet Plane74
PACIFIC JAZZ 629—A moderately funny novelty, with the vocal handled by Steve White. The music is derived from "Flyin' Home" and is excitingly played by a well-known West Coast modern jazz foursome. Hip teen-agers may make a fad of this in some cities. (N. R., BMI)

Swing Easy....71
White, on tenor sax here, plays a tender solo in modern vein. Jimmy Rowles, on piano, has a pretty lyric interlude. Jockeys that program jazz will find good use for this pleasing material. (Har-Bock, BMI)

Waxers Face Earnings Pinch

• Continued from page 16

the future, in a field where the future is notoriously known to be uncertain.

One theory held by many trade observers holds that profits this year might have been higher had prices remained at their January, 1955, level. They point to the wide gap between albums currently priced at \$3.98, and the list of \$4.98 of a year ago. When prices were shuffled at the start of the year, few firms had sufficient depth of catalog and, accordingly, were

forced to invest huge sums of money in converting 10-inch albums into 12-inch sets.

The theory, in fact, represents a paradox. Few persons in the industry could authoritatively say whether sales would be as high as they are had prices not been reduced. To compensate for the margin of profit not keeping pace with the increase in sales, the industry is finding a greater plus profit in the ever-expanding foreign market. The cost of a package remains the same whether it is released domestically or thruout the world, the profits from foreign sales are proportionately higher.

Financial statements of the major companies are difficult at best in definite total disk sales, since figures for a record division of a company are not revealed. Combined statements are the rule with RCA Victor (NBC-RCA), Columbia (CBS), Decca (Universal-International), M-G-M (Loew's, Inc.) and Capitol (EMI). In the case of Capitol, the company will issue a separate financial statement at the close of business this year, as compared to previous quarterly statements, inasmuch as there are a number of outstanding shares of stock which were not sold to EMI.

While the industry seems virtually assured of surpassing the \$200 million mark in retail sales, a proportionate increase in profits seems unlikely this year.

• Reviews of New Sacred Records

TINY FAIRBANKS
The Lord's Prayer68
FAIRBANKS 111—Malotte's sacred classic can always do business. Fairbanks is a light baritone and is backed by harp, strings and chorus. Makes good catalog stock. (Schirmer, ASCAP)

In My Own Humble Way....66
A quiet, reverent prayer styled in the "pop sacred" manner. Competently promoted, Fairbanks will be most acceptable to fans of this medium. (Fairbanks, ASCAP)

• Number of Releases This Week

Label	Pop	C&W	R&B
AARDELL	1	—	—
ABC-PARAMOUNT	3	—	—
ACCENT	2	—	—
ADVANCE	1	—	—
ALADDIN	—	—	3
APACHE	1	—	—
CAPITOL	3	1	—
CASH	1	—	—
CHECKER	—	—	1
CHESS	—	—	1
COLUMBIA	2	1	—
CORAL	4	—	—
DECCA	4	1	—
EPIC	1	—	—
ESSEX	1	—	—
FEDERAL	—	—	1
GREEN	—	1	—
HANSEN	1	—	—
INTRASTATE	—	1	—
JUBILEE	1	—	1
KING	3	1	—
LIBERTY	1	—	—
MERCURY	1	—	—
M-G-M	1	—	—
MODERN	—	—	2
PARROT	—	—	3
PEP	—	1	—
ROSE	—	1	—
RPM	—	—	3
RUBE	—	—	1
SARG	—	—	1
STARS	—	1	—
SKYWAY	3	—	—
TIARA	1	—	—
TIP TOP	—	—	1
VICTOR	1	—	—
WING	5	—	1
TOTAL	43	9	19

Note to Stations

• Continued from page 16

numbers played, sung or aired that they would not ordinarily use were they affiliates of any other licensing agencies."

It also states that the outfit "is not encouraging any present publisher to discontinue any present licensing arrangements. AP claims that with present commitments, it will soon have nearly 500 new songs. It has prepared a special record jacket, with a legend addressed to station personnel granting permission for free use.

The founding father of AP is Walter Web, of Web Music Publishing, which also puts out Web Records. The first AP tune is a Web dishing of "Little Walking Doll," in Web Music, co-authored by Web, who wants to be sure that nobody tries to pay him any performance money.

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- Blue Star—Victoria (Young)
- Yellow Rose of Texas—Maddox (Planetary)
- Man From Laramie—Chappell (Columbia)
- Hey There—Frank (Frank)
- Hernandos Hideaway—Frank (Frank)
- Twenty Tiny Fingers—Frank (Frank)
- Everywhere—Bron (Mills)
- I'll Come When You Call—Reine (*)
- Love Is a Many-Splendored Thing—Robbins (Miller)
- I'll Never Stop Loving You—Robbins (Feist)
- Every Day of My Life—Robbins (Miller)
- Dambusters March—Chappell (Chappell)
- Suddenly There's a Valley—Robbins (Warman-Hill & Range)
- Go On By—Bluebird (Hamblen)
- Evermore—Kassner (Piccadilly)
- Close the Door—Duchess (Trinity)
- Christmas Alphabet—Pickwick (Budd)
- Meet Me on the Corner—Berry (*)
- Banjo's Back in Town—Leeds (World)
- Seventeen—World Wide (Lois)

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

CROCE DI ORO (Shapiro-Bernstein, ASCAP)—Red & Betty Foley—Decca 29704

During the past month this record has been moving up at a steady clip, doing a nice pop business, as well as country. Currently listed on the Dallas and Richmond territorial charts, it is also selling well in Durham, Nashville, Atlanta and most Northern markets. Flip is "Sweet Kentucky Rose" (Schwartz, ASCAP). A previous Billboard "Spotlight" pick.

S.O.S. (Hill & Range, BMI)

WEARY MOMENTS (Cedarwood, BMI)—Johnnie & Jack—RCA Victor 6295

The duo has a potent two-sided seller in this disk. Now in the top 10 in the Charlotte area, sales are also outstanding in Atlanta and numerous other Southern markets. St. Louis, Chicago, Cleveland, Cincinnati, Baltimore and Pittsburgh are among the Northern trade territories that report excellent commercial reception.

• Review Spotlight on . . . RECORDS

MAC WISEMAN

I Hear You Knocking (Commodore, BMI)—Dot 1273. This catchy rhythm novelty is making it big in r.&b. and pop right now, and could very well step out with equal force in the country field. Wiseman wraps it up with a bouncy, personable vocal and an infectious beat. Flip is "Camptown Races."

• Reviews of New C & W Records

JIMMY PATTON

Ocean of Tears77

SIMS 105—Patton offers a heartfelt tale of tears and woe in a fine legitimate country style. Looks like plenty of potential for this one. The moving lyric helps sell it. (R&R, BMI)

I Won't Want It75

Another emotional pouring forth that shows a clear-voiced, tender sound. Lots of country class. (Dandellon, BMI)

JERRY REED

If the Lord's Willing

and the Creeks Don't Rise74
CAPITOL 3294—Reed has an infectious charm in the way he handles this happy material. Set to a bouncy beat, this reading ought to fare well juke-wise. (Lowery, BMI)

Here I Am73

The singer comes on like a rustic Johnny-on-the-spot, and he is pretty cute in the role. This material, like that on the flip, is penned by Reed and is most attractive. (Lowery, BMI)

PAULINE PARKER AND MARILYN KAYE

I'm Yours, All Yours74

PEP 103—The gals deliver the ballad in legitimate, down-home style. With exposure, this could stir some action. (American, BMI)

Brand New Sweetheart71

This is a peppy piece of upbeat wax sung with lusty, rural color, on the duo's second disk on the label. (Pamper, BMI)

HERB AND KAY

I've Got a Right

to Be Jealous, Honey74
KING 4849—A cute, swingy ditty by the couple on their first disk. Features clever back-and-forth lyric bits as they tell each other why they have a right to be jealous.

We Did71

More rhythmic dueting with a good lift from electric guitar backing. Flip, however, has more to sell. (Mar-Kay, BMI)

RED GARRETT

Papa Joe's Place74

DECCA 29742—Fresh ballad with Cajun overtones is sung joyfully by

Friends may write him at 319 Seventh Avenue North, Nashville.

Jimmy Wayne Ward has just entered the entertainment promotion business in Houston, with his main interest lying in country music. He's now in the process of lining up his first country music show. . . . Tex Clark, still active in country music via WEOL, Elyria, O., and his record shop in Cleveland, recently joined the ranks of benefactors. His bride is Joy Fisher. Ceremony took place in Richmond, Ind. . . . Melvin Mazy, who formerly appeared with his Texas Pals over KRBC, Abilene, Tex., has just had his first release on the Merlene label, "Goodbye, Got to Go" b/w "Since My Girl Turned Me Down," letter written by Mazy himself. Deejays may obtain a copy by writing to Merlene Records, 1033 Willow, Abilene.

Fred Stryker, of Fairway Music, Inc., Hollywood, is on a whirlwind trip thru the Middle West and East hustling his firm's "Round, Round the Christmas Tree," which Gene Autry has cut on the Columbia label, and which Jim Wilson, of WAVE, Louisville, and daughter have just waxed for Mercury. The yule ditty is off to a good start. On the pop side, Stryker has his tune, "Annabelle," coming up on a Nat (King) Cole release December 7. . . . Ed McLemore, bossman of "Big D Jamboree," Dallas, has taken over the personal management on Sunny James under a five-year pact. James continues to alternate on Saturday nights between "Big D," Dallas, and "Ozark Jubilee," Springfield, Mo.

Rocky Coleman's reorganized Western unit is currently playing halls and auditoriums thru Kansas and Missouri, with headquarters in Kansas City, Mo. Roster now includes, besides Coleman, Ruth Davis, bass; Bud Hammond, steel guitar; Tiny Carroll, fiddle; Jean Hammond, electric guitar; Patti Sharp, vocalist; Donna Nelson, rhythm; Dorothy Hill, vocalist, and Jerry (Utah) Sparks and Don (Pee Wee) Nelson, features. . . . Si Siman, of RadiOzark and Crossroads TV, Springfield, Mo., is back at his desk after a slight heart attack which laid him low for 10 days.

Betty Johnson, a regular on Don McNeill's "Breakfast Club," network radio show, and heard on the "Eddy Arnold Story" TV films, was gueststar with "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., last Saturday (19). Upcoming guests on "Jubilee" are Lieut. Rip Masters (James Brown), one of the leads on ABC-TV's "Rin-Tin-Tin"; Tabby West, Decca recorder; Jim Lowe (Dot) and Smiley Burnette, November 26, and Charline Arthur, December 3.

WLW's "Midwestern Hayride," with Bonnie Lou, Phyllis and Billy Holmes, the Hometowners, the Hayriders, the Willis Brothers, Rudy Hansen, Dixie Lee and emcee Hugh Cherry, played to well-filled houses in two performances at the Armory, Louisville, Sunday (20). . . . Eddy Star and Johnny Hammers, electric guitar, are holding forth nightly at Knickerbocker Inn, popular hangout for country and western fans and performers, at 1231 South Wabash, Chicago. Eddy and Johnny were guests recently on Uncle Len's fifth anniversary show at the Civic Center, Hammond, Ind. . . . Hawkshaw Hawkins and Jean Shepard do the headlining December 3 at "Circle Theater Jamboree," Cleveland. . . . Acuff-Rose, Nashville, is putting its weight behind two new Christmas tunes, "Christmas Can't Be Far Away," by Eddy Arnold on Victor, and "The Santa Claus Parade," by Rita Faye on M-G-M.

Porter Wagoner was in Springfield, Mo., last week to tape two weeks of shows for his daily radio seg over

KWTO there. He opens Wednesday (23) at Sault Ste. Marie, Mich., for the beginning of a two-week trek thru the Midwest. . . . Ted Edlin, erstwhile rep performer and circus agent, now associated with WSM, Nashville, is handling the managerial reins for Hawkshaw Hawkins and Jean Shepard. . . . C. G. (Red) Matthews, with Ekko Records in Memphis, recorded Lou Millet in Nashville during the recent deejay festival, and has Tommy Derton, who's on TV in Orlando, Fla., set for a waxing session December 5.

Skeeter Bonn is rumored to have made his last appearance with WLW's "Midwestern Hayride" last Wednesday (16), but station spokesmen are hesitant in denying or confirming the report. . . . From Louisville, and good sources, comes word that deejay-performer Jim Wilson has left his post at Station WAVE there. The explosion came, it is said, when the management insisted that Big Jim take a staff job, while Wilson held out for concentrating on his deejay chores and personals. . . . There's a hassle going on, too, at one of the major country and western stations. One of the industry's top country names is reported waging a battle with one of the station's top execs, with the threat that unless the exec goes, the artist will pull his unit and other talent away from the station.

Doc Hopkins, former feature of the WLS "National Barn Dance" and WJJD "Supper-time Frolic," Chicago, has returned to the field after five years' absence. He's working under the management of Slim Turner. Hopkins has signed a three-year songwriting pact with Murray Nash Associates, Nashville, and a two-year deal with Alma Records Corporation, Hollywood. He is now heard transcribed over a num-

ber of Mexican border stations. Hopkins recently recorded 70 sacred sides for TNT Records, San Antonio, and cut an album of sacred songs for Christian Faith Recording, Inc., Hollywood.

Earl Batron Music, Inc., Springfield, Mo., has landed its tune, "Hi-De Anktum," on the RCA Victor label, with Nita, Rita and Ruby (Anita Carter, Rita Robbins and Ruby Wells) doing the song welding. Platter was released last week. . . . Fabor Robison has just released an LP album of Jim Reeves songs. . . . Comedian Bob (Luke) Jones, Mel Price and the Santa Fe Rangers and Kenny Cummings recently flew from Washington to Camp Polk, La., to entertain the Army and Air Corp men on maneuvers there. The unit worked out in the open on the Showmobile, a \$19,000 mobile theater. Trip was arranged by Connie B. Gay, Washington promoter and businessman.

Bob Wills and His Texas Playboys are now working out of Wichita, Kan., under the personal management of Harry Peebles. . . . Foy Willing, leader of the Riders of the Purple Sage, is now working TV on Channel 8 in Salinas and Monterey, Calif. . . . Dan J. Mc-hura, manager of Allstar Record & Music Publishing Company, (Continued on page 50)

LAFAWN PAUL

"WHERE DOES A BROKEN HEART GO?"

"SUNDOWN"

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Ekko 1017

RILEY CRABTREE
MEET ME AT JOE'S
b/w
DON'T TURN AWAY FROM ME
Ekko 1019

EDDIE BOND
DOUBLE DUTY LOVIN'
b/w
TALKIN' OFF THE WALL
Ekko 1015

JESS WILLARD
DON'T HOLD HER SO CLOSE
b/w
EVERY DOG HAS HIS DAY
Ekko 1018

COCHRAN BROS.
YOUR TOMORROWS NEVER COME
b/w
GUILTY CONSCIENCE
Ekko 1005

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

As reported in the Music section in last issue, the fourth annual disk jockey festival in Nashville panned out a bang-up success, with WSM's execs deserving of much credit for their excellent handling of the event. Only criticism was in the loose manner registrations were handled. Convention badges were handed out virtually to anyone who asked, with the result that the social events hosted by the various music and record firms were loaded with rug smugglers and local mooches. WSM dads are already working on a system to eliminate that problem next year.

Johnny Finch, veteran rep show performer and praise agent, has joined Tim Spencer's Sons of the Pioneers to handle special promotion. . . . Claude Wilson, of England, Ark., has been appointed per-

sonal relations manager for Ekko Records, Memphis, taking over as residential vice-president in charge of collections, distributor relations and record promotion. . . . Hoyle Nix and His West Texas Cowboys have just had their first releases for Queen Records, of Snyder, Tex. . . . Bill Fox has inaugurated a Western stageshow to follow his regular Saturday night television show over KRBC-TV, Abilene, Tex. Fox continues to do his country music deejay shots twice weekly over KRBC.

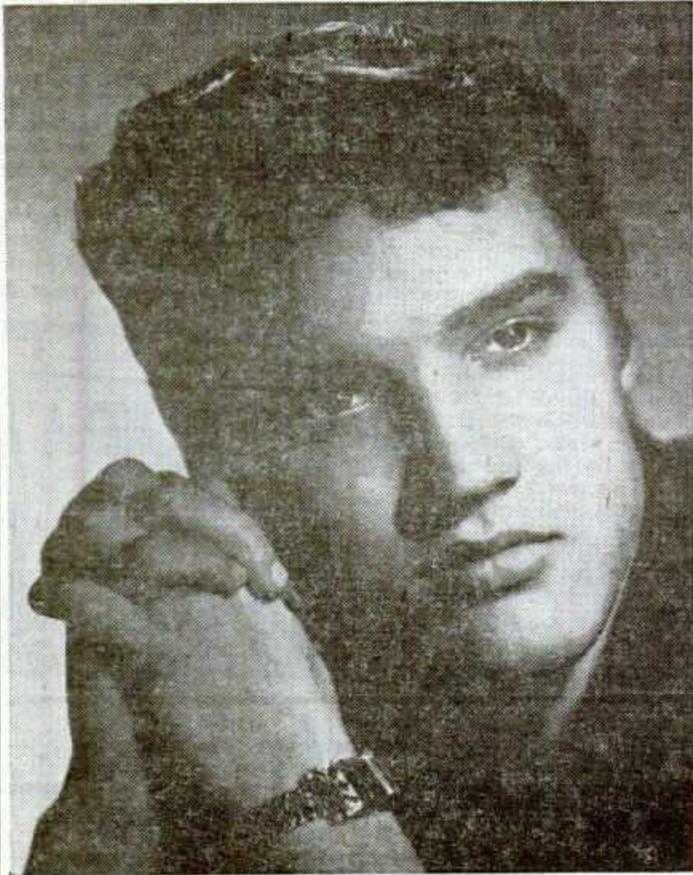
W. E. (Lucky) Moeller, who looks after business and bookings for Webb Pierce and Red Sovine, has taken under his managerial wing Jim Reeves, who recently joined "Grand Ole Opry" as a permanent fixture. . . . Faron Young is on the mend at his new Nashville home after five weeks in a hospital with a serious liver ailment. He'll lay off until after the first of the year.

Thanks, Disk Jockeys

for voting me the

MOST PROMISING C&W ARTIST

as shown on Page 104, November 12, Disk
Jockey Special Issue of The Billboard



ELVIS PRESLEY

Also thanks for choosing me as the
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• C & W Territorial Best Sellers

For survey week ending November 16

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. Sixteen Tons, T. Ernie, Cap.
2. It's a Great Life, F. Young, Cap.
3. Beautiful Lies, J. Shepard, Cap.
4. Love, Love, Love, W. Pierce, Dec.
5. I Walked Alone Last Night, E. Arnold, Vic.

Charlotte

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. It's a Great Life, F. Young, Cap.
5. Mainliner, H. Snow, Vic.
6. I Just Dropped In to Say Goodbye, C. Smith, Col.
7. If You Were Me, W. Pierce, Dec.
8. Satisfied Mind, P. Wagoner, Vic.
9. I Forgot to Remember to Forget, E. Presley, Sun
10. SOS, Johnnie & Jack, Vic.

Dallas-Fort Worth

1. Cattle Call, E. Arnold, Vic.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. Sixteen Tons, T. Ernie, Cap.
5. Satisfied Mind, R. & B. Foley, Dec.
6. I Thought I'd Never Fall in Love Again, J. Newman, Dot
7. Just Call Me Lonesome, E. Arnold, Vic.
8. Croce Di Oro (Cross of Gold), R. & B. Foley, Dec.
9. That Do Make It Nice, E. Arnold, Vic.
10. His Hands, T. Ernie, Cap.

Houston

1. Sixteen Tons, T. Ernie, Cap.
2. If You Were Me, W. Pierce, Dec.
3. Love, Love, Love, W. Pierce, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. Why, Baby, Why? G. Jones, Sdy.
6. I Don't Care, W. Pierce, Dec.
7. I Thought I'd Never Fall in Love Again, J. Newman, Dot
8. Pepper Hot Baby, J. Tubb, Dec.
9. Let 'Em Talk, J. Work, Dot
10. Satisfied Mind, P. Wagoner, Vic.

Memphis

1. Sixteen Tons, T. Ernie, Cap.
2. Eat, Drink and Be Merry, P. Wagoner, Vic.
3. I've Lived a Lot of My Time, J. Reeves, Abb.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Ballad of Davy Crockett, T. Ernie, Cap.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Sixteen Tons, T. Ernie, Cap.
3. I Can't Go Home Like This, R. Price, Col.
4. I Thought of You, J. Shepard, Cap.
5. It's a Great Life, F. Young, Cap.
6. Temptation Go Away, Wilburn Brothers, Dec.
7. Born to Be Happy, H. Snow, Vic.

New Orleans

1. Sixteen Tons, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. Why, Baby, Why? G. Jones, Sdy.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Richest Man, E. Arnold, Vic.
7. Here Today, Gone Tomorrow, J. E. & Maxine Brown, Fab.
8. If You Were Me, W. Pierce, Dec.
9. I Don't Care, W. Pierce, Dec.
10. I Forgot to Remember to Forget, E. Presley, Sun

Richmond, Va.

1. Love, Love, Love, W. Pierce, Dec.
2. When I Stop Dreaming, Louvin Brothers, Cap.
3. Sixteen Tons, T. Ernie, Cap.
4. Croce Di Oro (Cross of Gold), R. & B. Foley, Dec.
5. Here Today, Gone Tomorrow, J. E. & Maxine Brown, Fab.
6. Mystery Train, E. Presley, Sun
7. Just Call Me Lonesome, E. Arnold, Vic.

St. Louis

1. Love, Love, Love, W. Pierce, Dec.
2. I Forgot to Remember to Forget, E. Presley, Sun
3. Sixteen Tons, T. Ernie, Cap.
4. Cry, Cry, Cry, J. Cash, Sun
5. Just Call Me Lonesome, E. Arnold, Vic.

• Reviews of New Spiritual Records

THE BELLS OF JOY

Doing for Jesus78
PEACOCK 1755—The lead affirms that his crosses are not heavy to bear, for Jesus always makes the burden light. A powerful selling job. Should do well commercially. (Lion, BMI)

Just Jesus...75

Vernon Manor is the lead and also the arranger of this traditional number. He styles it simply and with great feeling. The Bells of Joy back him with a solid beat. (Lion, BMI)

THE PARAMOUNT SINGERS

My Jesus Is All the World to Me75
DUKE 211—The measured dignity and carefully worked out harmonic design of this beautiful hymn will delight customers in this market. Lead Joseph Dean is outstandingly good. (Lion, BMI)

Work and Pray On...73

To an easy, relaxed beat, the Singers urge a sensible moral lesson. A solid piece of material effectively presented. (Lion, BMI)

• Best Sellers in Stores

For survey week ending November 16

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	1	10
IF YOU WERE ME (BMI)—Dec 29662		
2. SIXTEEN TONS (BMI)—Tennessee Ernie.....	3	3
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		
3. JUST CALL ME LONESOME (BMI)—E. Arnold....	2	15
THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
4. I DON'T CARE (BMI)—W. Pierce.....	5	22
Your Good for Nothing Heart (BMI)—Dec 29480		
4. BEAUTIFUL LIES (BMI)—J. Shepard.....	8	5
I THOUGHT OF YOU (BMI)—Cap 3222		
6. SATISFIED MIND (BMI)—P. Wagoner.....	4	27
Itchin' for My Baby (BMI)—Vic 20-6105		
7. I FORGOT TO REMEMBER TO FORGET (BMI)—		
E. Presley.....	6	11
Mystery Train (BMI)—Sun 223		
8. ALL RIGHT (BMI)—F. Young.....	6	17
Go Back, You Fool (BMI)—Cap 3169		
9. CATTLE CALL (ASCAP)—		
E. Arnold & H. Winterhalter.....	9	23
Kentuckian Song (ASCAP) Vic 20-6139		
10. IT'S A GREAT LIFE (BMI)—F. Young.....	-	1
For The Love of a Woman Like You (BMI)—Cap 3258		
11. I WALKED ALONE LAST NIGHT (ASCAP)—		
E. Arnold.....	-	3
Richest Man (BMI)—Vic 20-6290		
12. SATISFIED MIND (BMI)—R. & B. Foley.....	10	23
How About Me? (BMI)—Dec 29526		
13. WHY, BABY, WHY? (BMI)—G. Jones.....	12	2
Seasons of My Heart (BMI)—Starday 202		
14. BORN TO BE HAPPY (BMI)—H. Snow.....	-	3
MAINLINER (BMI)—Vic 20-6269		
14. CRY, CRY, CRY (BMI)—J. Cash.....	-	1
Hey, Porter (BMI)—Sun 221		

• Most Played in Juke Boxes

For survey week ending November 16

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Last Week
1. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	1	8
IF YOU WERE ME (BMI)—Dec 29662		
2. JUST CALL ME LONESOME (BMI)—E. Arnold....	2	13
THAT DO MAKE IT NICE (BMI)—Vic 20-2198		
3. ALL RIGHT (BMI)—F. Young.....	3	12
Go Back, You Fool (BMI)—Cap 3169		
4. SATISFIED MIND (BMI)—R. & B. Foley.....	7	21
How About Me? (BMI)—Dec 29526		
5. MAINLINER (BMI)—H. Snow.....	9	2
BORN TO BE HAPPY (BMI)—Vic 20-6269		
6. I DON'T CARE (BMI)—W. Pierce.....	4	22
Your Good for Nothing Heart (BMI)—Dec 29480		
7. YONDER COMES A SUCKER (BMI)—J. Reeves.....	7	10
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
8. BEAUTIFUL LIES (BMI)—J. Shepard.....	10	2
I THOUGHT OF YOU (BMI)—Cap 3222		
8. I FORGOT TO REMEMBER TO FORGET (BMI)—		
E. Presley.....	-	3
MYSTERY TRAIN (BMI)—Sun 223		
8. SIXTEEN TONS (BMI)—Tennessee Ernie.....	-	1
You Don't Have to Be a Baby to Cry (ASCAP)—Cap 3262		

• Most Played by Jockeys

For survey week ending November 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week
1. LOVE, LOVE, LOVE—W. Pierce.....	1	9
Dec 29662—BMI		
2. ALL RIGHT—F. Young.....	3	16
Cap 3169—BMI		
3. JUST CALL ME LONESOME—E. Arnold.....	2	13
Vic 20-6198—BMI		
4. SIXTEEN TONS—Tennessee Ernie.....	9	2
Cap 3262—BMI		
5. I DON'T CARE—W. Pierce.....	4	23
Dec 29480—BMI		
6. SATISFIED MIND—P. Wagoner.....	5	25
Vic 20-6105—BMI		
7. YONDER COMES A SUCKER—J. Reeves.....	6	14
Vic 20-6200—BMI		
7. IF YOU WERE ME—W. Pierce.....	-	4
Dec 29662—BMI		
9. YELLOW ROSE OF TEXAS—E. Tubb.....	15	11
Dec 29633—BMI		
10. MOST OF ALL—H. Thompson.....	8	10
Cap 3188—ASCAP		
10. BORN TO BE HAPPY—H. Snow.....	-	1
Vic 20-6269—BMI		
12. I FORGOT TO REMEMBER TO FORGET—		
E. Presley.....	12	7
Sun 223—BMI		
13. CATTLE CALL—E. Arnold & H. Winterhalter.....	9	18
Vic 20-6139—ASCAP		
13. THAT DO MAKE IT NICE—E. Arnold.....	14	15
Vic 20-6198—BMI		
13. WHEN I STOP DREAMING—Louvin Brothers.....	-	11
Cap 3177—BMI		



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The King and Queen of Country Music



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Kitty Wells

sings

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WORRIED
MIND"**

c/w

"ALONG THE CHINA COAST"

DECCA 29748

sings

**"I'VE KISSED
YOU MY
LAST TIME"**

c/w

"LONELY SIDE OF TOWN"

DECCA 29728

America's Fastest Selling Records



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

THE LAMPLIGHTERS
Don't Make It So Good.....80
 FEDERAL 12242—Ballad is shouted strongly by the Lamplighters' lead, while the rest of the boys and the ork support him closely. Spiritual feel of the reading should hand it even greater potential. Bears watching. (Armo, BMI)
Hug a Little, Kiss a Little....79
 Happy opus with a solid and steady beat is chanted with great projection by the group. This will please many, and it should do right fine on the air and over counters. (Gallo-Otis, BMI)

THE ORCHIDS
I Can't Refuse.....80
 PARROT 819—The Orchids have a good side here, in this slow romantic etching. It's a slick reading of good material, and that should spell out good response if it gets the exposure. (Burton Ltd., BMI)
You Said You Loved Me....75
 Slow and plaintive ballad is chanted feelingly by the group. (Burton Ltd., BMI)

JOHNNY WRIGHT
The World Is Yours.....79
 RPM 443—The raucous "sound" that Wright cultivates is very effective in a Southern blues like this one. With the funky guitar backing he gets here, the atmosphere is thick enough to cut with a knife. (Modern, BMI)
Suffocate....78
 With the mock solemnity and solid rhythm of Bo Diddley's "I'm a Man," Wright shouts out his woes. Another strong reading. Both sides have terrific commercial possibilities. (Modern, BMI)

BOBBY CHARLES
Later Alligator.....79
 CHESS 1609—It takes off at the first groove and rocks all the way. Cute rhythm ditty could catch on with the kids. In any case it figures to do very well as juke coin grabber. (Arc, BMI)
On Bended Knee....77
 R.&b. weeper is sung with much feeling by Charles. The nostalgic feel of this quality item will attract many listeners. Spins could be frequent. (Arc, BMI)

BOBBY BLAND
Woke Up Screaming.....79
 DUKE 146—Sock reading by Bland of a standout rhythm-blues with a steady, pounding beat. Excellent jockey and juke wax. (Lion, BMI)
You or None....74
 An attractive vocal interpretation of a pleasant ditty, but flip is far stronger spin-wise. (Lion, BMI)

JOHNNY (GUITAR) WATSON
Oh Baby.....77
 RPM 447—Exuberant vocal interpretation by Watson on a fast-moving, swingy blues with plenty of verve. (Modern, BMI)
Give a Little....77
 Warm, sincere warbling on a moving blues. (Modern, BMI)

WILLIE DIXON
Crazy for My Baby.....76
 CHECKER 828—A happy, outgoing tune with a sock rhythm backing. Dixon hits a good stride and styles this material to a turn. (Arc, BMI)
I Am the Lover Man....73
 Setting the tune to a new set of lyrics, Dixon essays "Sixteen Tons," and does a creditable job. He sings much smoother than usual and is given a backing similar to that of the original. (Arc, BMI)

THE MONARCHS
Angels in the Sky.....76
 WING 90040—A very fancy-schmancy piece of balladry rendered with great intensity by the lead. It's bound to get a whirl. (Ridgeway, BMI)
Wanna Go Home....74
 A forceful rendition of some so-so stuff. Great beat and spirit could win this some juke support. (Harms & Lief, BMI)

LITTLE GEORGE SMITH
Blues Stay Away.....75
 RPM 442—Admirers of the authentic down-to-earth Southern blues have a choice item here. Smith wallops the vocal as few singers today could. The whining harmonica and guitar backing offer strong support. (Modern, BMI)
Oopla Doopin Doopin....74
 A clever entry, this novelty is humorous, but also of interest musically. Smith does a top job on the lyrics, and he is again backed with a groovy beat. (Modern, BMI)

DUSTY BROWN
He Don't Love You.....75
 PARROT 820—Humorous blues finds Brown projecting with a solid impact. A good Southern waxing that could do business in many places if distributed. (Burton Ltd., BMI)
Yes She's Gone....72
 Southern blues with a good twang in the backing should sell copies in the territory. (Burton Ltd., BMI)

RAY WILLIAMS BAND
I Do, I Do.....74
 ALADDIN 3308—This outfit is a real swinging group, and Williams socks thru with a commercial r.&b. vocal. (Aladdin, BMI)
Jeannette....72
 The lady known as Jeannette gets a fitting tribute via a lowdown vocal from the leader man, in the best r.&b. tradition. (Aladdin, BMI)

THE THREE MOODS
Stop, Look and Listen.....74
 (For the Heart You Save)
 SARG 124—The boys pack plenty of verve and vitality into a bouncy rhythm-novelty with a clever lyric line. (Swaylo, BMI)
Never Again....72
 Sincere warbling on a moving ballad with appealing solo work by the lead singer. (Swaylo, BMI)

AMOS MILBURN
House Party.....73
 ALADDIN 3306—Milburn shouts his way thru an exciting bit about a wild house party. Lots of rip-roaring sounds from the boys in the band. (Aladdin, BMI)
I Guess I'll Go....71
 The tune is of the "old-school" blues

Rhythm & Blues Notes

— By PAUL ACKERMAN —

Altho the influence of rhythm and blues in the pop field has not diminished one bit, we notice that more and more labels are increasing their output of traditional r.&b. This fact comes into particularly sharp focus when one notices the great comeback of the deep Southern style of blues. Some of the labels, of course, as Chess and Checker, never strayed far from this form. Many of the lesser labels, however, did venture more into the pop field and now seem to be returning to more traditional patterns.

While this trend is continuing, it is also interesting to point out that the modern style of r.&b. as pioneered by Atlantic Records and several other top labels, has established itself and is not likely to be edged out by the increased output of traditional material. Atlantic, it has been observed, while increasing its releases of traditional r.&b. sides, is nevertheless keeping active in the more modern aspects of the market.

Vita Records is releasing a couple of original songs by Effie Smith. . . . Savoy Records has signed Hal Singer, who created "Corn Bread." The diskery has also packed Buddy Lucas. . . . Bill Cook, who took a nine-month leave of absence from WAAT, Newark, N. J., to travel with Roy Hamilton, returned to the air this week over WOV, New York. His show is still called "Bill Cook's Caravan." . . . Bill Bowser, WFAI, Fayetteville, N. C., has increased his station time by 15 minutes daily and a 30-minute show Saturdays. . . . Hal (Doc) Wade, who runs "The Rhythm Clinic" over WNJR, Newark, N. J., has signed Tuxedo Records' blues singer Lee (Potato) Christy to a personal management pact.

Hugh C. Williams, WTNS, Coshocton, O., writes that interest in r.&b. is really picking up in his area. Altho he's primarily a pop jockey, he gets too many kicks out of r.&b. to put it down, he says. Williams would like to exchange notes with other r.&b. deejays. Herald Records this week signed a new thrush, Gloria Lynn, who will record both r.&b. and jazz sides for the label. She's managed by Chuck Darwin. . . . Dick Gersh Associates is now handling Eastern publicity and promotion for the Detroit diskery, Fortune. . . . The label has just recorded the group, the Five Dollars, whose membership includes Andre Williams. The latter has stirred action with his solo waxing of "Going Down to Tia Juana."

Earl Bostic's combo on a series of one-nighters in the Eastern area. . . . Joe Liebowitz, of Premium Records, cut his first date with thrush Vikki Nelson this week. . . . Blues singer Carolyn Hayes, who waxed some sides for Venus early this year, arrived in New York to sign deals for recording and booking.

There's nothing like having a hit record, according to King's Bubber Johnson. Now that his "Come Home" is a big one, Johnson and the Gale Agency find themselves swamped with requests for bookings. He opened at the Copa, Pittsburgh, Monday (14) for a week, followed by a week at the New Marinas, Washington, November 21; four days at the Veterans' Club, Sewickley, Pa. December 1, and a week at the Chatterbox, Cleveland, starting December 5. . . . November 23 Lavern Baker goes into the Brooklyn Paramount on the same bill with Johnnie Ray.

The big show at the Chicago Regal Theater the week of November 25 is headed by Nappy Brown, Big Maybelle Smith and the Red Frysock ork.

• Best Sellers in Stores

For survey week ending November 16

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 throught the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. ONLY YOU (BMI)—Platters 1 18 Bark, Battle and Ball (BMI)—Mercury 70633	1	18
2. HANDS OFF (BMI)—J. McShann 2 4 Another Night (BMI)—Vee Jay 155	2	4
3. AT MY FRONT DOOR (BMI)—El Dorados 3 8 What's Buggin' You Baby (BMI)—Vee Jay 147	3	8
4. PLAY IT FAIR (BMI)—L. Baker 4 5 Lucky Old Sun (ASCAP)—Atlantic 1075	4	5
5. FEEL SO GOOD—Shirley & Lee 7 14 You'd Be Thinking of Me—Aladdin 3289	7	14
6. ALL AROUND THE WORLD (BMI)—Little Willie John 6 8 Don't Leave Me Dear (BMI)—King 4818	6	8
7. I HEAR YOU KNOCKING (BMI)—S. Lewis 5 12 Bumpity Bump (BMI)—Imperial 5356	5	12
8. ADORABLE (BMI)—Drifters 11 4 STEAMBOAT (BMI)—Atlantic 1078	11	4
9. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson 9 6 All My Love In Vain (BMI)—Checker 824	9	6
10. POOR ME (BMI)—F. Domino — 1 I Can't Go On (BMI)—Imperial 5369	—	1
11. ALL BY MYSELF (BMI)—F. Domino 8 11 Troubles of My Own (BMI)—Imperial 5357	8	11
12. AT MY FRONT DOOR (BMI)—P. Boone — 1 No Arms Can Ever Hold You (BMI)—Dot 15422	—	1
12. TUTTI FRUTTI (BMI)—Little Richard — 1 I'm Just a Lonely Guy (BMI)—Specialty 561	—	1
14. YOU MIGHT HAVE TOLD ME (BMI)—D. Washington — 1 I'M LOST WITHOUT YOU TONIGHT (ASCAP)—Mercury 70728	—	1
15. BLACKJACK (BMI)—R. Charles 10 5 Greenbacks (BMI)—Atlantic 1076	10	5
15. THIRTY DAYS (BMI)—C. Berry 12 5 Together (BMI)—Chess 1610	12	5

• Most Played in Juke Boxes

For survey week ending November 16

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. ONLY YOU (BMI)—Platters 1 12 Bark, Battle and Ball (BMI)—Mercury 70633	1	12
2. FEEL SO GOOD (BMI)—Shirley & Lee 2 5 You'd Be Thinking of Me (BMI)—Aladdin 3289	2	5
3. I HEAR YOU KNOCKIN' (BMI)—S. Lewis 5 7 Bumpity Bump (BMI)—Imperial 5356	5	7
4. THIRTY DAYS (BMI)—C. Berry 2 5 Together (BMI)—Chess 1610	2	5
5. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson 7 5 All My Love In Vain (BMI)—Checker 824	7	5
6. AT MY FRONT DOOR (BMI)—El Dorados 6 8 What's Buggin' You Baby (BMI)—Vee Jay 147	6	8
6. POOR ME (BMI)—F. Domino — 1 I Can't Go On (BMI)—Imperial 5369	—	1
8. GREENBACKS (BMI)—R. Charles 10 3 Blackjack (BMI)—Atlantic 1076	10	3
8. WHEN YOU DANCE (BMI)—Turbans — 1 Let Me Show You (BMI)—Herald 458	—	1
8. ADORABLE (BMI)—Drifters — 1 Steamboat (BMI)—Atlantic 1078	—	1

• Most Played by Jockeys

For survey week ending November 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week
1. ONLY YOU—Platters 1 10 Mercury 70633—BMI	1	10
2. PLAY IT FAIR—L. Baker 4 6 Atlantic 1075—BMI	4	6
3. AT MY FRONT DOOR—El Dorados 2 10 Vee Jay 147	2	10
4. ALL BY MYSELF—F. Domino 3 11 Imperial 5357	3	11
5. I HEAR YOU KNOCKIN'—S. Lewis 8 12 Imperial 5356—BMI	8	12
6. WHY DON'T YOU WRITE ME—Jacks — 14 RPM 428—BMI	—	14
7. HANDS OFF—J. McShann 7 2 Vee Jay 155—BMI	7	2
8. ALL AROUND THE WORLD—Little Willie John 6 8 King 4818—BMI	6	8
8. GOOD ROCKIN' DADDY—E. James — 1 Modern 962—BMI	—	1
10. BLACKJACK—R. Charles — 1 Atlantic 1076—BMI	—	1
11. ADORABLE—Drifters 5 3 Atlantic 1078—BMI	5	3
12. THIRTY DAYS—C. Berry 11 5 Chess 1610—BMI	11	5
13. POOR ME—F. Domino — 1 Imperial 5369—BMI	—	1
14. AIN'T THAT A SHAME—P. Boone — 1 Dot 15377—BMI	—	1
15. THOSE LONELY, LONELY NIGHTS—E. King 12 8 Aco 509—BMI	12	8

Vee-Jay #165
"I'LL BE FOREVER LOVING YOU"
 b/w
"I BEGAN TO REALIZE"
 by The El Dorados
 with Al Smith Orchestra
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 Checker #827
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 b/w
"BRING IT TO JEROME"
 with BO DIDDLEY
 CHECKER RECORD CO.
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Bad Luck, Heartaches and Trouble
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 b/w I Never Would Have Made It
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WANTED
 C/W Talent and original material for immediate recording. Send demo record. No tapes.
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 2106 Ocean St. Houston 17, Texas

(Continued on page 49)

The Billboard Music Popularity Charts

• This Week's Best Buys

TUTTI-FRUITTI (Venice, BMI)—Little Richard—Specialty 561

After quickly taking the South by storm, this disk is now making big strides in most Northern markets. Still a top seller in Atlanta, Durham, Charlotte, Nashville and Richmond, the record is snowballing in Los Angeles, Baltimore, Pittsburgh and Detroit. Total impact of the record already ranks it among the nation's top 15. Flip is "I'm Just a Lonely Guy" (Venice, BMI).

WITCHCRAFT (Commodore, BMI)—The Spiders—Imperial 5366

The Spiders have been gradually inching up to the charts and are now coming close to the goal. For several weeks it's been a best seller in Los Angeles, and it is also rated strong in Atlanta, Durham, Baltimore, Pittsburgh, Nashville and Philadelphia. Flip is "Is It True" (Commodore, BMI).

PRETTY THING (Arc, BMI)—Bo Diddley—Checker 827

Bo Diddley is proving once more that he's one of the hottest artists around. This disk has been available little more than 10 days, but already New York, Philadelphia, Buffalo, Baltimore, Nashville, Durham and St. Louis indicate impressive sales. It should not take long to make the national listings. Flip is "Bring It to Jerome" (Arc, BMI). A previous Billboard "Spotlight" pick.

• R & B Territorial Best Sellers

For survey week ending November 16

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. Only You, Platters, Mer.
2. Hands Off, J. McShann, VJ
3. Don't Start Me Talkin' S. B. Williamson, Che.
4. Thirty Days, C. Berry, Che.
5. I Hear You Knockin', S. Lewis, Imp.
6. Steamboat, Drifters, Atl.
7. Tutti Frutti, Little Richard, Spe.
8. At My Front Door, El Dorados, VJ
9. Play It Fair, L. Baker, Atl.
10. All By Myself, F. Domino, Imp.

Charlotte

1. Hands Off, J. McShann, VJ
2. All Around the World, L. W. John, Kng.
3. Tutti Frutti, Little Richard, Spe.
4. Only You, Platters, Mer.
5. Play It Fair, L. Baker, Atl.
6. At My Front Door, P. Boone, Dot
7. Adorable, Drifters, Atl.
8. Feel So Good, Shirley & Lee, Ala.
9. I Hear You Knockin', S. Lewis, Imp.
10. Love Has Joined Us Together R. Brown & C. McPhatter, Atl.

Chicago

1. Only You, Platters, Mer.
2. Hands Off, J. McShann, VJ
3. Blackjack, R. Charles, Atl.
4. He, A. Hibbler, Dec.
5. I Hear You Knockin', S. Lewis, Imp.

Cincinnati

1. Hands Off, J. McShann, VJ
2. At My Front Door, El Dorados, VJ
3. Blackjack, R. Charles, Atl.
4. Over the Rainbow, Morocco's Uni.
5. Come Back, Maybelle, J. Greer Grv.

Detroit

1. When You Dance, Turbans, Her.
2. At My Front Door, El Dorados, VJ
3. Only You, Platters, Mer.
4. Hands Off, J. McShann, VJ
5. All Around the World, L. W. John, Kng.
6. You Tickle Me Baby, Royal Jokers, Ato.
7. Way You Dog Me Around, Diablos, Fin.
8. Smokey Joe's Cafe, Robins, Ato.

Los Angeles

1. Only You, Platters, Mer.
2. Feel So Good, Shirley & Lee, Ala.
3. Poor Me, F. Domino, Imp.
4. Witchcraft, Spiders, Imp.
5. At My Front Door, El Dorados, VJ
6. Convicted, O. McLollie, Mod.
7. Adorable, Cois, Via.
8. Jivin' Around, E. Freeman, Cas.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Play It Fair, L. Baker, Atl.
3. Only You, Platters, Mer.
4. Poor Me, F. Domino, Imp.
5. Don't Start Me Talkin' S. B. Williamson, Che.
6. All By Myself, F. Domino, Imp.
7. Blackjack, R. Charles, Atl.
8. Night Owl, T. Allen, Spe.

New York

1. Only You, Platters, Mer.
2. Adorable, Drifters, Atl.
3. At My Front Door, El Dorados, VJ
4. Crazy for You, Heartbeats, Hul.
5. I'm Lost Without You D. Washington, Mer.
6. You Might Have Told Me D. Washington, Mer.
7. Play It Fair, L. Baker, Atl.
8. I Concentrate On You D. Washington, Mer.

Philadelphia

1. Play It Fair, L. Baker, Atl.
2. Hands Off, J. McShann, VJ
3. I Concentrate On You D. Washington, Mer.
4. Zindy Lou, Chimes, Spe.
5. Why Don't You Write Me, Jacks, RPM
6. At My Front Door, El Dorados, VJ

St. Louis

1. Hands Off, J. McShann, VJ
2. All Around the World, L. W. John, Kng.
3. Only You, Platters, Mer.
4. Poor Me, F. Domino, Imp.
5. Don't Start Me Talkin' S. B. Williamson, Che.
6. Seventh Son, W. Mabon, Chs.
7. At My Front Door, El Dorados, VJ
8. He, A. Hibbler, Dec.
9. I Concentrate On You D. Washington, Mer.

Washington, D. C.

1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, VJ
3. At My Front Door, P. Boone, Dot
4. Ain't That a Shame, P. Boone, Dot
5. Seventeen, B. Bennett, Kng.
6. Hands Off, J. McShann, VJ
7. Maybelle, C. Berry, Chs.
8. Wedding, Solitaires, OT
9. Adorable, Drifters, Atl.
10. I Hear You Knockin', S. Lewis, Imp.

• Reviews of New R & B Records

• Continued from page 48

variety with emphasis on a steady slow beat and a straight vocal delivery. For the style, this one stacks up. (Aladdin, BMI)

J. B. LENORE
I Lost My Baby 71
PARROT 821—A touching blues wail, this could whip up some action where the not-too-Deep-South idiom is favored. (Barton Ltd., BMI)

Fine Girls 66
A so-so blues rocker. (Barton Ltd., BMI)

MARVIN AND THE CHIRPS
Sixteen Tons 71
TIP TOP 202—The Ernie hit gets its first r.&b. cover in this reading. While the performance is a good one, it is not significantly different from the original to step out on its own. (American, BMI)

I'll Mix You This Xmas 68
A sentimental ballad with seasonal appeal. The lead does an okay job with the vocal and gets expert assistance from the Chirps in the harmony department. (Allen, BMI)

KING PLEASURE
Diaper Pin 70
JUBILEE 5226 — Pleasure, in his groove, adds his own lyrics to somebody's sax chorus on "Old Black Magic." Some members of the hip set may dig it, but one feels the idea has worn thin. (Famous, ASCAP)

Evening Blues 64
A super-hip type blues, this may have trouble finding its market. (Roost, BMI)

KEAR BINGE

Plays Only Victor, Col 868 Hours

SAN FRANCISCO, Nov. 19.—Columbia and RCA Victor will literally establish a monopoly on the classical disk programming schedule of KEAR here during October and November, with the "good music" station playing only selections recorded by the two labels for a grand total of 868 hours of serious music.

The unique programming gimmick (believed to be a first in broadcasting history) was the result of a three-way promotional tie-up between the station, Leo J. Meyberg Company, the local RCA Victor distributor, and H. R. Basford Company, Columbia's Bay City distributor.

Last month, KEAR's programming was exclusively devoted to RCA Victor releases (over 1,000 separate items played for a total of 434 hours), while this month its programming highlights only material culled from Columbia's classical and light classical catalogs.

RHYTHM & BLUES RECORDS

• Review Spotlight on . . .

RECORDS

GENE AND EUNICE

I Gotta Go Home (Aladdin, BMI)—Aladdin 3305—Here's a real swingin' item, with the duo spotlighted on a set of sure-fire novelty lyrics. The band is right in there too with a solid, driving beat. The disk should grab off plenty of deejay and juke play as well as counter sales. Flip is "Have You Changed Your Mind?" (Aladdin, BMI).

ETTA JAMES

W-O-M-A-N (Modern, BMI)

That's All (Modern, BMI)—Modern 972—Here's a two-sided hit for Etta James, which should move out fast across the country. "W-O-M-A-N" features a sock, showmanly reading by the canary of a good piece of special material with a relaxed tempo and excellent distaff Bo Diddley-type lyrics. On the flip the thrush bounces thru an infectious rhythm ditty with a strong, solid beat.

MARVIN AND JOHNNY

Ain't That Right (Modern, BMI)—Modern 974—The boys vocalize with warmth and an exciting drive on this heavily stylized, off-beat rhythm ditty. The side's funky guitar sound with drum has a wild, insistent pulse that makes this platter a standout. Flip is "Let Me Know" (Modern, BMI).

SENSATIONAL HIT
HOW COME
b/w
I'VE GOT MY GOOD EYE ON YOU
with
MR. BEAR
GROOVE 6/46-0125

NEW RELEASE
ROCK AROUND THE CHRISTMAS TREE
b/w
YOU'VE BEEN AWAY TOO LONG
by
The Gypsies
GROOVE 6/46-0129

GREAT NEW ALBUM
ROCK THAT BEAT
BOOTS BROWN ORCH.
DAN DREW ORCH.
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The Orchids
Parrot #819

HE DON'T LOVE YOU
b/w YES, SHE'S GONE
Dusty Brown
Parrot #820

FINE GIRLS
b/w I LOST MY BABY
J. B. Lenore
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"IT WON'T BE THIS WAY ALWAYS"
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NOTICE!
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Record should be
'WOKE UP SCREAMING'
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and not "Wake Up Screaming" as shown in ad on Page 126, November 12 issue of The Billboard.

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HOT BISCUITS
"I'D LOVE TO LOVE YOU"
BROWNIE MCGHEE
Savoy 1177
"DODDLE, I LOVE YOU"
HAPPY BROWN
Savoy 1176
"ROCKIN' BOY"
CHUZ ALFRED COMBO
Savoy 1175
"IMAGINATION"
JIMMY SCOTT
Savoy 1174
SAVOY RECORD CO
58 MARKET ST
NEWARK, N. J.

THE FINAL CURTAIN

BACON—Lloyd.

65, motion picture director who made 42d Street, "The Singing Fool" and many other films. November 15 in Burbank, Calif. He started his career as an actor in vaudeville and stock companies and entered the movies in that capacity with the Essanay Film Company. Having directed 60 movies in 14 years for Warner Bros., he later switched to 20th Century-Fox. His widow, a daughter, a son and his mother survive.

BIGDEN—Myrtle.

61, retired actress, November 15 in Chicago. She made her debut dancing in a benefit performance in Chicago in 1899, played child parts for seven years and appeared in the repertory company of Lotta and Maggie Mitchell for 18 years. She last played in Chicago in 1945 in "Unexpected Honeymoon." Her husband and a sister survive.

BROWN—Chamberlain.

59, actors' agent, November 11 at Flower Hospital, New York. His clients at various times had included such stage and screen luminaries as Tallulah Bankhead, Helen Hayes, Rudolph Valentino and Clark Gable. He organized a theater at Lowell, Mass., but soon turned to management instead. Later he operated the Westchester Theater stock company at Mount Vernon, N. Y. Surviving is a brother, Lyman Brown.

BYRD—Sam.

47, author and actor, who set a Broadway record by playing Duke Lester for 1,151 consecutive performances in the original production of "Tobacco Road." November 11 in Durham, N. C. He had also appeared in "The Navajo and the Duke," "Street Scene," "Of Mice and Men," "The Man Who Killed Lincoln," "Cafe," "Incubator" and "We, the People." Byrd also presented the productions of "White Man," "Journeyman," "John Henry" and "Good Neighbor." As an author he had "Small Town South" and "Hurry Home to My Heart" to his credit. Lately he had been editing The Lagrange Gazette in Mount Olive, N. C. His widow survives.

CHILDS—Chauncey W.

60, veteran outdoor showman, recently in Fort Worth, Tex. Survived by his widow, Lucille; a son, Don; a brother, Chick, and two sisters, Mrs. Helen Stuyvesant and Mrs. Alice Del Rosso.

DELL—Delano.

former partner of Roscoe Ariles and the late Mark Fischer in vaudeville and musicals, recently in Chicago. Survived by his widow, Carrie, formerly with the Three Weber Sisters, and two sons, Delano Jr. and Ralph. Burial was at Irving Park Cemetery, Chicago.

DUDLEY—Robert Y.

86, former dentist who switched to the stage as a character actor, November 12 in San Clemente, Calif. He worked for D. W. Griffith and was a founder of the Troupeurs Club in Hollywood. His widow, three daughters, two brothers and a sister survive.

GAUTIER—Leonard.

92, veteran Swedish dog trainer, October 27 in Stockholm. (See Circus section for details.)

GORDON—Renee Melva.

long-time vaudeville musician and outdoor show performer, November 12 in Dallas. She was a xylophone player in vaudeville and toured the Pacific with a USO unit during World War II. Since the war she had worked fairs. She was a member of the American Federation of Musicians and was parliamentarian of the Lone Star Show Women's Club of Texas, Dallas. Survivors include her mother, Mrs. Dora Melva; a sister, Mrs. Colin M. Boger, and a brother, Howard Melva, all of Dallas. Funeral and interment was in Dallas.

JAHN—Edith.

68, wife of Leroy F. Jahn, owner of a magician's supply shop in Miami, recently in Columbus, Ga.

JOHNSON—James P.

61, veteran jazz pianist, November 17 in New York. (See Music department for details.)

LOGAN—Mrs. W. M.

wife of the late W. M. (Matt) Logan, former outdoor showman, recently in Washington. Survived by a brother, Grover C. Graham, Chattanooga, and a sister, Mrs. Lilly Jordan. Burial in Cedar Hill, Washington.

McCLELLAND—Donald.

52, veteran actor, November 15 in New York. He made his first stage appearance as a child in 1912 in "Peter Pan," starring Maude Adams, later appearing in "Anniversary Waltz," "Midsummer," "Kiss and Tell," "Miss Liberty," "State of the Union," "Light Up the Sky," "Yankee Point," "Windy Hill" and "The Mask and the Face." His widow survives.

McELROY—Eddie.

75, one-time circus and vaudeville performer, November 4 in General Hospital, Indianapolis. For many years he worked as a clown on the Sells-Floto and Downs circuses. More recently he had a trick horse act, playing vaudeville and fairs. Burial in Floral Park Cemetery, Indianapolis.

McGREGOR—Harold G. (Blackie).

51, veteran concessionaire on many major carnivals, recently in Emporia, Kan. Survived by his widow, Margaret; a brother and two sisters. Burial in Virgil, Kan.

NASH—Norman.

49, former vice-president of the Kudner Advertising Agency, November 16 in the Virgin Islands, where he retired to last July. He started in 1936 as a copy writer, and was co-copy chief at time of his retirement. He was credited with having pioneered many of the techniques of TV commercials. Survived by his widow and two sons.

PRESTON—Alice.

83, musician, November 16 at her home in East Lillip, N. Y. She studied voice in Paris and concertized in Europe and the United States. She was one of the founders of the Schola Cantorum lecture musicales, and worked extensively in welfare fields.

RICHARDS—Harry H.

88, veteran vaudeville and musical comedy performer, recently in Manhattan Beach, Calif. For many years he and his wife worked the Keith and Orpheum circuits under the name of Richards and Kyle. At one time he appeared in Europe with Weber and Fields. After his retire-

ROBERT E. SHERWOOD

Robert E. Sherwood, noted playwright and author who won four Pulitzer Prizes, died November 14 in New York at the age of 59. His Pulitzer Prize plays were "Idiot's Delight," "Abe Lincoln in Illinois" and "There Shall Be No Night." His book, "Roosevelt and Hopkins," won him his fourth award. Other plays from Sherwood's pen included "Barnum Was Right," "The Road to Rome," "Reunion in Vienna" and "The Petrified Forest."

Sherwood was one of the charter members of the Playwrights Company, the producing organization which was formed with Elmer Rice, Maxwell Anderson, S. N. Behrman and Sidney Howard. Long a staunch supporter of the motion picture industry, Sherwood wrote the screen plays for "The Ghost Goes West" and the Academy Award winner, "The Best Years of Our Lives."

Aside from his direct show business activities, Sherwood during World War II served as overseas director of the Office of War Information, gradually coming into close contact with the Roosevelt Administration. He later became one of President Franklin D. Roosevelt's most trusted aids and was believed to have given help in the writing of the President's speeches.

A Harvard graduate and a former editor of its Lamppoon publication, Sherwood later served in 1919 as a drama critic for Vanity Fair. In 1950 he became a member of the American Academy and the National Association of Arts and Letters, and in 1954 he was named one of the three directors of the Fund for the Republic, Inc. Sherwood is survived by a daughter, Mary, from his first marriage; his widow, Madeline Hurlock Connelly Sherwood; a brother and a grandson.

ment from the stage he opened his own theatrical agency in New York. Burial in Pacific Crest Cemetery, Manhattan Beach.

ROSS—Jerry.

29, clever-lyricist partner of Richard Adler, who shared with the latter in best score and best lyrics honors for their work on "The Pajama Game" in the 12th Annual Donaldson Awards, November 11 in New York. Ross followed his "Pajama Game" success with "Damn Yankees." They started working as a team after Ross had made several earlier attempts to attract attention thru his

song writing. The Ross-Adler combination first attracted some Broadway notice with their work for the "Almanac" revue and later in connection with "Guys and Dolls." Survived by his widow, Judith; a daughter, June; his parents, Mr. and Mrs. Jack Rosenberg, and a sister.

SWEET—George F.

former transportation man and mechanic on the Al G. Kelly & Miller Bros. and Dalley Bros. circuses, November 3 in Des Plaines, Ill. Survived by his widow, Inez; two sons, George Jr. and Ralph, and three daughters, Betty, Neida and Mary Lou.

FOLK TALENT AND TUNES

• Continued from page 45

Houston, has just signed two new waxers in Ray Guyce and Bill Sparks, releases on whom will be forthcoming soon. Deejay samples are available by writing to Meehura at 2106 Olean Street, Houston 17. . . . Carl Stuart, of down Boston way, has just inked a pact with Starday Records and will cut his first sides within the next two weeks.

Texas Bill Strength made his final appearance in Memphis Sunday (13) at Ellis Auditorium, with Hank Thompson, Charlene Arthur, Elvis Presley and Carl Smith, and repeated with the same unit the following night in Forrest City, Ark. Both shows were promoted by Bob Neal, Presley's personal manager. Strength, who has just given up his deejay chores at KWEM, Memphis, appears at City Auditorium, Minneapolis, Friday (25), and Monday (28) begins his duties at the turntables at KEYD, Minneapolis, where he'll also do a daily TV show. He asks all record companies to send releases to him at KEYD, Foshay Tower, Minneapolis, effective immediately.

With the Jockeys

Pete Hunter started back on the air Monday (21) on KTLW, Texas City, Tex., where he'll be spinning two and a half hours a day, five days a week. Pete cut a session for M-G-M while in Nashville for the deejay convention. Release date will be early in 1956. . . . Mary Louise Christie, wife of deejay Uncle Jim Christie, suffered the loss of her mink coat during one of the parties at the recent deejay conclave.

Johnny Cash, Sna recording artist, dropped by for a visit with Slim Corbin at KTFY, Brownsville, Tex., recently. Billy Walker, who heads his own band, the Traveling Texans, guested recently on Corbin's "Hillbilly Hoedown." Corbin's associate, Bobby Durham, took a leave of absence from KTFY recently to tour Colorado, Utah,

Texas and New Mexico as a pianist with the Traveling Texans. . . . Chuck Wayne, who airs three shows daily over KVSM, San Mateo, Calif., is operating a dance each Saturday night at the Garden of Allah, Niles, Calif., in association with his brother, Black Jack Wayne. Tex Ritter was a recent guest at the spot.

Jimmy Simpson letters: "I'm leaving Station WKMT, Kings Mountain, N. C., as I just can't see mixing popular, r.&b. and hillbilly on the same show. Also, having to play what the manager says instead of requests, wasn't to my liking. He likes western swing, but my mail called for Carl Smith, Webb Pierce, etc., so we just called it quits. Wish all the deejays would keep music separate. My new address, incidentally, is P. O. Box 7014, Nashville 10."

Tom Perryman, KSIJ, Glade-water, Tex., reports that "Louisiana Hayride" originated from Glade-water November 19, sponsored by the local Jaycees, of which Perryman is president. . . . Leon Sanders, who's heard over KDET, Center, Tex., is quitting the air waves to go into public relations work. . . . Dick Williams, new RCA Victor recording artist, spent several days recently with Sheriff Tex Davis, WCMS, Norfolk, promoting his new release, "Robber (Stealer of Hearts)," written by Davis.

Charliehorse, who has been spinning the country wax over KPLN, Camden, Ark., is moving his broadcasting activities to KVCL, Winnfield, La., new 1,000 watter, where he'll also assume the duties of program director. Charliehorse, who goes on the air around December 1, infos that he's in need of much programming material. . . . J. B. Ham, WFTC, Kinston, N. C., writes: "Can't understand why RCA Victor and Decca skip our station on some of their new releases. We pay for deejay service, yet about every third time they send out new releases they skip up."

HOCUS-POCUS

By BILL SACHS

SAFETY FIRST Magician Lieut.

Lee Allen Estes of the Kentucky State Police is still confined at Central Baptist Hospital, Lexington, Ky., mending from a serious arm infection incurred five weeks ago in a fracas with a drunk he was placing under arrest. Estes' condition for a time was considered very grave and it was feared he might lose his arm. His condition is vastly improved and he is slated to leave the hospital soon. . . . Jose Sousa was in New York last week from Havana with the happy news that the arrangements for dealers for the Society of American Magicians' conference in Cuba May 29-June 1, 1956, have been squared away in great order. . . . Jean Hugard, dean of New York magi, is mending from the recent operation to regain his sight. Result of the operation is not yet known, but Jean is optimistic of the outcome and is feeling quite chipper these days. . . . Landrus the Magician (Fred C. Landrus) typewrites from Elmira, N. Y., that he has bookings in that territory to keep him busy until Christmas and into the New Year, but that he longs for the good, old established route in the Southland. Of hypnotist Joan Brandon, whose performance he caught recently, Landrus has the following to say: "Miss Brandon is tops in her line. People come back repeatedly to see her perform. She sells show business to the public, and we should have more performers like her." . . . John Willmann, veteran magician, died recently in Hamburg, Germany.

MILBOURNE CHRISTOPHER

is now in his third month with a 15-minute "Christopher the Magician" segment on WABD-TV's "Wonderama," heard Sundays at 12:15 p.m. Christopher has a new book at the printers. Titled "Panorama of Prestidigitators," it's filled with rare prints, engravings, lithos

and photos of great magicians thru the years. The book will be off the presses about December 10. . . . Preston the Magician writes from Roxboro, N. C., under date of November 10: "Had the pleasure of catching the Birch show at Davidson College, N. C., last week. It was superb! Mac and Mabel Birch and their two capable assistants were at their best. The Birches are fortunate in having Pat Patterson and Jimmy Huff as assistants. Nothing but compliments was heard after the performance from the large crowd which attended. This makes any visiting magician feel good." . . . Arthur Leroy got a huge belt out of Jack Herbert's recent comment here to the effect that when a magi begins sawing women lengthwise it will be a sign of progress. "Jack is a bit confused," opines Arthur, "for any such manifestation would be a sign of retrogression." "The Hanlon Brothers, who first used a sawing-in-half in their show, 'Fantasma,' back in the gay '90's, saw a midget clown down the middle lengthwise. Then the clown's anterior and posterior ran off the stage, one half to the prompt, the other half to the off-prompt side. Later, P. T. Selbit, who created 'sawing as a magical problem, experimented with a lengthwise cut between the left and right legs. Horace Goldin, who made 'sawing' the convincing box-office illusion it later became, followed up with vivisection, in which the girl was cut from head to heels. Twenty-five years ago, Joe Dunninger (yeah, 90-Per-Cent-Correct Dunninger) created a patented a lengthwise, top-to-bottom sawing effect. He got a great deal of publicity out of it. Some two years later, the late Joe Ovette marketed a two-way sawing-up and down and across the middle. I'm afraid you're wrong, Jack. You just don't have an eye for progress."

BURLESQUE BITS

By UNO

Lotus Wing, a first-time stripper on the Hirst wheel and one of the better brand, is a Hawaiian Chinese by birth. She has played niteries in Las Vegas, Nev., and on the Coast. When she concludes her current engagement, she will return to her Los Angeles home in the San Fernando Valley to play housewife again to her husband and four juniors, Robert Charles, Donna Marie, Linda Francis and John William. . . . Following Zorita as headliner at the Hudson, Union City, N. J., week of November 13, comes Busty Brown and Dixie Evans, November 20; Patti Waggin and Nony, November 27; Pat (Amber) Holliday, December 4; Ann Perri, December 11; Cynthia, December 18, and Siri, December 25. . . . Vicki Welles was the honored guest at a dinner given her by George H. Roberts, an old friend and retired surgical instrument manufacturer, in Gus and Andy's famous eatery in New York on November 9. The affair was to celebrate her coming into possession of the Colony Theater in Union City, N. J., to make her the only female burly house owner in the business. Other guests were Eddie and Kay Kaplan, Felice Ridgeway (of the executive staff of the New York Academy of Music), Jack Coyle, Charlie Robinson and Phil Gray, of the Wilson Agency. . . . Flaming Rusty Lane opened recently as featured exotic at the Retreat niterie on the outskirts of Chicago. Co-principals include Nina, Marie Werra, Marne, Kitty Karrol and Linde Renee. . . . Flash O'Farrell, after finishing two weeks, her fourth appearance, at the Stone Tavern in Troy, N. Y., will open Thanksgiving Day for a week at the Carmen, Philadelphia, and then go to the Gayety, Baltimore.

Paul Morokoff, number producer at the Hudson, Union City, N. J., likens his chorus to the precision experts at the Radio City Music Hall in New York—the Rockettes. They include Dolores Fisher (cap-

tain), Kitty Reeves, Dotty Lewis, Jeanne Alexander, Ann Amend, Terry Dimor, Corinne Rankine, Joan Broder, Ellie Farrelly, Gloria Alexander, Barbara Floret, Ora May and Penny Parker. . . . Evelyn West, the \$50,000 Treasure Chest Girl, closed this week at Warren St. Thomas' Tropics in Denver where she continued to pack the club nightly just as she has done on all past appearances there. . . . Minot (Bozo) Malone, of the Lyric, Allentown, Pa., celebrated his 59th birthday on November 22. Harry (Lefty) Lewis and Ann Curtis will close 10 weeks' stay November 20 at Sherrie's Sho-Bar in Baltimore to drive in their new 1956 Oldsmobile to Miami where Lewis opens at the Caswell Hotel and Miss Curtis at the 5 o'Clock Club on the beach, December 1, for eight weeks as feature. An offer of 10 weeks on the Hirst circuit had to be turned down because of these Florida commitments. . . . A new arrival at the home of Morris and Mildred Packman on October 27 was Joy Harriette. The father, an electrical inspector for the U.S.A., is a brother of outdoor showman Max Packman.

CHRISTMAS MAGIC

Three tricks, ready to work, not sold by dealers, all easy 15-minute routines—Santa Claus Comes to Town, White Christmas, Little Bo Peep. Hilarious, flashy, timely. ALL PROPS, PATER and GIMMICKS. Send air-mail stamp for circular. FOR AUDIENCES AGE 3 to 83. PRICE \$5.00 complete.

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At Your Service

The Billboard's Servicer at the Chicago outdoor conventions is intended to make the stay of convention-goers as pleasant as possible.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer will be located in the lobby of the Hotel Sherman and will provide many free services.

A battery of house phones will be located in the center. So, too, will several outside phones be available for free local calls. Information on the various conventions, the trade shows, railroads, airlines, etc., will be given. A convention directory, listing room numbers of carnivals, booking agencies, etc., will be maintained.

A paging service will be one of the outstanding features. This service will be available not only to convention-goers but to anyone who phones the Servicer (Central 6-3695, Chicago). Still another service will be that of a message center. Messages received will be posted until picked up.

Showmen's League of America members are to register at the booth.

The Servicer will be open daily, Sunday, November 27, thru November 30, on the following schedule:

Sunday—1 p.m. to 8 p.m.
Monday—10 a.m. to 8 p.m.
Tuesday—10 a.m. to 8 p.m.
Wednesday—10 a.m. to 6 p.m.

Park Convention Plans Completed

Large Turnout Seen for 37th Meet; Speakers, Panels Fill Out Schedule

CHICAGO, Nov. 19.—Amusement park owners and executives from all parts of the nation will convene in Chicago's Hotel Sherman Sunday (27) thru Wednesday (30) for the 37th annual convention of the National Association of Amusement Parks, Pools and Beaches.

The formal sessions of the convention will be highlighted by a forum in which past presidents of NAAPPB will talk on questions submitted to them. The general manager of Disneyland will tell the organization about that spot's first year's experiences, and NAAPPB members will view part of a Dis-

ney TV show which features an amusement park.

George A. Bowie, lecturer, will talk about the value of trade associations. A panel of experts in various maintenance fields will offer tips to park owners, with A. M. Brown, of Buckeye Lake Park, as moderator. Carl Henninger, of Kennywood Park, will tell fellow members about what he observed at European amusement parks. John M. Gurtler will lead a panel discussion on advertising and promotion, and Heartsill Wilson, of the Chrysler Corporation, is to discuss promotions.

Key Offices Named

Gerald P. Price, of Glen Echo Park, is program chairman. In charge of arrangements for the Tuesday night (28) banquet and ball of NAAPPB is Henry G. Bowen, Whalom Park.

President of NAAPPB is Don (Continued on page 74)

GAY TIME SET

SLA Banquet, Ball Promises To Be Best Yet

CHICAGO, Nov. 19.—The annual banquet and ball of the Showmen's League of America to be held Wednesday night (30) here in the Hotel Sherman gives abundant promise of eclipsing in gayety all of the previous 42 editions.

One reason is Ned E. Torti, the League's president. Torti will be on the dais, and this to the many familiar with his fun-making talents is a guarantee of a delightful evening, full of humor and with more than a dash of originality.

Another reason the up-coming banquet and ball promises to outdo its many predecessors lies in the planning—or plotting, to be more precise—of the banquet and ball committee which is headed by Sam J. Levy Jr.

Levy has disclosed some part of the entertainment planned. But he demurs at disclosing the full talent line-up, suggesting that there will be a sock surprise element.

For the record, he discloses that the acts will include Jimmy Nelson, noted ventriloquist; Condos and Brandow, combination tap dancing-musical act, and George West and Maza, comic musical act. Jack Herbert will emcee, and Lou Breese, his orchestra and singing ensemble will provide the music.

Frank Gaskins, general agent for 20th Century Shows, recently stopped off at Omaha between booking trips, to pick up a new Chevrolet. . . .

Fair Industry Leaders to Head Panel Discussions at IAFE Meet

CHICAGO, Nov. 19. — Formal speeches will be shelved in favor of open forum discussions led by prominent fair executives at the 65th annual convention of the International Association of Fairs and Expositions here November 28-30. All sessions will be held in the Bal Tabarin of the Hotel Sherman with morning confabs to start at 10:15 a.m. and afternoon meetings at 2 p.m.

The Federation of State and Provincial Association of Fairs will hold its annual meeting on Monday, November 28, in the Hotel Sherman, with the parent organization holding its sessions on Tuesday and Wednesday.

First topic on Tuesday morning will be moderated by Jack Reynolds, Eastern States Exposition, Springfield, Mass., and will deal with "operations." Included among the topics up for discussion will be surveys, attendance figures, operation of gates and parking, pricing policies, youth departments, concession stands and the everybody-pays gate.

That afternoon Joseph T. Mon-sour, manager of the Louisiana State Fair, Shreveport, will preside over a discussion on attractions and exhibits. During the course of this session the delegates will deal with such subjects as specialized shows, foreign and area exhibits, industry exhibits, farm built equipment shows, farm machinery, poultry exhibits, trout fishing, photo shows, antique automobiles, agriculture products and reproductions of old-time towns on fairgrounds.

Grandstand Shows

Grandstand shows will come in for consideration on Wednesday morning with Doug Baldwin, secretary of the Minnesota State Fair, St. Paul, handling the gavel. A high point of its program will be colored motion pictures of the Canadian National Exhibition, Toronto. To be discussed will be night auto and harness racing, scenery problems, name attractions, ice, water and talent shows, wrestling, dog racing, auto racing, early-evening shows and revues.

Final session of the week will

deal with promotions. Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, will serve as moderator. Scheduled for discussion will be parades, contests, free prizes, honoring personalities, co-operative promotions, comic books, television shows, tractor driving and safety contests.

The election of officers for '56 will take place on the final day. Other scheduled events will be a luncheon meeting of the wives of the fair executives. The International Motor Contest Association will also meet during the week, and the Middle West Fair Circuit is scheduled to hold its annual fall meeting.

Chi Conventions Pull From All Segments of Biz

• Continued from page 1

greeting customers or seeking new clients. The merchandise houses, tent manufacturers, insurance firms which specialize in outdoor show business, poster printing firms, etc., will all have heavy representation.

There will be many on hand, merely as interested on-lookers, with nothing to buy or sell, solely to taste the annual Mulligan stew, meet old friends and cut up jack-pots. Even circus people, who have no meeting in connection with the convention, will be on hand, with ears attuned to new possibilities—perhaps new acts, new bookings, new equipment, new personnel, or of news what rival shows may be planning.

The upcoming conventions will be held in an atmosphere of bright promise. The past season was a good one—better than the previous year—for most fairs, carnivals and parks and those who supply or service them. The year ahead looms even brighter, all of which should give added flavor to the Mulligan stew of the multi-convention gathering.

IMCA Skeds Chi Meeting, Annual Party

CHICAGO, Nov. 19.—The International Motor Contest Association will hold its annual meeting November 26 in the Hotel Sherman.

R. H. McIntosh, long-time president of the organization, said the directors will meet at 10 a.m. to discuss possible rules changes, formalize record performances and set machinery for the coming year. More time will be allotted this year for the meeting between drivers, car owners, directors and promoters. This session will get under way at 1:30 p.m. and will last as long as necessary. Last year time did not permit a full airing of all views.

Social highpoint of the day will be the annual banquet and awards program at 7 p.m. A total of \$4,500 in point money will be distributed among the 10 leading drivers in the big car and stock car divisions and trophies will be awarded the top two in each division.

Top five drivers in each class are: Big cars—Bobby Grim, Marvin Pifer, Jim McWithey, Jim Wegscheider and Hershel Wagner. Stock cars—Don White, Herschel Buchanan, Bill Harrison, Robert (Doc) Narber and Roxy Dancy.

MORE EXHIBITORS FOR TRADE SHOW

NAAPPB Sponsors Exhibition at Hotel; Invites Park, Carnival, Other Operators

CHICAGO, Nov. 19.—Late changes in the line-up for the trade show of the National Association of Amusement Parks, Pools and Beaches brought the number of exhibitors to 96 and extended scope of the displays already marked by their variety.

Show will be open at the Hotel Sherman here Sunday (27) thru Wednesday (30) as an adjunct of the NAAPPB convention. Members of carnival, circus, fairs and other organizations meeting at the same time have been invited to attend the trade show by NAAPPB.

Displays will range from those of the major makers of Merry-Go-Rounds, Ferris Wheels, Roller

Coasters and other rides, thru the line-up of kiddie ride makers and concession suppliers, to makers of pizza equipment, novelty bird cages, flags, and tickets.

The exhibition hall includes 175 booths, plus some extra niches, and some exhibitors are taking several booths in order to display large equipment or new lines. In charge of the show is Paul H. Huedepohl, executive secretary of the NAAPPB.

Atlanta Opens Okay for H-M

ATLANTA, Nov. 19.—Hamid-Morton Circus, playing its Shrine annual here November 7-13, opened to good matinees and fair nights. Shriners estimated during the run that they would end up ahead of last year's ticket sale and they reported a \$2,500 increase in the advance sale. Run was seven days, compared with eight days last year.

Ringling-Barnum day and dated the show November 11 and 12.

Hamid-Morton's first day drew full and half houses in the Municipal Auditorium. The second day had three-quarter houses. On Thursday (10) afternoon, the elephants became frightened during the performance and the act was canceled.

Ride, Equipment Makers Head For AREA Meeting in Chicago

CHICAGO, Nov. 19.—Members of the American Recreational Equipment Association will meet at the Hotel Sherman, Chicago, Monday (28) for their annual dinner and business meeting.

President B. H. Brockway will preside. Lyndon Wilson will lead a panel discussion of problems and topics pertaining to the industry. New officers will be elected. President Brockway will show a film which he took at the meeting of the NAAPPB at LeSourdsville Lake last summer.

Advance reservations for the dinner may be made with the NAAPPB reservations desk on the mezzanine of the hotel. Tickets may also be purchased at the door. The program will be at the Gold Room in the hotel.

AREA is made up of executives of companies which manufacture amusement rides, concession equipment and other goods required in the operation of amusement parks and carnivals. AREA members at the convention also will be operating display booths at the trade show of the NAAPPB.



C. G. (PETE) BAKER, DON DAZEY AND NED E. TORTI (left to right) will be three of the busiest men at the coming outdoor show business convention in Chicago. Baker, manager of the Oklahoma State Fair, Oklahoma City, is president of the International Association of Fairs and Expositions; Dazey, owner of Le Sourdsville Lake (O.) Park, heads the National Association of Amusement Parks, Pools & Beaches, and Torti, of the Wisconsin DeLuxe Company, Milwaukee, is president of the Showmen's League of America.

POWERAMA: EXHIBITS

Army Tanks Prove Tops for Thrills

IF AN award of the year were to be made for the most effective exhibits executed by any company, the prize this year would go to General Motors Corporation.

For Powerama, its 26-day free "fair" on Chicago's lakefront, General Motors came up with no fewer than 250 exhibits, of which some were outstanding for their novel and effective presentation.

From a publicity-getting standpoint, chief honors would go to a diving show, staged, in of all things, a dump truck (the world's largest), the body of which had been sealed and the cab of which supported a diving board.

For sheer excitement, a demonstration of Army tanks was tops. It was given over an obstacle course which contained a corduroy road made of railroad ties, a water pond and a 10-foot high mound over and around which the tanks careened.

For the most impressive look-into-the-future, the laurels would fall to a towering mock-up model of the Convair "Pogo," the plane that takes off and lands vertically.

And, for the women, their votes would go to "The Kitchen of Tomorrow," an exhibit which packed so much appeal that, even with GM's careful planning, it was impossible for many to see it because of the huge crowds it pulled.

Other exhibits which registered solidly included:

A high-speed diesel locomotive so mounted that visitors were invited to the controls to "run" it.

A huge saw mill that cut up immense logs.

Oil drilling rigs at work.

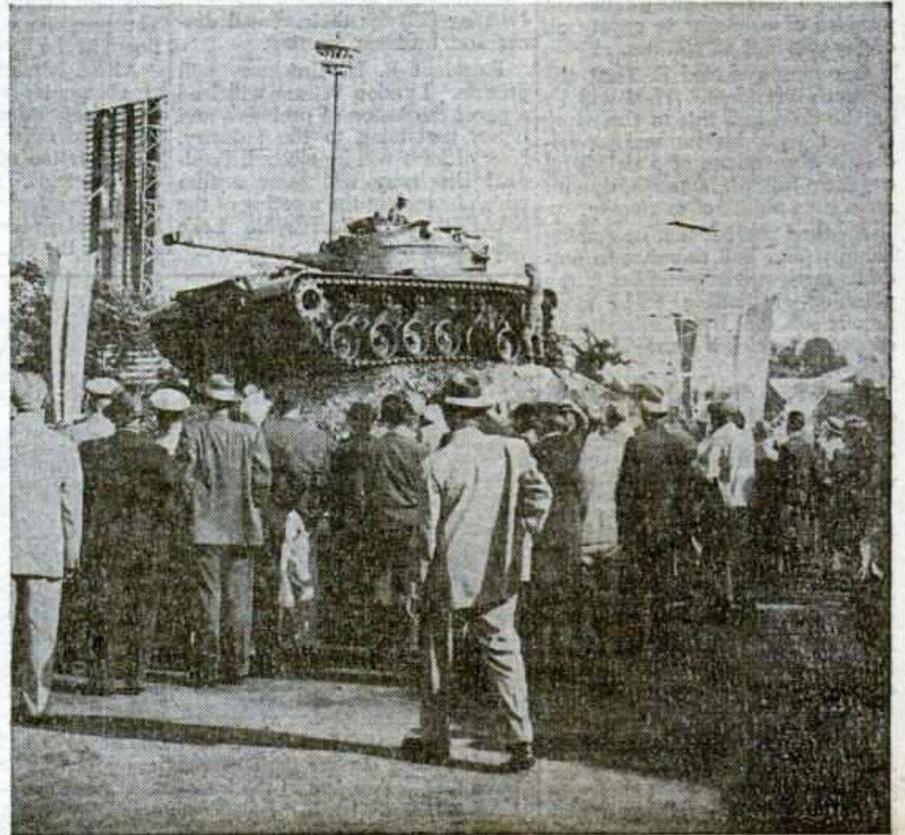
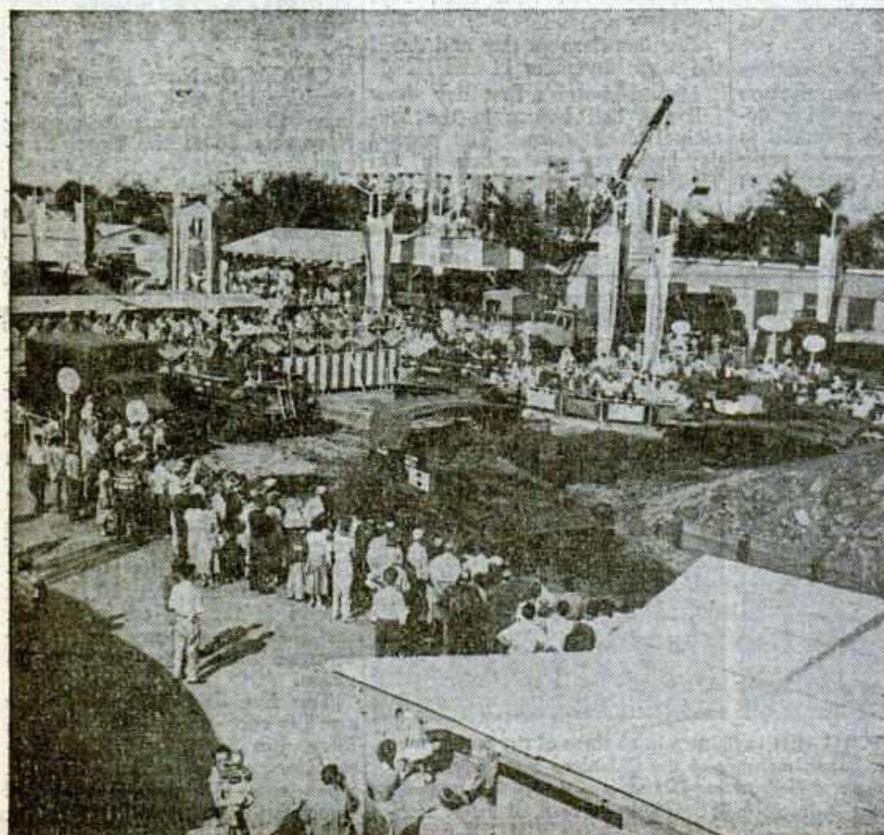
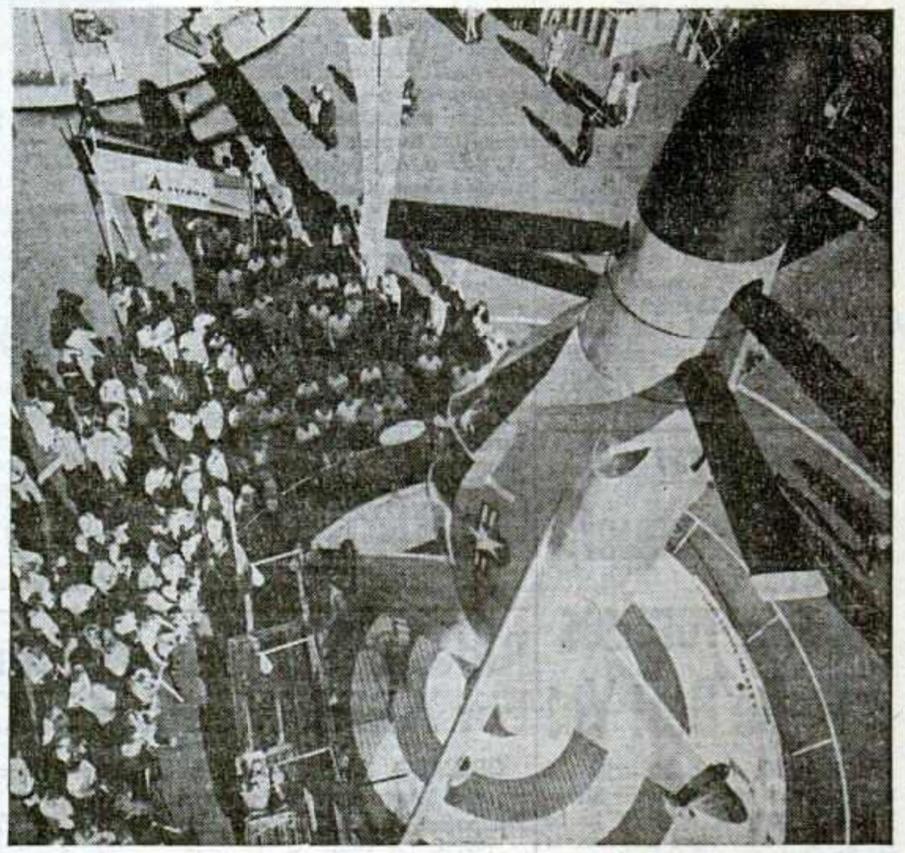
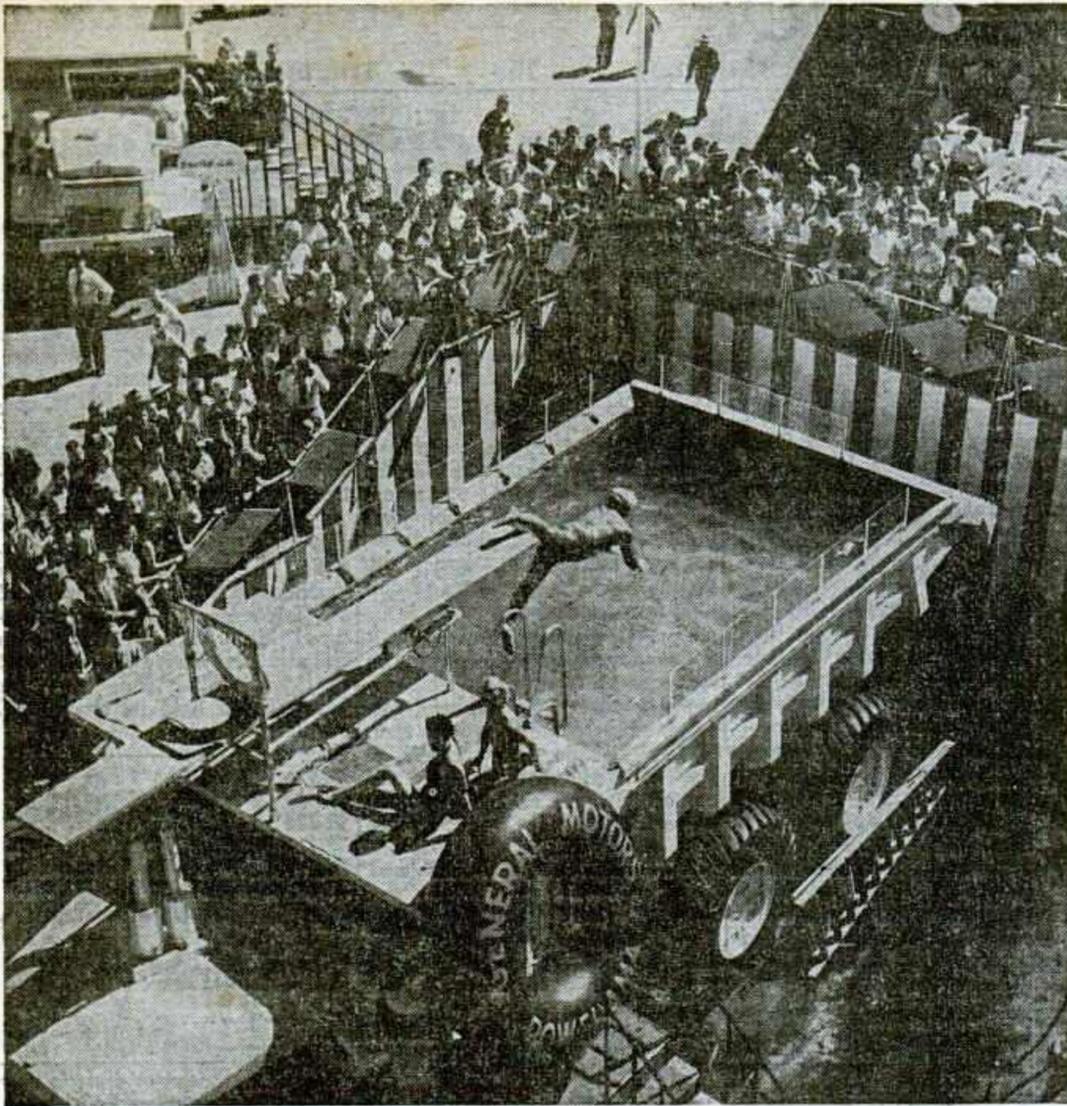
The first gas turbine automobile built and tested in the U. S.

A 15-inch model automobile powered by sunlight, with the sunlight simulated for exhibit purposes by light from electric lamps.

A working demonstration of an aluminum foundry.

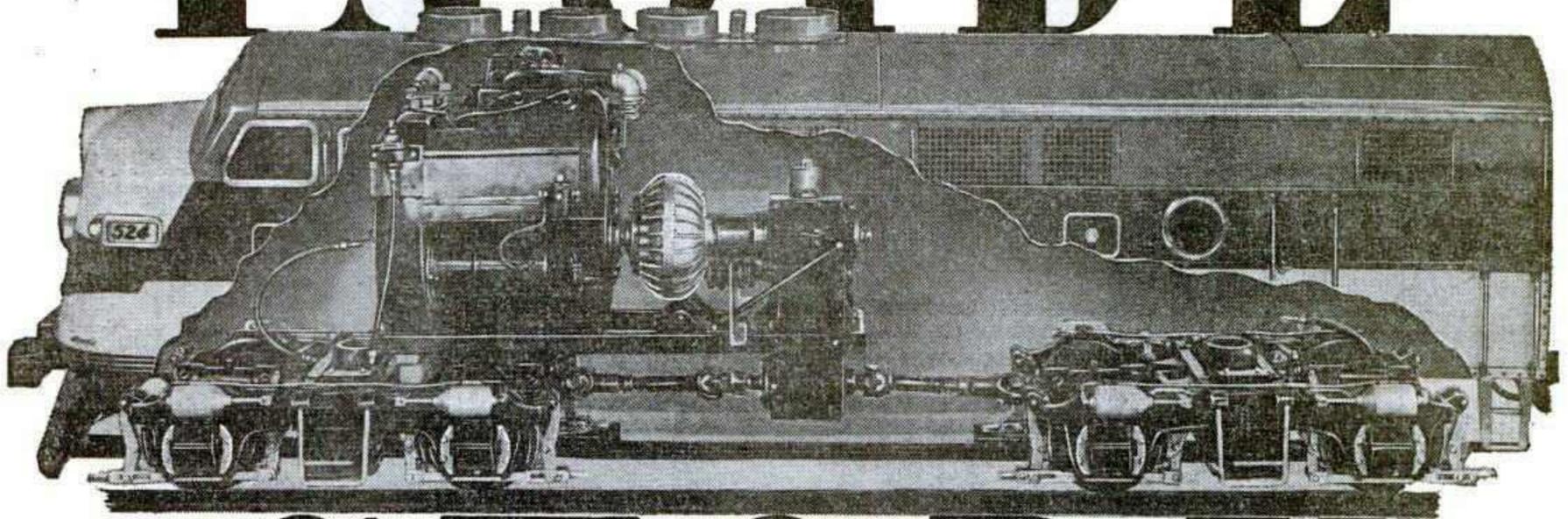
An 85-ton atomic cannon.

Navy and Air Force guided missiles.



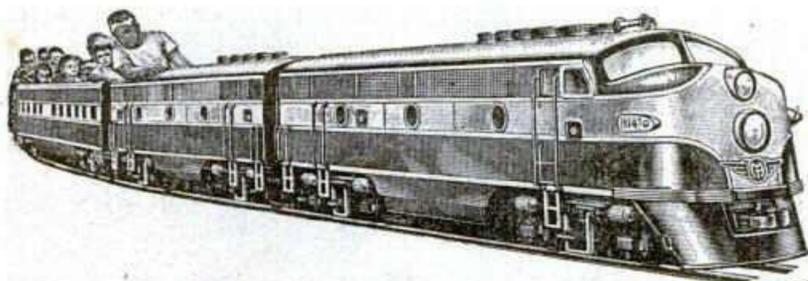
The

INSIDE



STORY

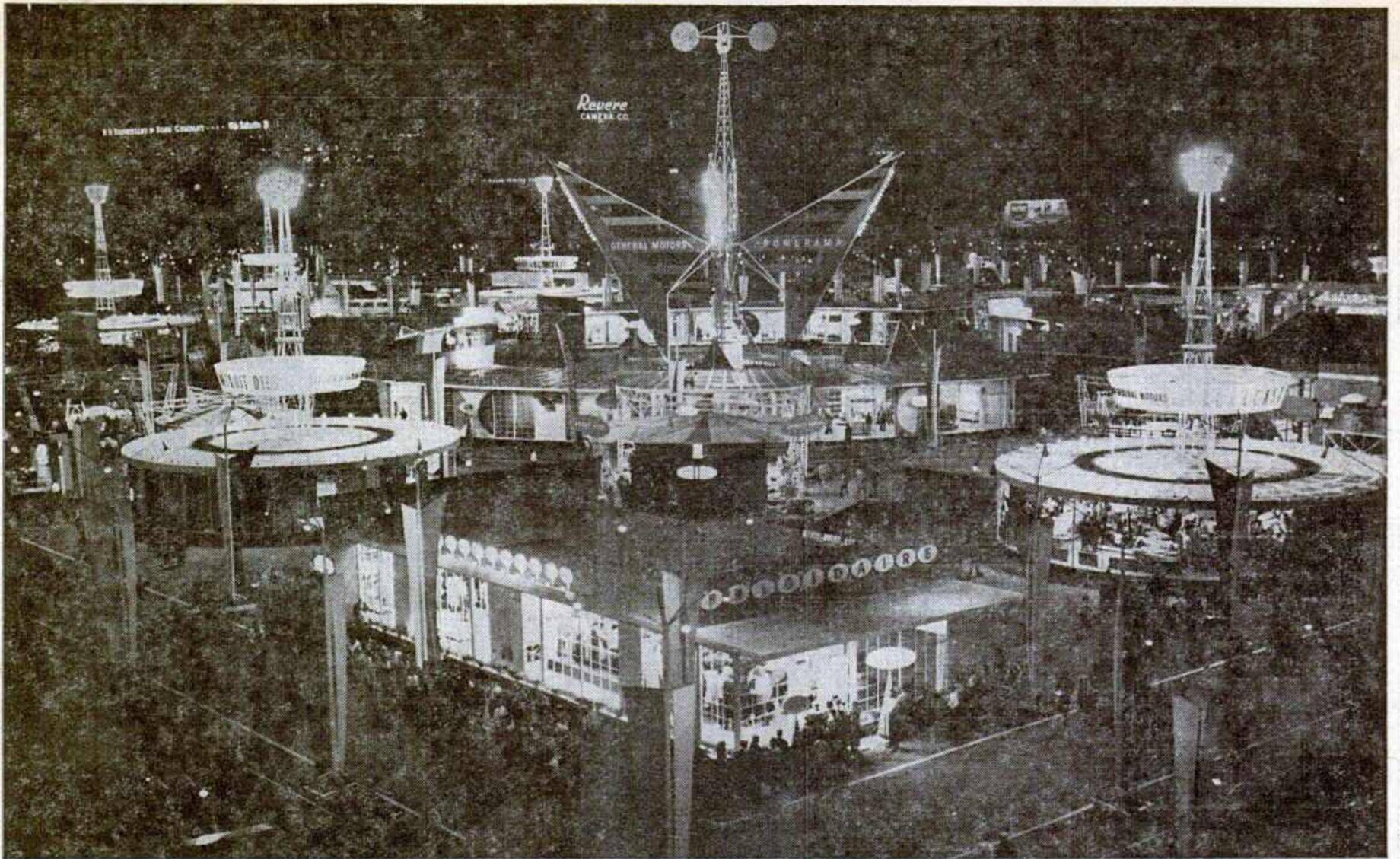
From any viewpoint, MT is the Leader in the Miniature Train Industry! We are the world's largest **exclusive** manufacturer of miniature trains. More MT Miniature Trains have been sold and are in current service than all other manufacturers combined! Only MT Trains are authorized to display the General Motors Badge of Honor because of their faithfulness to the engineering standards and styling detail of their "big train" counterparts—the big GM Diesel Streamliners. MT offers the most complete service facilities, beginning even **before** the sale with original planning and following through with installation assistance, service bulletins, maintenance suggestions and realistic accessories. The full engineering and railroading knowledge of the Miniature Train Co. is devoted to the exclusive production of miniature trains that will carry payload after payload of paying passengers, season after season, year after year, for amusement park operators everywhere!



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NOW—5 GREAT MODELS
Any **SIZE** ... Any **CAPACITY** ... Any **PRICE RANGE**
FREE DESCRIPTIVE LITERATURE AND DETAILS. Write direct to: Dept. B



POWERAMA: GROUNDS

Chi Event Proves Stimulant to Fairs

POWERAMA, the Chicago lakefront fair staged this fall by General Motors Corporation, was intended to sell diesel power and the GM name. It did that—and more.

To fairmen, it provided a wealth of new, stimulating ideas. It suggested new ways to present commercial exhibits, tossed out new features adaptable in staging grandstand shows, and provided many illustrations of how fairgrounds could be dressed up, lighted, and given a gay tone.

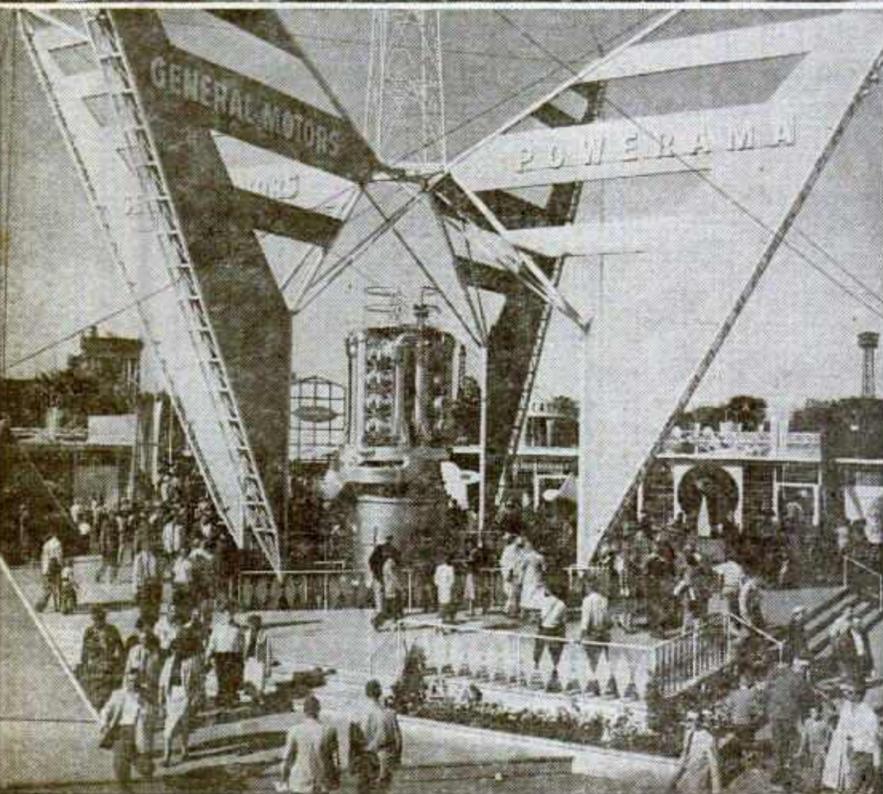
At night the 1,000,000-square foot Powerama site was aglow with brilliant illumination. Yet, the lighting was of simple design, suggesting to fairmen that they could add to their lighting without a huge financial outlay.

Entrances were of simple design and made of brightly painted pipe and topped by large wooden discs, painted in bright colors.

The grounds were hard-surfaced thruout, and as a result they were inviting even after the hardest rains. Bright flowers in pots, set in prefabricated flower boxes, dotted the grounds.

Decorations, mostly thru generous use of gay, colored canvas hanging from light poles or as roofing covering exhibit buildings, were bright and gave the grounds a carnival-like atmosphere.

LAYOUT of the exhibit buildings added to this. They were small, open on one or more sides, and set as islands. They were constructed so that they could be knocked down easily and trucked away.



YOU CAN RELY ON

SKEE-BALL

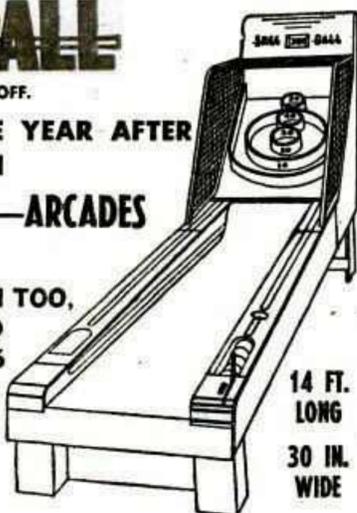
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FOR STEADY INCOME YEAR AFTER YEAR IN PARKS—KIDDYLANDS—ARCADES

RELIABLE IN OPERATION TOO, WITH MORE IMPROVED MECHANISMS FOR 1956

FASTER PLAY WITH THE NEW "WINNER LITE" FEATURE

IF IT'S PROFITS YOU WANT—BUY SKEE-BALL



14 FT. LONG
30 IN. WIDE

IMPROVED FOR 1956

Bowl-O

A FAST, EXCITING BOWLING GAME FOR ALL LOCATIONS

EVERYBODY LIKES TO BOWL
EVERYBODY LIKES BOWL-O



14 FT. LONG
27 IN. WIDE

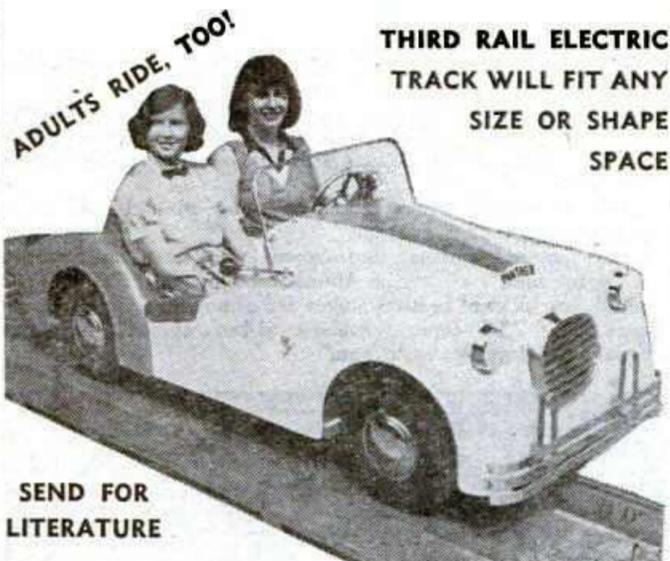
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70 GAMES PER HR.

THE PANTHER SPORT CARS

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EVERY KID WILL WANT TO RIDE... EVERY PARK SHOULD HAVE ONE

MERRY-GO-ROUND DRIVES

ENCLOSED REDUCER TYPE FOR OLD CAROUSELS

AUTOMATIC COASTER CHAIN OILERS

PROLONG THE LIFE OF COASTER CHAINS

ALSO

COASTERS—CARS—PLANS—EQUIPMENT

WRITE

PHILADELPHIA TOBOGGAN CO.

PHILADELPHIA, PA.

DATES SOUGHT

Superman to Take Flyer At Convention

NEW YORK, Nov. 19.—Superman will be at this year's outdoor sessions in Chicago, and he'll have his distinctive costume with him, the one that throws fear into the hearts of wrong-doers. Only he won't be on the hunt for crooks; he'll be looking for fair dates.

Supes' world-wide reputation couldn't wrangle him a room at the Hotel Sherman, so he'll be at the Ambassador East, with publicist Jay Emmett. They will divide their time between the two hotels, presumably flying back and forth.

Actor George Reeves, who plays Superman, made his first fair appearance this year at the Arizona State Fair, and did so well that a route of annuals is sought for 1956. He has a judo act and gives kids signed photographs and handshakes. If necessary he can put on an hour-and-a-half show with clowns, jugglers and other kid talent.

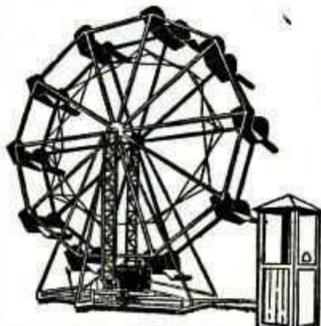
Emmett says National Comics Publications, which owns Superman, intends to make its money largely thru sale of the 60 tie-in products at the dates played by Reeves. At Phoenix, Reeves made KOAL video appearances which stimulated attendance, and it is expected he will be available for similar advance work for next season's dates.

Reeves, who has played the part on TV for five years, has heretofore been unavailable for outdoor work, altho he has played many department stores, charities, and parades. Superman, syndicated by Flamingo Films, is offered by 183 television stations over the country, and it is felt that his showing at fairs will help every aspect connected with the deal: The publishers, manufacturers, fair gate, film syndicate, and TV station.

Frank Shortridge Is Hospitalized

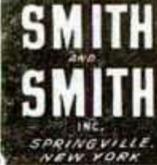
DES MOINES, Nov. 19.—Frank Shortridge, head of the F. M. Shortridge Agency here, is in Iowa Methodist Hospital following a heart attack. He expects to be confined for several weeks and will be unable to attend the Chicago outdoor meetings.

NEW PORTABLE ALL STEEL FERRIS WHEEL

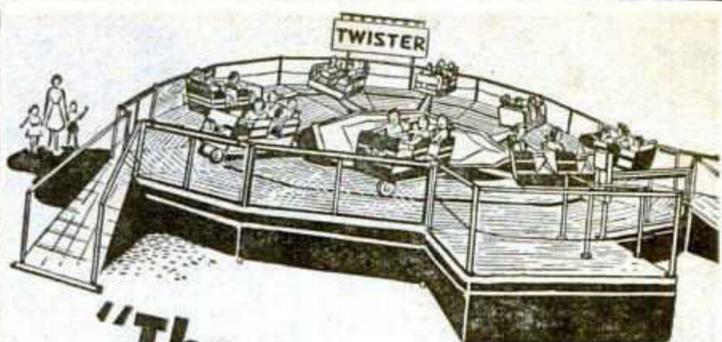


Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Atomic Jet Fighters and Boat Rides, Trailer Mounted Auto Rides.



32 Passenger Portable Spinning Tubs Kiddie Ride \$1,695 Working Drawings (U-Build-It) \$10. Free circular on 48 tested building plans—Rides, Kiddie & Major, Shows, Concessions, Fun Houses, Miniature Golf, Illusions, \$3 to \$25 each. Aluminum Horses and Patterns \$50 and up. BRILL Box 875-B, Peoria, Illinois



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Wherever it was located during the 1953 season . . . at fairs or carnivals or in parks . . . the great new Allan Herschell Twister was a top ride. High grosses were reported by proud new owners. Here's what a few of them say:

Charles S. Rose, Milwaukee—"Outstanding ride! I'd recommend it to anyone."

Earl Ingalls Jr., Detroit, Mich.—"We certainly are riding high with the Twister. It's a top ride."

Floyd E. Gooding, Columbus, O.—"We had a lot of hollering and screaming and when you have that you know you have a good ride."

Mac Duberges, Toronto, Canada—"An unusual amount of daytime as well as nighttime flash. Has high capacity."

Larry Kane, Revere Beach, Mass.—"The Twister is here to stay. A good stabilized ride that will go on year after year."

Mrs. Mildred Eldred, Clementon Lake, N. J.—"I love to stand at the side and watch the people have a good time."

An Allan Herschell Twister will bring you pride, pleasure and profits for years to come.



MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • TWISTER • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALLAN HERSCHELL AND SPILLMAN RIDES

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BUY A "NATIONAL" RIDE—WATCH YOUR PROFITS SOAR

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- ★ Complete Kiddielands
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- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

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PRETZEL AMUSEMENT RIDE CO. Bridgeton, N. J.

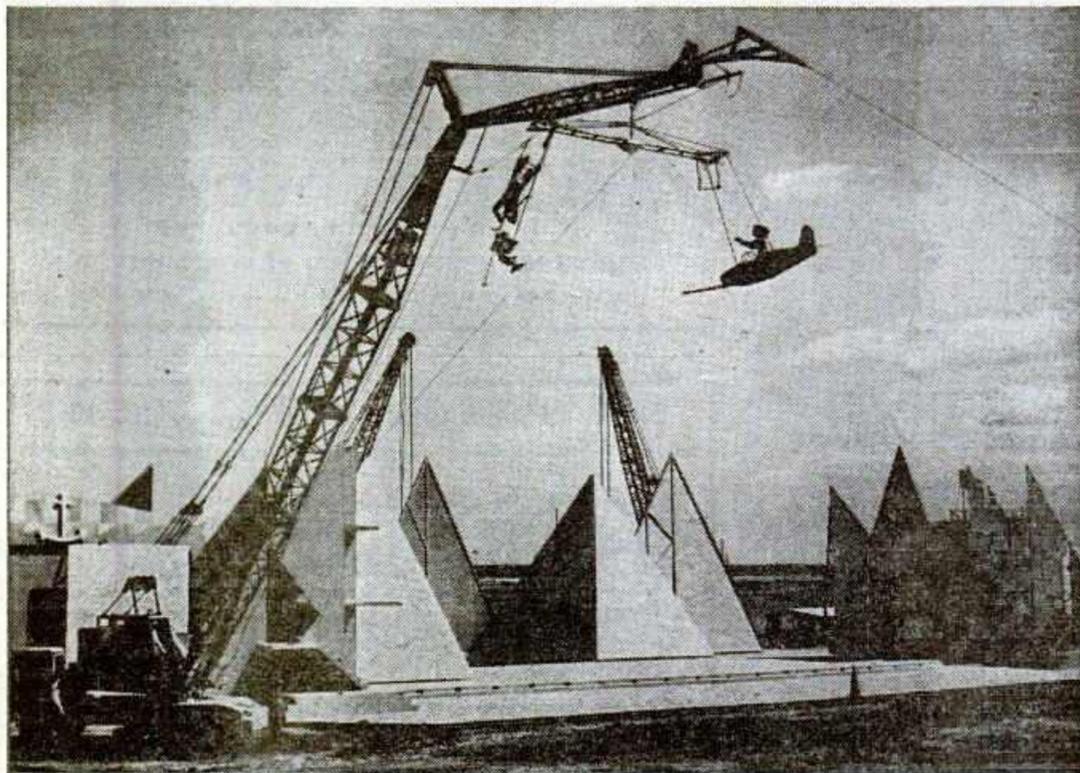
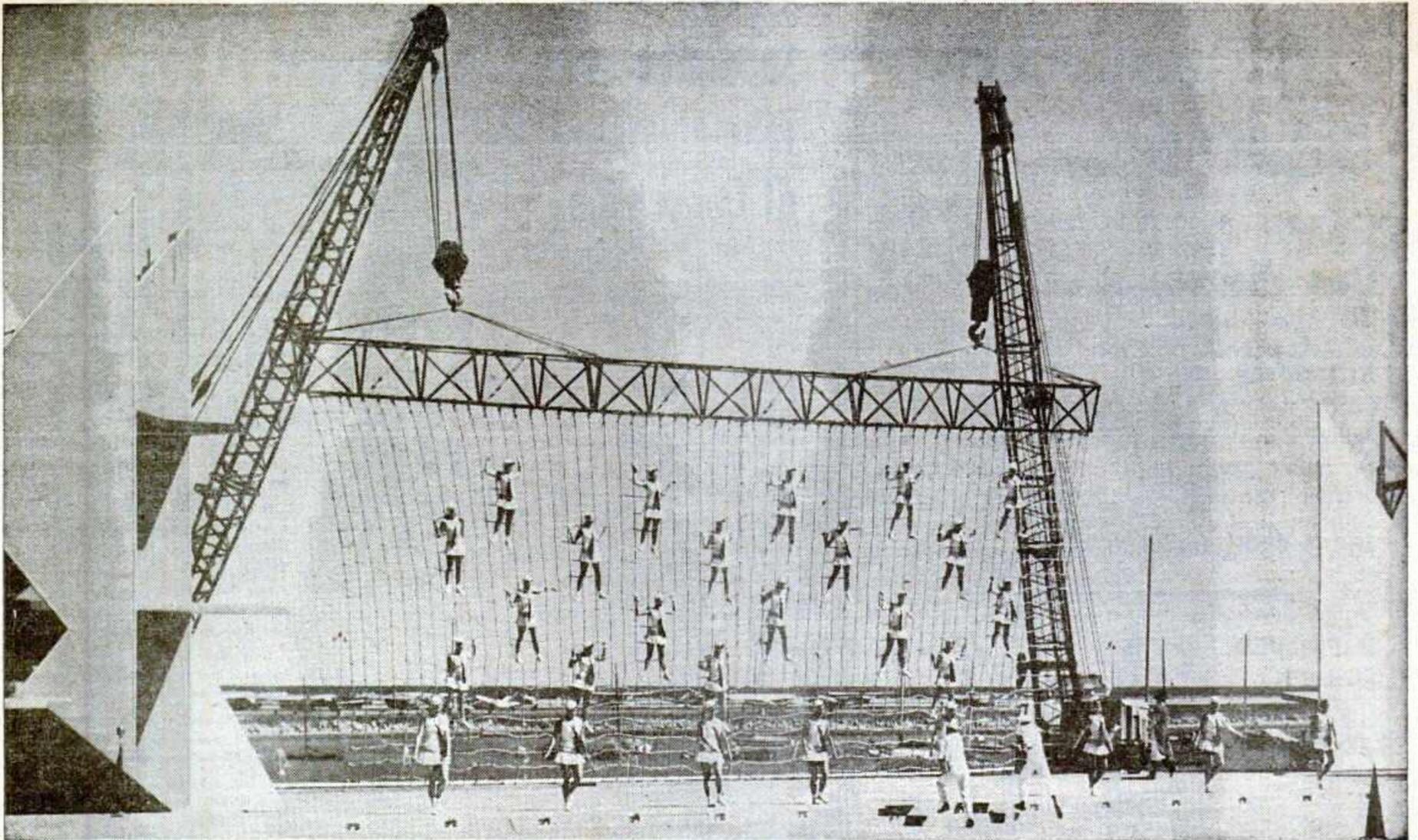
PARK OWNERS & OPERATORS

The new improved ALL STEEL constructed "Double SKY-WHEEL" is the greatest MONEY earning and flashiest ride attraction ever built! Ten times stronger and safer than those built in the past by ANYONE!

Outright sales with half down and two years on the balance, or will book on reasonable percentage! Interested persons, write

COURTNEY & ADAMS SKY-RIDES, INC.

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POWERAMA: SPEC

New Ideas Featured In Hour-Long Show

"MORE Power to You," the king-sized, hour-long spectacle offered by General Motors Corporation this fall at its Powerama, produced some refreshingly new ideas that invite adaptation at fairs.

Most of the new ideas stemmed from the use of diesel-powered equipment, inasmuch as General Motors was out to emphasize diesel power and did not pass up any opportunity to do so.

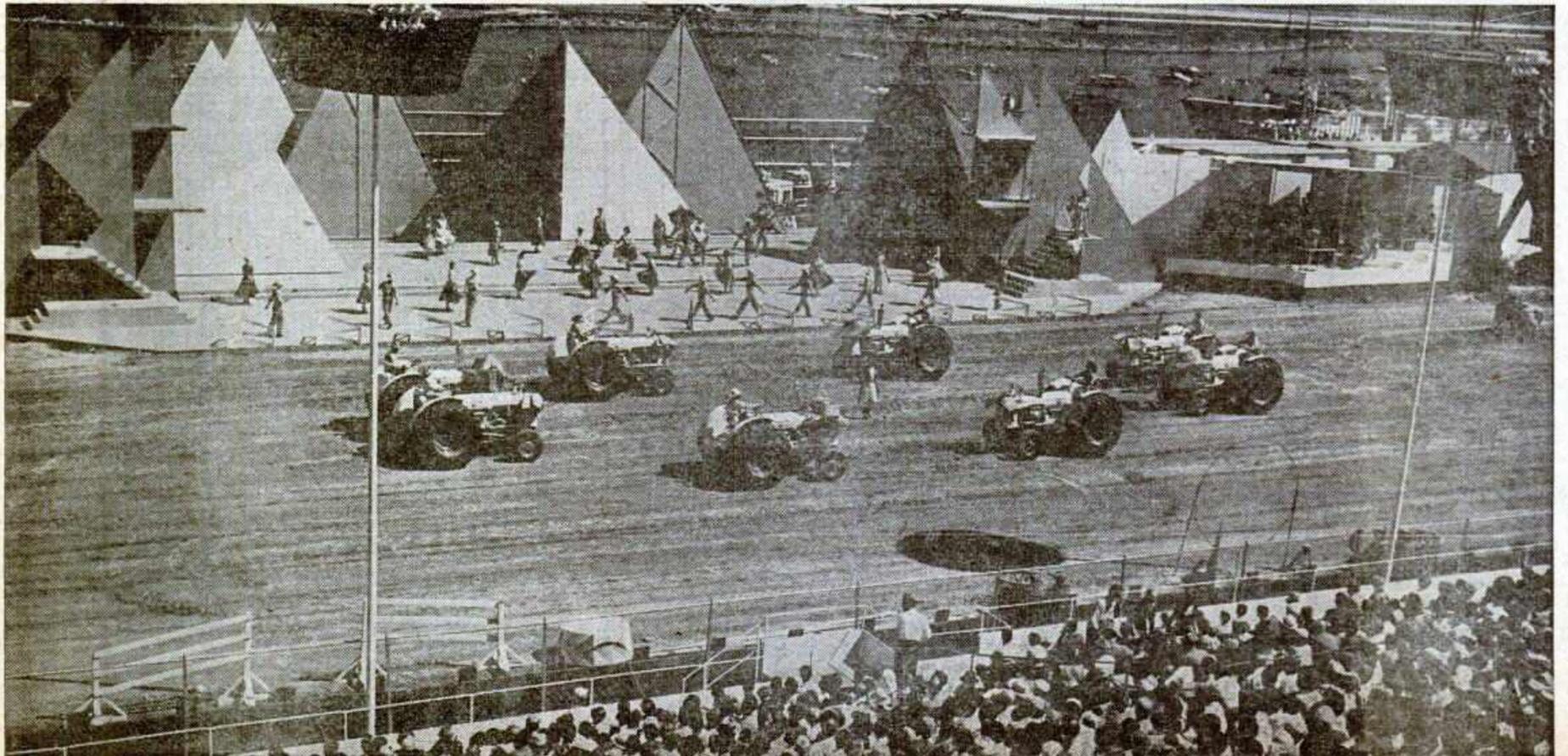
It used huge cranes, earth movers, earth scoops, earth scrapers and trucks, along with a cast of some 225 singers, dancers, clowns, acrobats, horses, elephants, drivers, etc.

A circus web number, with as many as 20 girls performing, was presented thru the use of two huge cranes which raised and lowered the rigging—a large rope ladder such as used by troops in disembarking from ships.

Another huge crane was used to bring on and hold high the rigging for an aerial act.

Twin-motored tractors were shown in intricate maneuvers—even in dance routines, such as the Mambo and hoedown.

And, trucks were used as stages for a moving style show, staged in front of the 7,000-capacity grandstand built specially on Chicago's lakefront for "More Power to You."



THE WORLD'S MOST PROFITABLE RIDE

CASH IN ON THIS SURE FIRE ATTRACTION *Now!*

SUPERIOR IN APPEARANCE, OPERATION, CONSTRUCTION AND EARNING POWER, THESE SMALL RACERS WILL DRAW MORE PEOPLE TO YOUR PARK THAN ANY OTHER RIDE!



OPERATORS REPORT GROSSES OF \$75 TO \$200 DAILY

MIDGET AUTO RIDES are the most outstanding ride to come out during the past fifty years. Occupant controlled and suitable for all ages, these very attractive small racing cars offer all the fun and excitement of driving a real racing car, all in perfect safety. Send for complete information and prices.

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FIRST NATIONAL SHOWING

It's New! Different! Exciting! Real! Proven!

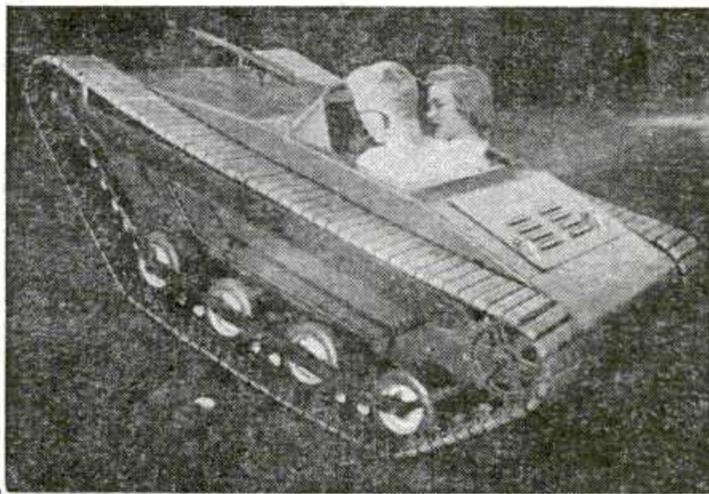
THE **"Mighty Midget"**

"Wherever It Goes It Steals the Show"

THE WORLD'S ONLY OBSTACLE COURSE RIDE

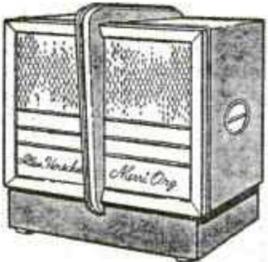
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Everyone knows you're in business when an Allan Herschell Merri Org is playing traditional band organ tunes for you. It plays and automatically changes 10" or 12" records in any of three speeds. It's a beautiful instrument, easily portable because of its light weight and recessed handles. Two 12" speakers on a 36-watt amplifier give plenty of volume. AH also has records and tapes of old-fashioned band organ music traditionally associated with merry-go-rounds.



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Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

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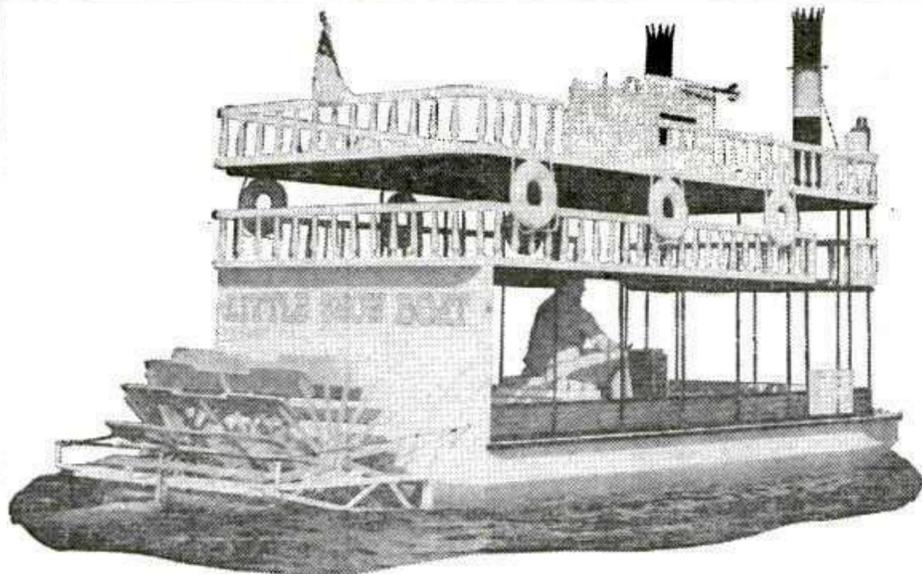
PLAY-BALL

BASEBALL PITCHING MACHINES BATTING PRACTICE CAGES, BATS, BALLS, NET 7716 Beverly Blvd., Los Angeles, Calif. Phone: WE 6-4437



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LITTLE SHOW BOAT

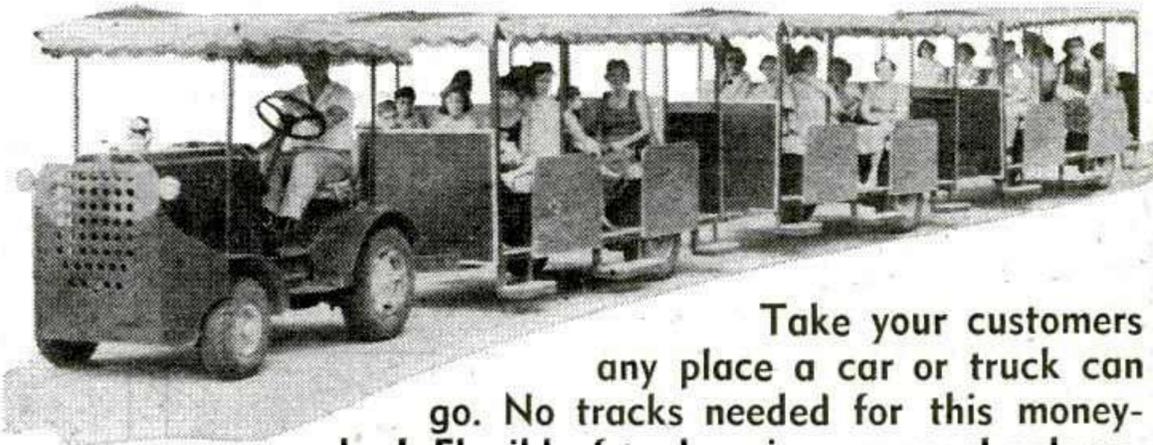
Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional single propeller for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats for 30 adults. Complete with Challenger and Universal sound equipment and double chrome compressed air horns.

- 24' long • 8' wide • 12' high • Draws 8" of water
- Maximum speed 10-15 M.P.H. • Turning radius 20'
- 35 H.P. water cooled Gray Marine Engine
- Hull—fiberglass over 5/8" marine plywood • 10-gallon fuel tank • Adequate buoyancy compartments in hull for safety • Brass fittings throughout.



Trackless Train

- ★ Available with jeeps, Clark tractors or custom-built streamline or Early American design towing unit.
- ★ Coaches available in units of one or more with 12" or 15" wheels.
- ★ Electric Stewart Warner brakes with 15" wheels only.
- ★ Sound system optional.
- ★ Plastic-covered foam rubber spring seat.
- ★ Coil spring suspension.
- ★ Plastic tops.



Take your customers any place a car or truck can go. No tracks needed for this money-maker! Flexible for changing seasonal volume.

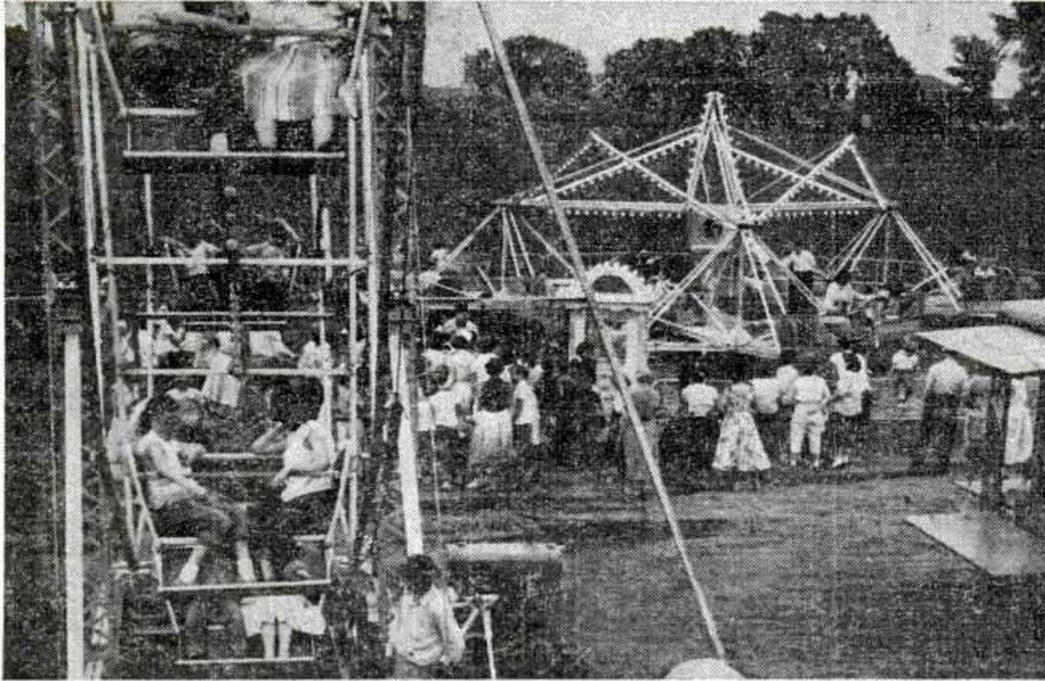
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BIG ELI SCRAMBLERS

We hope you have seen one in action this year. The BILLBOARD issue of November 12, 1955 (front page), said: "SCRAMBLER IS BEST GROSSER. A new ride, 'The Scrambler,' is proving one of the best grossing of all mechanical rides." Sorry we cannot offer you a Scrambler for 1956. Our manufacturing output is limited. Prospective buyers (now numbering over 225) are being offered these Rides in rotation as their inquiries arrived. That many are wanting BIG ELI SCRAMBLERS is sincerely appreciated.

ELI BRIDGE COMPANY

Reliable Builders of Rides Since 1900

800 CASE AVENUE

JACKSONVILLE, ILLINOIS

KEEPS IN PUBLIC EYE

Year-Round Plant Use Boon at Danville, Va.

ALTHO limited in its drawing area to some 75,000 population, the Great Danville (Va.) Fair has scored notable publicity success with a policy of year-around use of its facilities. As a result of this program, the word "Fairgrounds" appears virtually every time a person in this area reads a newspaper, and when the fair is in progress, patrons find it a simple thing to visit a location they have been reading about and visiting all year long.

Among the permanent enterprises going on at the plant are square dances, trailer court parking, livestock sales, and roller skating. All of these are covered in the local press, and their operators advertise extensively, using the fairgrounds as their address.

Curtis Finch, executive vice-president, and W. Elbert Finch, assistant secretary and treasurer of the fair, acknowledge that the year-around plant operation have their financial benefits as well as being successful, publicity-wise. The fair realizes between \$12,000 and \$15,000 annually from its off-season tenants, which is considerable for an event in the 60,000 attendance class.

Saturday Barn Dances

Some \$2,000 of this amount is netted from the regular Saturday night "Virginia Barn Dance" broadcast from 8 to 9 p.m. over local Station WDVA, and starring Clyde Moody. An exhibit building is turned over to the station and admission revenue at \$1 a head (kids free when accompanying an adult) is divided even-Stephen

with the fair. The radio outlet provides all publicity, advertising and labor for the dances, and talent costs are taken off the top prior to cutting up the revenue.

The Finches follow the percentage philosophy in their off-season enterprises, and carry this over into the food operation at the barn dances. In addition to newspaper advertising, the station, of which W. Emerson Pryor is manager, plugs its jamborees over the air. All of this tends to increase public awareness of the fairgrounds as a place for frivolity, and is establishing it firmly as a community landmark. Free bus services to the dances has been arranged and patrons get to dance until midnight after the broadcasts.

Rink on Percentage

Another percentage deal is the roller rink, for which an operator fits a portable floor into the Commercial Arts building. The wooden floor has 150 by 60 feet of skatable surface, laid atop the regular concrete flooring. Organ music is provided, and the rink operator is in for his third season of skate sessions, which are held on a daily basis.

The Fairgrounds Trailer Court, most modern in Danville, is located on the grounds at the intersection of U. S. Highway 58 and Alternate 29. Its facilities include city water, sewage system, showers, electricity and laundry. Rates are set for any period of time, with the average monthly rental being \$25. There is room for 18-20 living trailers in the compound.

Weekly Farmers' Mart

Once a week the Danville Livestock Auction Market, Inc., holds its proceedings. Opening at 11 a.m. on Tuesdays, it offers at public auction virtually everything a farmer has a surplus of and wishes to sell. Altho its reputation was built by sales of cattle, veals, hogs and poultry, the market has taken on all the aspects of a farmers' mart. Also sold now are cured meats, vegetables, eggs, butter, seed, feed, and other farm products, tools and machinery. Leading figures in the market structure are all officers of the fair, which is a separate corporation.

Still another firm, the Danville Frozen Food Service, Inc., has frozen food lockers for rent and offers farmers the following services: Cutting and curing pork, rendering lard, sausage making, poultry dressing, slicing fresh or cured meats, and renting commercial freezer space. It, too, uses the fairgrounds as its advertised address.

Convention Site

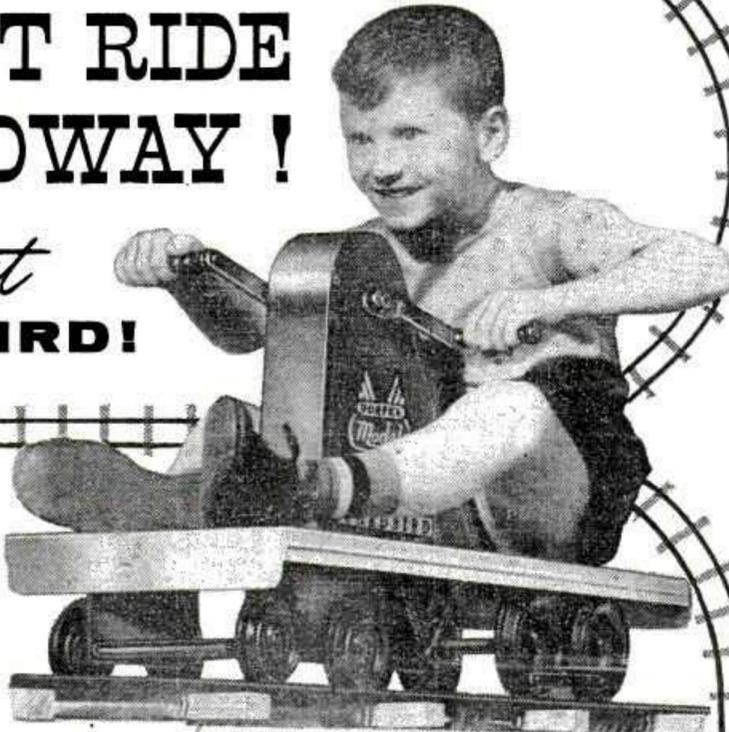
By offering buildings for commercial use, and by allowing liberal use of the plant for other enterprises, the fair has astutely cashed in, in virtually every manner. The State Elks' convention was held at the grounds last year, as was the State Firemen's convention and competitions. Civic, veterans and fraternal organizations are always welcome to hold outings at the grounds.

Financially, publicity-wise, and in good-will, the Danville Fair has scored notable success. None of this has been accidental, but rather the result of a well-executed plan which has firmly rooted the fairgrounds in the minds of all area inhabitants.

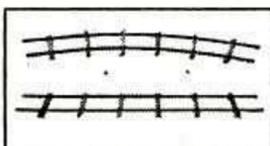
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THE GREATEST RIDE ON THE MIDWAY!

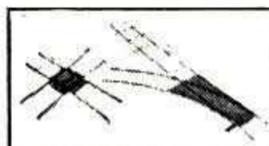
kids are crazy about the **YARDBIRD!**



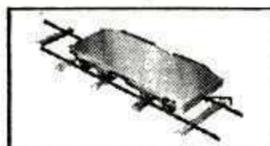
THE YARDBIRD is a crank-operated, chain-driven car that travels on a miniature track. Track comes in five-foot sections, and with switches and crossings, can be laid out in any length and pattern to suit your needs. Show people are using up to 250 feet of track, with from five to ten cars—and they keep rolling day and night. This year you can add the new diesel type gasoline powered units. Powerful enough to haul trailers with passengers—slow enough for safety.



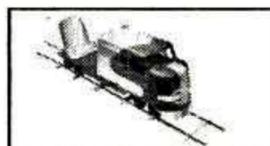
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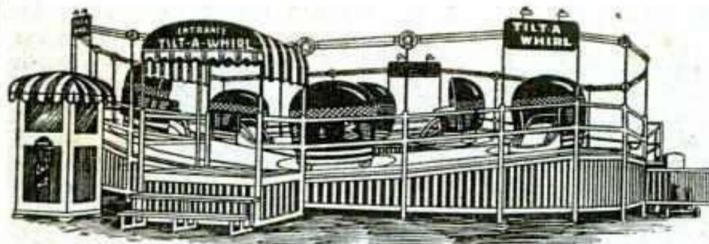
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Fair Assn. Execs Sked 1-Day Program

CHICAGO, Nov. 19.—The role of State associations in the fair movement will be discussed at the annual meeting of the Federation of State and Provincial Association of Fairs here November 28. The group, a subsidiary of the International Association of Fairs and Expositions, will meet in the Hotel Sherman's Jade Room at 9:30 a.m. and 1:30 p.m.

Jack Reynolds, Eastern States Exposition, Springfield, Mass., will conduct a forum on State associations; Clarence Harnden, Saginaw (Mich.) Fair, will discuss competition of entertainment at fairs, and George A. Hamid, of the New York agency bearing his name, will speak on afternoon grandstand attractions. Other topics will touch on annual conventions and aid to member fairs.

H. C. McClellan, Arlington, Neb., president of the federation, will preside at the sessions. Harry Kelley, Hillsdale, Mich., is vice-president, and Joseph C. Bartlett, North Haven, Conn., secretary-treasurer.

Ill. Gov. Talks \$10 Million Plan For State Fair

SPRINGFIELD, Ill., Nov. 19.—A \$10-million expansion and plant improvement program for the Illinois State Fair here was outlined Tuesday night by Governor Stratton.

Speaking before the Springfield Association of Commerce and Industry, Stratton said the fairgrounds would have to be enlarged and a new exposition hall built to replace the Coliseum which has been used for horse shows.

The governor indicated that the acquisition of new land, the erection of new buildings and other improvements at the fairgrounds would cost at least \$10 million and might cost up to \$15 million.

San Antonio Re-Inks Allen

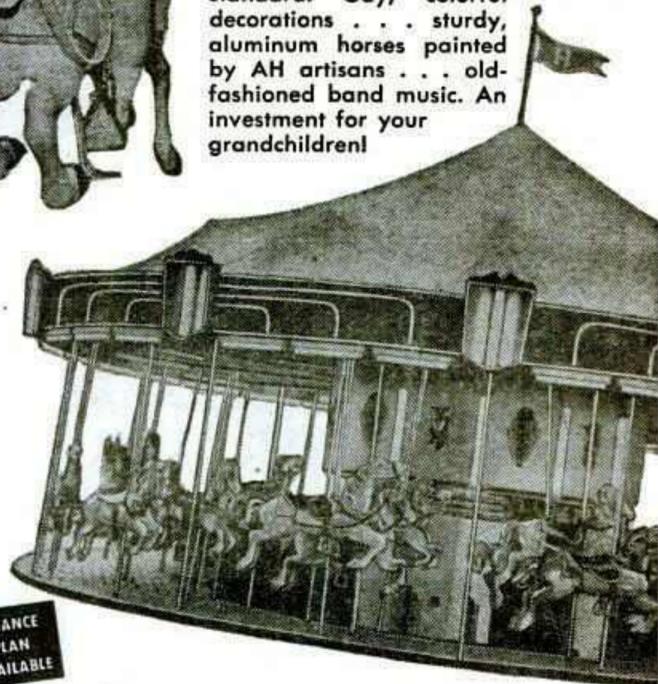
SAN ANTONIO, Nov. 19.—Rex Allen has been signed again to headline the San Antonio Livestock Exposition and Rodeo, to be held February 10-19 at Bexar County Coliseum.

This will mark Allen's third appearance at the show. He was here in 1953 and again in the 1955 show.

Once Around is Never Enough



Since 1880, Allan Herschell Merry-Go-Rounds have been the choice of carnival men and park operators because no other amusement device has such enduring appeal and steady profits. Allan Herschell builds them better, to last longer, with less maintenance. Many have been in service for 40 years. Five different sizes, including Kiddie Merry-Go-Round, all with jumping horses. Fluid drive, timer are standard. Gay, colorful decorations . . . sturdy, aluminum horses painted by AH artisans . . . old-fashioned band music. An investment for your grandchildren!



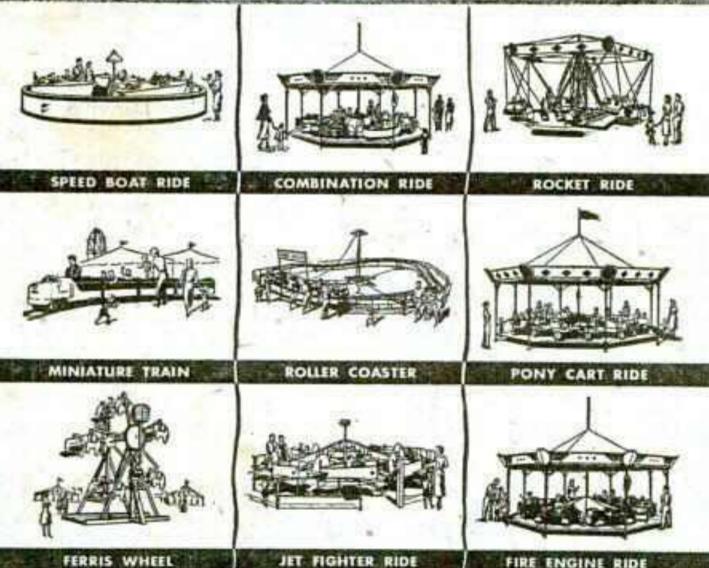
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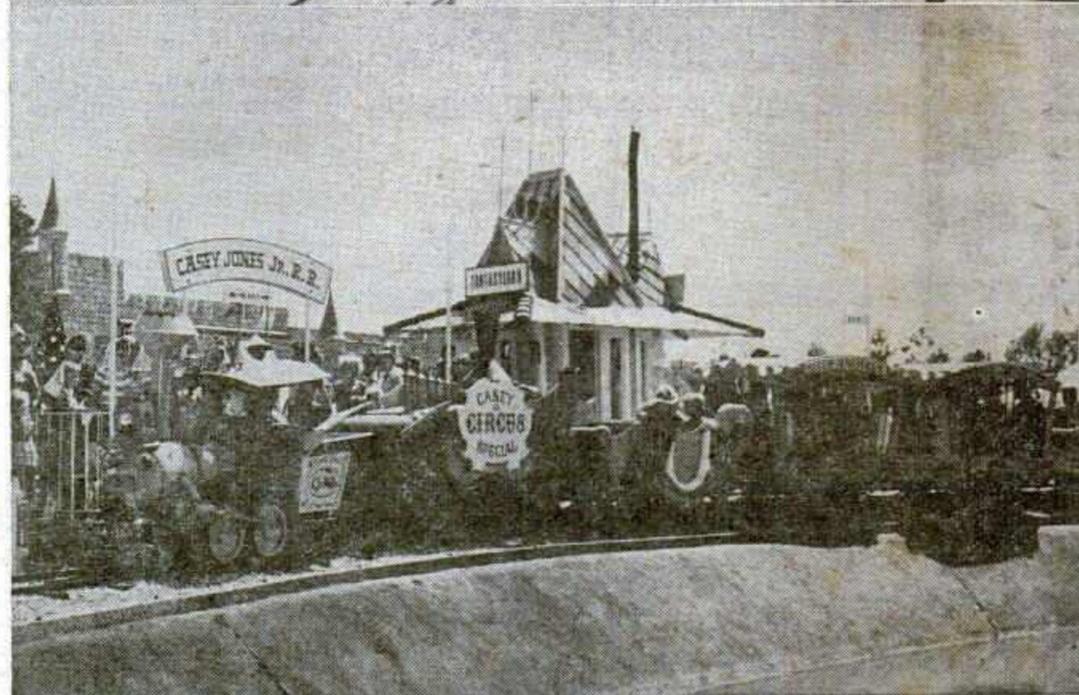
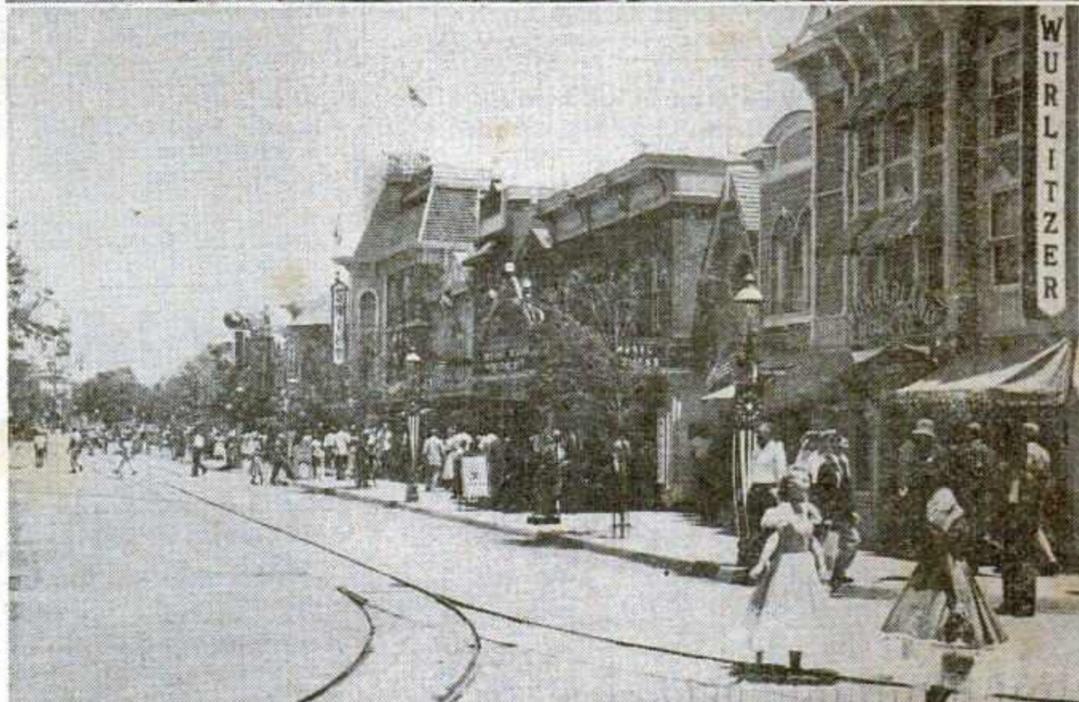
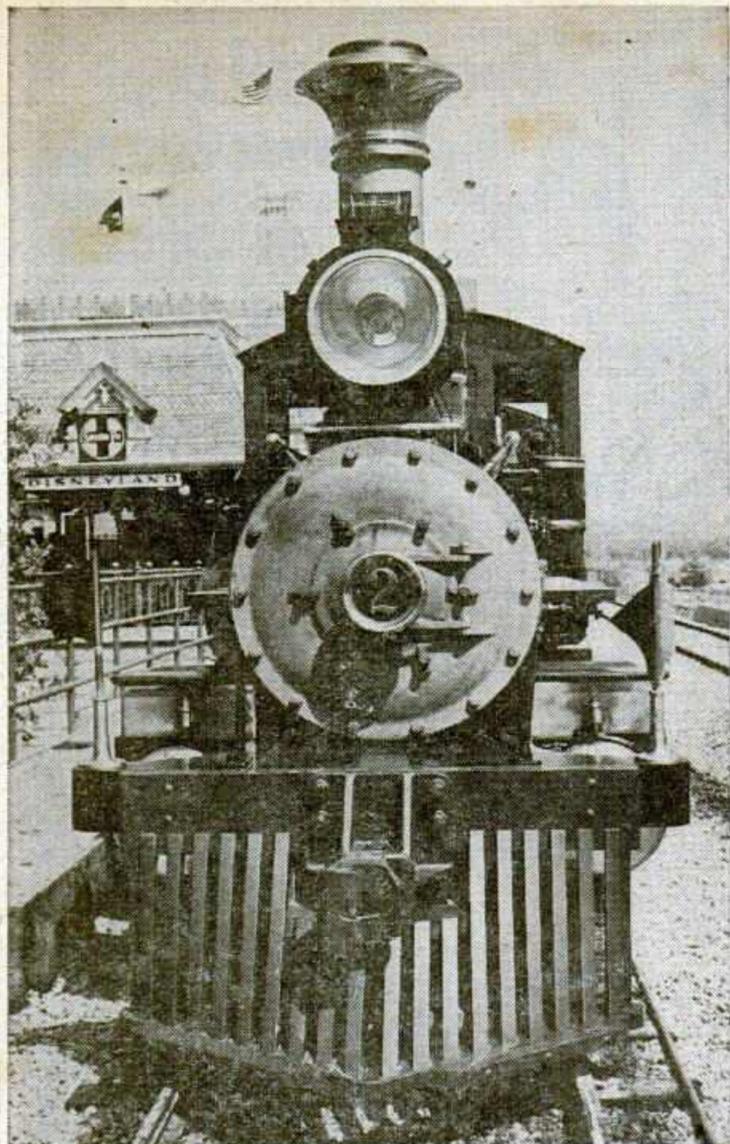
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Disneyland
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Mine of New Ideas

MICKEY MOUSE built a better man-trap and as many as 160,000 people in a week have beaten a pathway to Disneyland's door. The "magic kingdom" of Walt Disney, whose cartoon character creations are better known to most kids than soap, amply displays the result of 20 years' planning—and dreaming.

Costs \$17,000,000

The "kiddieland for adults," as Disney chooses to describe it, has sparked much new thinking among fair executives and amusement park operators, and the results of this new thinking are expected to show up on many fairgrounds and amusement parks in the years ahead.

Disneyland, which costs \$17,000,000 when it opened July 18, started fabulously in June, 1953, when Disney retained the Stanford Research Institute under the direction of C. V. Wood Jr. to survey different sites for the 160-acre park. After the survey was completed Wood was assigned by Disney to act as vice-president and general manager of Disneyland, Inc., to continue with actual construction and organization.

Selection of the Anaheim, Calif., site was made from among many after a year's study in location analysis and a complete search of land records. Among other qualifications, utility conditions, accessibility, topography and environmental characteristics were considered. Even annual rainfall figures helped in making the final decision. The Institute also conducted a complete economic feasibility study of the entire Disneyland operation. This included a thoro survey of attendance patterns for amusement areas and the projection of an annual rate of operation for Disneyland.

Built to 5/8 Scale

The park is constructed on 5/8 scale, necessitating special materials from mills.

The Disney kingdom is divided into four parts—Tomorrowland, Frontierland, Adventureland and Fantasyland.

The scheme followed in the various divisions is in keeping with their titles. Tomorrowland features equipment to fit the future. The chairs, benches and accessories are the product of inventors' imagination as what will be used in the future. Frontierland is enhanced by gnarled pine posts picked up by Disney on a trip to the Jackson Hole country in Wyoming. And a feature is the 105-foot paddle-wheeling river boat, Mark Twain. Adventureland is tropical in design with trees from Australia, South Africa, China and Japan. Plastic life-like "animals" are electrically operated and mechanisms open the jaws of rhinos and other jungle beasts.

Re-Design Basic Rides

Fantasyland, the amusement ride section, brought new types of devices into the field. Some bear a small basic resemblance to the conventional rides. A Merry-Go-Round purchased from J. W. (Patty) Conklin arrived in the United States with the two outside rows of horses as jumpers and the inside one stationary. The stationary one was converted to jumpers and another jumper row added to make it a four-abreast. The Arrow Development Company in Mountain View, Calif., worked overtime to complete its contract of over \$100,000 for making new rides designed by Disney and refinishing others. The basic work on the Mr. Toad cars was done in the Arrow shops along with building the Tea Cup Ride, portions of the Casey Jr. train, and the working section of Dumbo.

Disneyland will never be completed in the sense that Disney will sit back and consider all has been done. To offer something new and to keep the magic kingdom more alluring, Disney will do more and more dreaming and planning. That's what makes it Disneyland.

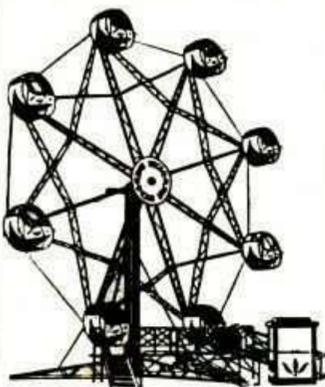


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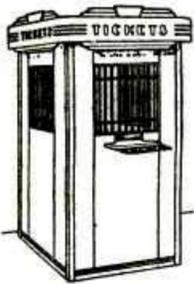
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SAUGUS, MASS.

**IAFE Conclave Adds Season Okay
AGVA Talk to Plans For Chitwood
Stunt Troupe**

NEW YORK, Nov. 19.—The American Guild of Variety Artists (AGVA) will be represented at the Chicago conventions by Jackie Bright, national executive chairman, who said he has been invited to address the International Association of Fairs and Expositions next Wednesday (30).

Bright said the late program change was confirmed yesterday in a telephone conversation with Frank Kingman, IAFE, secretary and manager of the fair in Winston-Salem, N. C. The talk is reportedly set for the general meeting in the Bal Tabarin Room of the Hotel Sherman on that day.

The talent union signed an agree-

ment last week with GAC-Hamid, Inc., newly formed purveyor of acts, which resulted from a merger of General Artists Corporation and George A. Hamid & Son for fair and park talent use. While final arrangements have not yet been set, the pact will result in only paid-up AGVA acts being handled by GAC-Hamid.

A similar agreement was attempted this week with Sam Levy of Barnes-Carruthers, who sat in on GAC-Hamid and AGVA's negotiations. The talks continued thru yesterday evening, with GAC-Hamid represented by George Hamid Jr., vice-president, and were adjourned with no announcement made as to any progress made. The group will presumably meet again in Chicago. The parties concerned said they were living up to a "no comment" pledge.

Bright will fly to Chicago Monday morning (28) and will stay thru Wednesday and longer, if need be.

**Daytona Beach
Slates Dates**

DAYTONA BEACH, Fla., Nov. 19.—Dates for the 1956 Volusia County Home Show have been set for March 17-21, according to show Chairman Jean MacDuff. Sponsored by the Pilot Club, the annual event will be staged at the National Guard Armory, Ballough Road. Response from previous year's exhibitors has been termed excellent.

**DeRock Inks
Fem Driver**

MASON CITY, Ia., Nov. 19.—Jean McNelly, auto stunt driver, has been signed as a stock car driver by Speedways Cars, Inc., Leon DeRock, president-manager, announced. According to the pact, Miss McNelly will drive in major late model stock car events on the '56 schedule.

DeRock, who recently returned here from California, also announced signing a number of coast cars and drivers to participate at his '56 dates which will operate under the banner of the Central States Racing Association.

Harvey L. Boswell, who toured with the Marks Shows until that organization's close at Winston-Salem, N. C., finished the season with the O. C. Buck Shows at New Bern, N. C., taking his two-headed baby and walkthru oddity shows to his home in Wilson, N. C. Boswell is now reframing his museum for school dates and also plans to open a store show in Wilson.

TAMPA, Nov. 19.—Joie Chitwood, owner of the Motoramic Thrillerama show, moved here recently after closing a successful season of fairs. Stunt troupe climaxed its season at the State Fair of Texas, Dallas, where for the fourth consecutive year, it racked up new grandstand marks.

On the first Sunday at the Dallas expo, Chitwood was forced to put on five shows. Chitwood announced that he had signed Ben Braunstein, long-time carnival agent as his personal manager.

Gets Publicity

During the Dallas stand the organization garnered hefty publicity breaks. Included were colored television shots thru its tie-in with Chevrolet at the fair's auto show. In addition, Chitwood hosted several clubs.

While in Dallas, Sam Rayburn, speaker of the House of Representatives, proclaimed Chitwood as "Mr. Texas".

The Chitwoods' move to Tampa was recommended by their family physician. Tim Chitwood, their five-year-old son, suffered an attack of polio this summer and, while no ill effects remain, they were advised to move to a warmer climate.

Chitwood and his staff will be at Chicago meetings, plus many State fair conventions.

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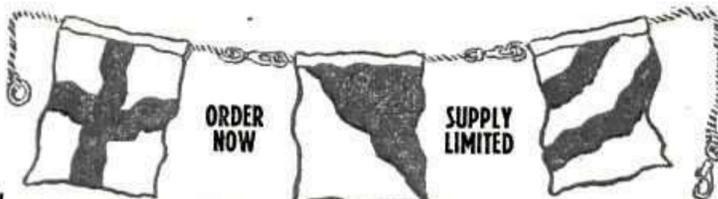
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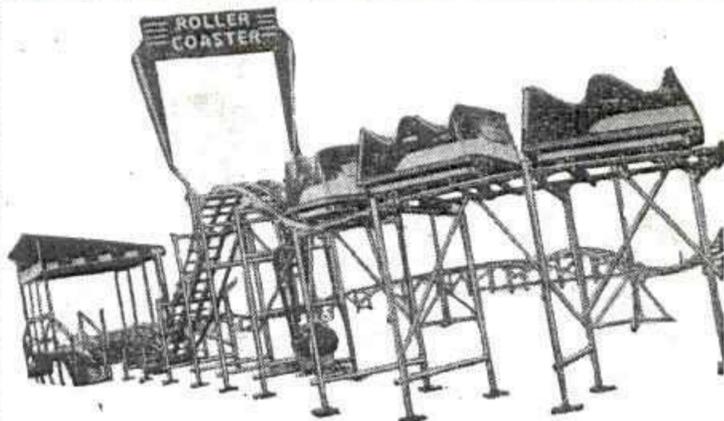
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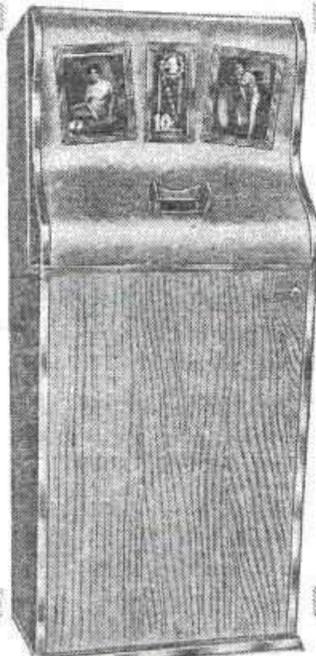
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IS BURNING UP THE COIN MOVIE MACHINE TRAIL! First with giant 28"x20" lifetime screen—direct projection (picture flashed directly on screen, not through screen). Life size, clear, sharp pictures. SERVICE FREE. Projectors and Capitol's famous Automatic Projection System. Some typical comments from satisfied customers:

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- "Unbelievable! Two 10¢ PAN-O-RAMAS, in competition with 20 other movie machines, took in \$129.60 last week."

SEE IT YOURSELF AT THE N.A.A.P.&B. EXPOSITION, BOOTHS 120-121, SHERMAN HOTEL, CHICAGO, ILL., NOVEMBER 27-30, 1955.

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Chicago

BUSINESS INCREASES

Aquarena Dips Audience For View of Swim Show

UNIQUE resort attraction is the Aquarena at San Marcos, Tex., where a 100-seat theater is lowered into water so patrons can watch an underwater swim show thru submerged plate glass.

Aquarena, a year-round operation, has been in business several years and this season attracted in the first eight months an attendance which was considered a pretty fair year's business in other times.

"The world's only submarine theater" is at the head of the San Marcos River, and the arena is 30 feet deep, holds 3,000,000 gallons of water. The theater's spectator unit is a long narrow structure with two rows of seats facing the long plate glass windows thru which the show can be seen.

When the audience is ready, a valve is opened to admit ballast to a tank under the seats. This lowers the entire seating unit 42 inches, enough to bring the patrons below the surface. After the show, the ballast is pumped out and the unit rises. Whether the unit is up or submerged, it is always accessible thru a gangway and doorway.

2-Level Stage

In front of the seating unit is a swimming area and beyond that is a two-deck stage. One level is above water and one is below. It also includes an off-stage submerged aid station where the performers can go for a Jeep breath.

The performance includes swimmers, divers, a water ballet and an underwater picnic. Fish and ducks are seen along with the human performers. Air hoses are used by

some performers for underwater breathing.

By Labor Day the spot, owned by Paul Rogers and Don Russell, had attracted 300,000 people since January 1. To that was being added the good returns for September and October and the fair takes of November and December.

Six, Eight Shows

From June to September, the daily schedule calls for eight shows of 45 minutes each. Six daily shows are scheduled for October thru May. Glass-bottom boats are operated as part of the layout and tickets to the boats and theater are \$1.20, with a lower rate available to large groups.

The resort also features conventional park amusements. They also have a Texas Gift Shop, museum of Texas pioneer items and a photo concession. Picture is taken of each boatload of passengers and prints are sold for 95 cents.

Advertising for the spot is aimed thru travel and vacation agency channels, newspapers and radio, plus direct mail, free souvenir card mailing and auto stickers.

P. V. (Irish) Deady, well known to circus folks, was injured by a truck while working a candy concession at the recent Phoenix (Ariz.) Fair and is in St. Joseph Hospital there while a broken hip mends. John D. (Whitey) Donovan and Blackie Murray, who recently visited Deady, say that he is doing as well as can be expected and that he would like to read mail from friends.

"popsit plus!
is equally good for
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theatres!"

says MR. PHILIP L. LOWE... of the Theatre Candy Co., Inc., Boston, Mass., New England's oldest and largest concession specialists. Pittsburgh affiliate: Theatre Candy Co., Inc.



"We know", says Mr. Lowe, "for we operate concessions in both. Indoors POPSIT PLUS is used primarily for popping corn with that delicious butterlike flavor. It's done a wonderful job building our refreshment stands into tremendously profitable operations."

"At the Theatre Candy drive-in locations, we use POPSIT PLUS as an all-purpose oil, for popping corn, frying hamburgers and other specialty items."

Because POPSIT PLUS is always liquid, it's easy to pour, measure, store and transport. POPSIT PLUS is safe and smoke-proof, too, at ordinary temperatures.

Test POPSIT PLUS in your own refreshment stands for just one week. You'll make it your one and only popping and frying oil.



Liquid Popcorn Seasoning

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"All the Snow You Need for Busiest Days!"
Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle A.C. Motors. Terms: 25% Deposit, Balance C.O.D., F.O.B. Factory.

High Speed Shaver and Plexiglas Case, ← as pictured — \$137.50. Price of Machine only \$75.00. Stands, \$12.50.

New Improved Shaver With Large De Luxe Plexiglas Case, \$325.00 → Improved Ice Shaver only \$250.00.

S. T. ECHOLS **BISMARCK, MO.**

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 Immediate Delivery From Stock

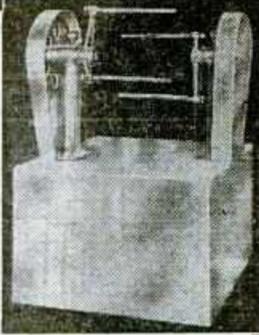
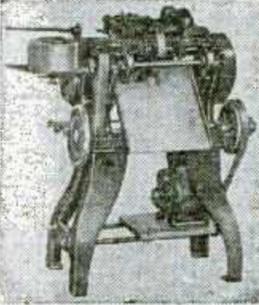
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THE ORIGINAL
SAYSO
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REFRIGERATED ROOT-BEER BARRELS

8, 17 and 45 Gallon Sizes
 Draws 10 to 15 ice-cold drinks per minute. Faucet draws a delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side.
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Manufacturers: MULTIPLEX FAUCET CO. 1400-B Ferguson Ave. St. Louis 14, Mo.

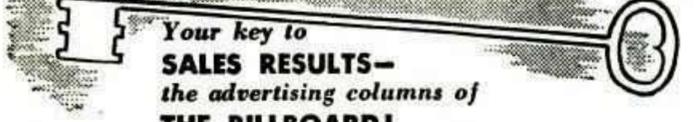


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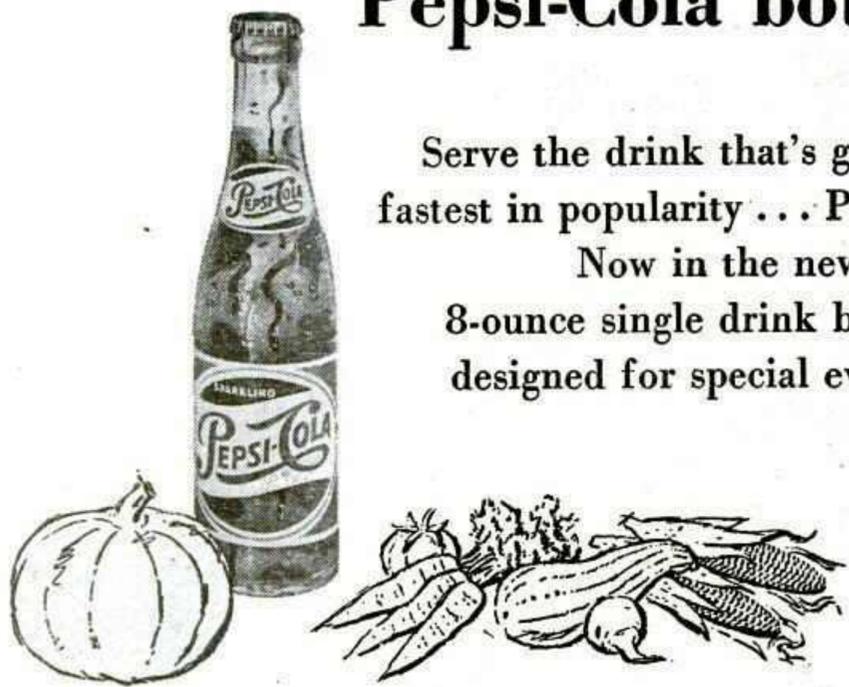
Write for Free 50th Anniversary Catalog . . .

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Fair secretaries and concession managers—
A word about the new Pepsi-Cola bottle

Serve the drink that's growing fastest in popularity . . . Pepsi-Cola
 Now in the new 8-ounce single drink bottle, designed for special events.



There'll be prizes for the best and biggest produce.
 Bigger sales are your prize when you sell Pepsi . . . the light refreshment



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To the Hometown of Calumet Coach. If you're interested in Concession Trailers call our Chicago number . . . Waterfall 8-2212



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26 Years in Playland, Rye, N. Y.
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No Deterioration or Continual Source of Expense.
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The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

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If you can't make it to Chicago write us to make certain you get a catalog and are placed on our mailing list for 1956

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ARENAS-AUDITORIUMS

Chalfen Sees Soviet Shows; Reports No Icer in Russia

By TOM PARKINSON

Morris Chalfen, president of Holiday on Ice, Inc., is back from Moscow and efforts to arrange for one of his overseas shows to play in the Soviet capital. He and Sonja Henie were guests of the Minister of Culture in Russia in October, and he has just returned to Minneapolis.

Chalfen found no ice shows and no arena adequate for one in Moscow. He was assigned a car and interpreter by the ministry of culture and they inspected Moscow facilities.

There is a ballet theater seating 3,300, a concert hall and Red Army theater, but all have stages and none has room for an ice rink. The permanent circus in Moscow has a circular building with space for a single circus ring, but not enough to install an ice show. He saw that a 6,000-seat arena is being built, but only the foundation has been completed. Another building under construction will have an ice rink and 2,000 seats. Also a building is a 100,000-seat outdoor stadium. But none of those is available.

Chalfen settled on the Dynamo Stadium, an open-air stadium, as the only place in which he could put on a show. Portable rink equipment would be needed, and the date would have to be in August because of problems arising out of the long days and short nights of the North.

Chalfen found that this stadium was under the minister of sports rather than of culture, but that apparently could be worked out. Exchange of currency was a problem.

The offer which he developed was that he would send a show to Moscow if the Soviet government would pay the show's transportation, house the performers and supply them with pocket money. In turn, the Soviet would keep all the receipts of performances.

And, in addition, the Soviet would give Chalfen one of its folk dance or ballet troupes under similar financial arrangements.

He suggested bringing the troupe to the U. S., but the Russians said that whether that might be worked out remained to be seen. They said they would await results of the Geneva conference.

Of course, that conference since has been held and from it has come what appears to be an end of the period of good feeling during which Chalfen made his tour.

However, the entire deal is still in the air and he is scheduled to receive an answer in December from the Russians.

Meanwhile, he has come away from Moscow with a high regard for their ballet. He saw three performances and declared them among the best he has even seen. He also caught a puppet show which ran two and a half hours, had dialog and music, and puppets which were operated from below the stage. He also saw the Moscow circus, and said that several of the acts were new and novel to him, that the performance was "wonderful."

Another show business feature in Moscow was a motion picture in 3-D and requiring no glasses. Chalfen said it was comparable to those we have with glasses, and that he came out with a headache. Movie theaters were filled, he recalled.

Concession departments, especially at the ballet, are much larger than ours, he said. Tables and chairs are provided. Pastries, soda pop, fruit and sandwiches are sold. Another observation was that the big audiences that attended the ballet were made up of poorly dressed people. While his party seemed to be the only American in Russia at the time on show business, he observed that European nations had entertainers and sports teams in the Soviet. None of the Russians he met had seen an ice show and they seemed eager to have one come. The minister of culture said he had seen "Holiday" posters in Finland and would like to see the show.

Finally, Chalfen and Sonja Henie were guests at a new Moscow night club. Young people were dancing there to modern jazz from America and Western Europe. The club also offered acts. Moreover, while at the club, they were approached by a Russian school teacher who spoke English. The teacher recognized Sonja as the star of American movies they had seen in Russia during and immediately after the war.

Gallagan Elected

HOT SPRINGS, Nov. 19.—John Gallagan, veteran concessionaire, was elected president of the Hot Springs Showmen's Association at

the annual meeting held this week.

The association also named Lee Moss, first vice-president; M. J. Doolan, second vice-president; J. W. Conklin, third vice-president; Clayton Holt, treasurer, and Clint W. Shuford, secretary.

Polack Units To Park Bulls At Peru Barns

PERU, Ind., Nov. 19. — Both units of Polack Bros.' Circus will lay off at the Paul Kelly Circus Museum near here. The property is the former quarters of Cole Bros. Circus.

Both the Eastern and Western units will close soon. Equipment and elephants will be brought to Peru. Both units are expected to open their 1956 seasons in the Middle West.

Elephant herds are the primary part of the shows' wintering problem. Those under Pink Madison on the Eastern unit and Mac McDonald on the Western will be located here for the brief time between Polack seasons.

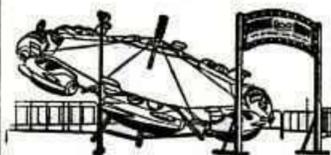
Weather Muffs Hagen Finale

MIDLAND, Tex., Nov. 19.—Winter weather which led Hagen Bros. to decide on closing earlier than originally planned, hit the show hard on the final stand of its season.

High wind and freezing weather made it impossible to erect the tent at Midland on Friday (11) and the afternoon show was lost. The night show was given inside a baseball park without the top and drew a small turnout.

The second day, Saturday (12), brought more bad weather, two more outdoor performances and two more small turnouts. Show then returned to its Oklahoma winter quarters.

Sensational NEW JET FIGHTER KIDDIE RIDE



NOISE MAKING GUNS
NEW FLYING SENSATION
NEW LIGHTWEIGHT PLANES
MODERN COLORFUL DESIGNS

Also Builders of
Adult and Kiddie
Chairplanes, Kid-
die Space Planes,
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Rides and Ferris
Wheels.

SMITH AND SMITH
INC.
SPRINGVILLE
NEW YORK

TIMERS

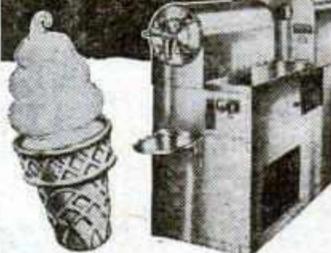


Complete with magnetic motor starter and jog switch for positioning ride. Conveniently housed in one rainproof cast aluminum box, together with all electrical controls for the ride. AH Timers quickly pay for themselves through proper ride management.

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NORTH TONAWANDA, N. Y.
Established 1880

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ROY SMITH CO.

365 Park St. Jacksonville, Fla.
1207 19th St., Tampa, Fla.

POPCORN CONFAB: Eat, Drink Experts Lay Down Profit Rules

CHICAGO, Nov. 19.—Drive-in theater eat-and-drink concessions that gross less than 35 per cent per box office admission need an overhauling.

That was the contention of authorities on the subject who participated in the concession forums at the annual convention of the International Popcorn Association. The sessions and trade show was held in the Morrison Hotel from Sunday (6) thru Wednesday (9).

Typical of the speakers was Spiro Papas, of Automatic Vending Company, Chicago, who said their operation is planned to produce a 36 cent per capita gross on refreshments and when the take falls below this figure, drastic steps are taken. He broke down the takes as follows: popcorn, 8 cents; all types of drinks, 11 cents; sandwiches, 8 cents; ice cream, 5 cents; candy, 2 cents and miscellaneous items such as nuts and potato chips, 2 cents.

Yields

Controls on yields are also important, Papas said. In their operation, which embraces refreshment stands at many Midwestern theaters, they get 12 two-ounce boxes of popcorn out of ever pound of corn and season 48 boxes of corn with every pound of seasoning. On coffee, they get a minimum of 56 cups to the pound; hot dogs, 10 to the pound; hamburgers, 7 to the pound and cold drinks, 100 to the gallon.

One of the most controversial subjects on the agenda was cafeteria type concession stands vs. station type, with most of the operators favoring the former. It was

pointed out that more people could be served quicker, impulse buying was stimulated, food handlers didn't have to handle money, and better control of money was possible thru one cashier. Advantages of station operation included lower equipment and help cost.

Several new concession items, that could be adopted at almost any outdoor establishment, were discussed. A small dish of baked beans with a hot dog stuck in the middle and served with crackers and a spoon has become a money maker in the southwest. Another new item mentioned by several was French fried corn on the cob. The trend in the Southwest is away from hot dogs with hamburgers taking over in a big way. Moxie Marks of Houston, reported.

Equipment-wise, it was brought out that most establishments do not have adequate freezing facilities to handle the big upsurge in frozen foods. Larry Blumenthal, of Flavo-Rite Foods, Brooklyn, N. Y., said that 83 per cent of the drive-ins operating today have inadequate deep-freeze facilities.

The change in title of the IPA to the Popcorn and Concessions Association was reflected in the trade show where the popcorn trade in general was lightly represented. Instead, manufacturers of equipment designed for restaurant items such as fried chicken, shrimp, egg rolls and a wide variety of other foods, were in prominence. One development of importance was the fact that the manufacturers were making equipment specifically for the drive-in operator. Here, therefore, the concessionaire has played second fiddle to the restaurant operator.

Among the firms prominently exhibiting this type equipment, with emphasis on the cafeteria set-ups, were Savon Company, Paterson, N. J.; Pronto Popcorn Sales, Boston, and Manley, Inc., Kansas City, Mo.

Bert Nathan, '55 president of the popcorn association, was named to again head up the organization. Named to the board of directors of the various segments were James O. Hoover, Columbus, Ga., theater-concessions; T. O. Meland, Chicago, popcorn processors; Robert Condon, St. Cloud, Minn., jobber-distributor; Mrs. Silver Adams, Lansing, Mich., manufacturer-wholesale; Melville R. Rapp, New York, equipment manufacturer; Irwin R. Tucker, Chicago, broker; Fred O. Nimz, Fond du Lac, Wis., retail popcorn shop.



4 TOP OPERATORS PRAISE JOLLY CAT

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SCHAFER'S JUST-FOR-FUN SHOWS**

"One of the best drawing cards I have ever had. The Jolly Caterpillar stays right up there with the Sky Fighter. I like it because it's a fast loader and unloader and it caters to all ages: children, teen-agers and adults. I can recommend it heartily."

**FLOYD E. GOODING, COLUMBUS, O.
GOODING AMUSEMENT CO.**

"We are entirely satisfied with the Jolly Caterpillar and have observed that it easily outgrossed two kiddie rides of another manufacturer."

**HARRY SUHREN, HURON, O.
HURON KIDDELAND**

"The Allan Herschell Jolly Caterpillar has consistently been one of my top rides and I have 14. No maintenance! I haven't ever had to pump up the tires! Kids love it and their parents seem to like to ride with them, too."

**J. W. (PATTY) CONKLIN, BRANTFORD, ONT.
CONKLIN SHOWS**

"The first time out it was among the leaders. I have great hopes for this new Allan Herschell ride. It's simple to operate, requires little or no maintenance, and has an excellent capacity."

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AMERICA'S FINEST SHOW TENTS

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Crafts Takes Decline 10% At Phoenix

NORTH HOLLYWOOD, Calif., Nov. 19.—Total grosses for the Orville Crafts two-unit operation at the Arizona State Fair, Phoenix, were off close to 10 per cent. Despite ideal weather the first 10 days, threatening skies hurt the final day's turnout.

The first kids' day was off sharply from last year. Sunday (6) was the only single day during the run to top the same day a year earlier. A. W. McKaskill, Cliff Younger and Jack Gordon, who had the back-end units, reported that while takes were not up to expectations, they still had fair grosses.

The Pacific Coast Showmen's Association's treasury was enriched to the tune of over \$500 and an additional \$100 was raised for the club's cemetery fund at the fair. An additional \$200 was raised by Don Hanna, Al Friedman, Frank Warren, James Lantz and Vincent B. Kuropatwa to be split between the PCSA, Regular Association Troupers and the Phoenix Showmen's Club. Also active in fund-raising activities were Babe Miller, Sammy Dolman, June Sutton and Evelyn Lantz.

Miscellaneous

Congo Land: Houston, Tex., 22-26; San Antonio 25-Dec. 3; El Paso 5-10.
Gould, Jay, Christmas Show: Olivia, Minn., 25; Sheldon, Ia., 26; Luverne, Minn., 28-29; Waseca 30; St. James, Dec. 1; Jackson 2; Faribault 3; Austin 5-6; Osage 7; New Hampden, Ia., 8; Le Sueur, Minn., 9; Glencoe 10; Hopkins 12; Paynesville 13; Hector 14; Benson 15; Tracy 16; Lake Benton 17.
Hitler's Personal Armored Car: Jack W. Burke, Mgr.: Little Rock, Ark., 22-24; Pine Bluff 25-26; Camden 27-28; Magnolia 29; Texarkana, Tex., 30-Dec. 3.
O'Day, Marie, Palace Car: Henderson, Tenn., 22; Humboldt 23; Trenton 24; Paris 25-26; Dresden 28; Gieson 29; Lexington 30.

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Andrews, John: Fort Worth, Tex., 21-27.
Miller Bros.: Roanoke, Va., 25-26; Norfolk 28-30; Lynchburg, Dec. 2-3; Richmond 6-8.
Packs, Tom: New Orleans, La., 22-27.
Polack Bros.: Circus: Charleston, W. Va., 22-Dec. 4.
Ringling Bros. and Barnum & Bailey: Jacksonville, Fla., 22; Daytona Beach 23; Port Lauderdale 24; Miami 25-27; West Palm Beach 28; Orlando 29; Fort Myers 30; Lakeland Dec. 1; St. Petersburg 2; Tampa 3; Sarasota 4 (season ends).

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Since the Crafts units arrived here at their winter base, most of the canvas has been dried and rides and other gear has been stored until spring. The 400-mile jump from Phoenix was made without incident under the direction of Roy Shephard, Capers Cummings and Nevada Eddie.

Orville N. Crafts headed for a deer-hunting expedition before a trip to the Chicago conventions. A skeleton crew will be employed in winter quarters thru December with additional workers to join in January.

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Ice Shows

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Holiday on Ice (European): Dortmund, Germany, 22-Dec. 4; Rotterdam, Holland, 5-23.
Holiday on Ice (Far East): Medan, Indonesia, until Dec. 5; Bangkok, Siam, until Jan. 5.
Holiday on Ice (South America): Lima, Peru, 22-Dec. 4; El Salvador, C. A., 7-21.
Hollywood Ice Revue: Omaha, Neb., 22; Milwaukee, Wis., 24-Dec. 4; Winnipeg, Man., 7-14.
Ice Capades International: Tucson, Ariz., 22-27; Fresno, Calif., 30-Dec. 11; San Diego 12-18.
Ice Capades of 1956: Toronto, Ont., 22-25; Montreal, Que., 27-Dec. 4; Springfield, Mass., 5-11; Rochester, N. Y., 12-18.
Shipstads & Johnson's Ice Pollies of 1956: Hershey, Pa., 23-Dec. 3; New Haven, Conn., 4-11; Philadelphia, Pa., 25-Jan. 15.

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King Business Fair as Tour Nears Closing

GREENVILLE, Ala., Nov. 19.—With only a few days remaining in the show's season, King Bros. & Cole Bros. Circus played to two three-quarter houses here Tuesday (15) under Jaycee auspices. Business was good despite a long strike idling 750 persons in the city.

At Marianna, Fla., on Tuesday (8) the show had a half house in the afternoon and three-quarters at night. Jaycees sponsored the show, and a parade was given.

Mobile, Ala., on Friday (11) had a light afternoon and a half house in the evening. Moose Lodge sponsored. Atmore, Ala., on Saturday (12) gave a near-full afternoon and reported full house at night, with another Moose Lodge as auspices.

In Andalusia, Ala., Monday (14), the show had a light afternoon and three-quarter night. Police auspices said that they could have sold more advance tickets than were available to them. In Andalusia as in most other recent stands, the afternoon performance was delayed to permit school children to attend.

Schumanns' Horses Set For Paris

COPENHAGEN, Nov. 19.—Circus Schumann wound up its post-season tour at Aalborg on Sunday (6) night and has returned to winter quarters in Copenhagen. Albert and Paulina Schumann will go to Paris next month, to open at the "Festival de Cirque" with their high-school and liberty horses. Other Danish acts set for this show, which opens in the Palais des Sports on December 15, are the Amandi troupe of tumblers and Little John, the boy equilibrist.

This "Festival de Cirque" will have a big dose of animal acts as it has already signed up 13 elephants and 90 horses of the Franz Althoff Circus, Germany; Harry Belli with 10 lions, the Schumanns, and others. It will have a troupe of 30 Dagenham Girl Pipers, from England.

Joyce to Break In New Turn

HOUSTON, Nov. 19.—Jack Joyce's Camels will be augmented with a zebra and two llamas for 1956, he announced here. The new animals will replace one of the camels and will add up to the first mixed camel-zebra-llama act in U. S. show history, Joyce said.

The trainer will work the Fort Worth Shrine Circus and a "Super Circus" appearance in Chicago with the present camel act. Then he will go to his new permanent quarters at Sarasota to break the new act. It will debut at the Minneapolis Shrine Circus in February.

Ringling Blows 1 in Atlanta; Nights Cold in Dixie Stands

WILMINGTON, N. C., Nov. 19.—Ringling Bros. and Barnum & Bailey Circus lost one afternoon in Atlanta, where it was day and date with Hamid-Morton. Elsewhere in the South, Ringling has been bucking cold weather and long jumps. Business has been fair.

In Columbus, Miss., Wednesday (9) the show had a soft lot to contend with, and it turned cold at night. Afternoon show had a two-thirds house. Night had eight reserved sections vacant.

Birmingham was played Thursday (10). A morning drizzle hampered and the afternoon show had 3,000 people, for a one-third

WHAT'S THAT AGAIN, PLEASE?

TAMPA, Nov. 19.—Pedro Morales, who has done balancing acts with various partners for years, has framed a new one with his wife and son. Name of the act: the Miami-ans. And where did the Miami-ans buy a new home? Tampa.

Gainesville Org Votes; Talent Active in City

GAINESVILLE, Tex., Nov. 19.—The Gainesville Community Circus elected directors at a meeting November 10. They are:

E. L. Bradshaw, Dr. A. A. Davenport, Leroy Kump, Jack Howard, Vernie Keel, Clyde Strottemyer, Claude Brown, J. B. Saylor, Paul McGehee, Tom Hickman, Jack Miller, Leo Swick, Mrs. Alex Murrell, A. B. Garvin, Bill Ritchey, Peter Hyde, Ernie Baker, Charlie Hewlett, Bob Street, J. O. Thompson and Fred Lynn.

The city also is the scene of other circus activity.

The Dolly Jacobs elephants are in quarters at Gainesville following the closing of the Gil Gray Circus and prior to their going to Anaheim, Calif., for an engagement at Disneyland.

Art and Marie Henry and their dogs and ponies have gone to South America with the Jerome Wilson circus for 12 weeks. The Glen Henry family arrived in Gainesville following their season of appearances in the North and East, and they left to appear on "Super Circus."

Bob Stevens of Gainesville, is busy booking the new unit of Tom Packs Circus. His daughter and her family are at home in Gainesville.

Paul McGehee and Jimmy Conners are building a new monkey cage at the city's Frank Buck Memorial Zoo. Expansion of the zoo is sponsored by the Lions Club.

Tom Packs Frames 2d Unit for West

Bob Stevens Named Agent; Show Will Play Indoor, Ball Park Dates

NEW ORLEANS, Nov. 19.—Tom Packs Circus will enlarge its operation in 1956 by opening a second unit. The new show will play both indoor and stadium dates in Western States while the original show will continue in the East.

Announcement of the plan came from Packs while he was here with his show for its 10th annual appearance under auspices of the New Orleans Shrine. The new show will be billed as Tom Packs' Circus, Western Unit.

The show owner said plans have been completed for the new show to open in April and play thru October under Shrine auspices, mainly

in Washington, Montana, Wyoming, Colorado, Nevada, Arizona, New Mexico, Oklahoma, Louisiana and Texas. Tightly booked, the season is expected to run 30 weeks, Packs said.

house. Night was near-full despite cool weather. Pickets were noted. The 167-mile jump to Atlanta ended too late for the show to make its first afternoon show. The performance that night, Friday (11), was near-full and the second day (12) had three-quarters and near-full houses in extreme cold weather. Hamid-Morton was in Atlanta all week.

The move to Raleigh was a 415-mile Sunday run. Show arrived on time and drew a half house in the afternoon and three-quarters in the evening. Wilmington, the Wednesday (16) stand, had half and three-quarter houses.

7-WEEK HOLIDAY ENGAGEMENT

Disney Circus Readies Opening; Names Acts; Preps Parade Wagons

ANAHEIM, Calif., Nov. 19.—Walt Disney's plans for a Christmas season circus at Disneyland call for a program of professional circus acts, a full-scale parade with authentic equipment, and a liberal helping of Disney characters and personalities.

The show opens November 24 and continues thru January 8. The schedule calls for performances at 1 p.m., 3:30 p.m. and 7:30 p.m. on weekdays and an additional afternoon performance on Saturdays, Sundays and holidays. Admission will be 50 cents for general admission and \$1 for reserves.

Show is using a 130-foot round top with a 50-foot middle. Seats are set up on a "permanent" basis,

and arrangements are made for heating the tent.

Kinko, DelBosq

Performers will include Prof. George Keller and his wild animals, Kinko and his comedy car, George King and his camel-llama combination, Ted DeWayne Troupe, teeterboard, with DeWayne also acting as company manager; Adolph DelBosq and his dressage horse, Seranado, and the Flying Felicias.

In addition, the performance will include the Mouseketeers, from the Disney TV show, the "Mickey Mouse Club." Jimmie Dodd of the same program is billed as ringmaster. Roy Williams is another personality from the TV

show who will be with the circus.

The performance is to last an hour and 15 minutes. Several additional acts are included, and these are believed to include A. W. Kenard's dogs and ponies, the Dolly Jacobs Elephants, Charlie Cheer, and other clowns.

Disney is reported to be staging the show himself, and the billing reads, "Walt Disney Presents the Mickey Mouse Club Circus."

Buy 17 Old Wagons

The street parade will move thru the Disneyland streets daily and is expected to be a true duplication of old-timer editions. Disney has acquired 17 wagons, most of them

(Continued on page 71)

Clyde Beatty Signs Cisco Kid for 1956

Moore Reveals Plan to Route Circus Into Areas Seeing Cisco's TV Films

DEMING, N. M., Nov. 19.—Duncan Renaldo has contracted with the Clyde Beatty Circus to appear in the show as the Cisco Kid.

Final agreements were worked out here over the weekend by Clyde Beatty, owner of the show; Renaldo, whose movies and TV show are widely circulated, and William Moore, general agent for Beatty and business manager for Renaldo.

Moore hailed the deal as "a combination of two top adventure and action stars." He said that the show will make a national tour, heading straight for major cities

where the Cisco Kid TV series is aired.

The Beatty circus will open in Los Angeles, he said.

Cisco Kid said he has made arrangements to provide full co-operation with his various television sponsors along the circus route.

Enlargement Planned

It also was announced after the meeting that Renaldo will produce a "frontier show" as a concert and that the circus will be enlarged in that department. There was talk of such equipment as a stagecoach, as many as 20 additional people and additional wardrobe.

Plans also are going thru for other additions and changes in the big show. Contracts are being let with Jack's of Hollywood to produce wardrobe for the entire performance.

Clyde Beatty is making a winter date at New Orleans for Tom Packs and later stands for Orrin Davenport.

Meanwhile Renaldo also has personal appearances to make during the winter. In addition he and Moore will attend the outdoor conventions at the Hotel Sherman, Chicago.

Owner Recounts Ring's Rough '55 Experiences

HUNTINGTON, W. Va., Nov. 19.—Franco Richards, owner of Ring Bros. Circus, said here that the outdoor season just concluded was the worst he had experienced since the depression. The show is now in winter quarters at Pensacola, Fla., preparing for its 1956 tour.

Meanwhile, Richards has joined R. A. Miller and M. A. Miller as a third partner in their Miller Bros. Indoor Circus. This show was opening here this week. Richards brought props, trucks, elephants and concessions from Ring Bros.

In recalling his outdoor season with Ring Bros., Richards said that 16 semi-trailer tractors were demolished, most of them in the West Virginia mountains. The trip to New England was not good, but the first 10 days in Rhode Island were big. In the Cape Cod region, Ring was just ahead of Mills Bros. and the tour made a little money.

Polio Troubles

But the change was short-lived. After two days in Massachusetts, polio troubles hit the show, and for 17 straight days business was a complete loss.

At Ludlow, Mass., there was a 7,000-ticket advance sale. It began to rain in the morning as Hurricane Hazel approached. By 2 p.m. wind was 55 miles an hour. The show drew 400 people in the afternoon, while 18 inches of rain were falling in 16 hours. At the night show there were about 200 people.

By that time the wind was higher and the show wanted to take down the big top, but found it impossible. By good fortune, the top rode out the storm okay. But the show was water-bound in Ludlow for five days. Once able to get out, the show jumped to New Jersey, but equipment was wet and damaged, while people were ill because of bad weather and bad water during the flood. There were three wrecks. The elephants were lost.

Spotting reports of the biggest tobacco crop in eight years, Richards aimed at the Carolinas, Mississippi and Alabama. But he said later that for some reason the show blanked out in those areas.

Ring Bros. closed 11 days early so that Richards could join Millers, to whom he is related. He said Ring Bros. quarters already are active.

(Continued on page 71)

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UNDER THE MARQUEE

By TOM PARKINSON

Harold Voise, company manager for Polack Eastern, will be with the special unit playing the Macy store in the same executive capacity.

Carl Wallenda flew in from Bogota, Colombia, on business. His troupe is rounding out a year with the Circo Royal Dumbar. . . . Jimmy Harrington, former associate of Jerome Wilson's Circo Americano, is off to Latin America with his own unit, an aqua-circus idea. Wilson Storey booked the Aerial Earles with it. . . . The Aerial Winters are busy with their new home at Sarasota.

The Cycling Sydneys were in and out of Sarasota before making the Houston and Fort Worth dates. . . . Elly Ardelty is back in Sarasota after playing Barnes-Carruthers fair dates. She injured her lip in a fall, not from her trapeze but in her home. She's busy with her dress department at Madame Truzzi's shop.

Eddie Billette, of high wire note, has a new machine shop near Ringling quarters. . . . Renee, of Pape and Renee, perch, is busy with her dancing school in Sarasota and plans a number two unit. She also has been selected to produce numbers for the Sailor Circus. . . . The Giralos have purchased a Sarasota home. . . . Winnifred Colleano has been a house guest of Janet May and Paul. . . . Charlie Borza has bought a business site.

Mario and Josephine Ivanov are visiting his brother, Pete, at the Texas Shrine shows. They will then vacation in Mexico City prior to returning to Sarasota in January. . . . The Machinos, after making "Big Top," plan to return to Sarasota to make improvements on their trailer court. . . . Flora Zacchini is home and virtually recovered from her arm injury of this summer's cannonading. . . . Danny Chapman is busy with his Sarasota trailer court.

Acts at Sarasota's Tropicana club recently included the Hannefords, rollo-rollo and trampoline; Renee's Canine Cadets; Janet May and Paul and Arden and Chriss. . . . Vasconcello, just back from the Puyallup, Wash., fair, is leaving Sarasota for a Cuban engagement. Billy Pape is on the mend.

Cannestrelli's circus night club in Sarasota is reported doing well. It is presented under canvas and is strong on lighting, costumes, clowns, circus acts, girls, dance productions and touches of opera. Lopez is producing clown at the club and is assisted by his wife,

Adrianna, Dolly Copeland is a steady in the show.

Irv Romig, who is Ricky the Clown on Detroit's WXYZ-TV, made TV remotes from two new shopping centers recently. Guests on the show recently have included Jimmy Armstrong and Miss Michigan State Fair. Romig and his donkey will appear at the University of Detroit's Soup Bowl football game. His TV show is aired Mondays, Wednesdays and Fridays.

Richard Arcand writes that he is clowning at the Arizona State Fair. Recently returned from Japan, his next jaunt is to Australia where he will play six weeks in a department store. . . . The Providence (R. I.) Sunday Journal recently carried a yarn about the circus room of CFA Frank P. George.

The Great Beckett, aerial revolving act, is in Chicago after Barnes & Carruthers fair dates and is preparing for winter dates. Chicago area members of CFA will attend the November 27 telecast of "Super Circus" in a group. Secretary John Harrop is in charge of arrangements and tickets were obtained thru ABC-TV and Alex Dobritch.

Visiting King-Cole at Daytona Beach, Fla., were the Bill Morrisises, the Pat Kellys and James Bagwell, all of the Kelly-Morris Circus, and Pat Purcell, of the stock car racing association.

Jack LaPearl, having closed the season with Clyde Bros. and Hagen Bros., is with Tom Packs Circus in New Orleans and will go out with the Hetzer agency's Christmas show. . . . CFA Historian George L. Chindahl caught King-Cole at Orlando, Fla. . . . San Antonio newspaper carried a column recently about Polack Western's performers. . . . Bozo LaMont, former clown, is writing a column about circus life for a suburban New Orleans paper, The Jefferson Herald.

Ralph Miller, Memphis, reports that Harry Shell will have his caliope back at the Mid-South Fair again next year, the third time around. . . . Herman L. Rick caught all performances of Clyde Bros. in LaCrosse, Wis., and visited with owner Howard Suesz and performers.

Eddie Arvida is in the East for winter dates. . . . The Dale Maddens Jr., the George Engessers and Roxy Engesser were recent Ringling visitors. . . . Marjorie Towson writes that she caught the Kansas City Shrine show.

L. Mitchell White, CFA and Mexico, Mo., publisher, authored a series of articles about Tom Bass and other well-known horse trainers of the past who worked out of Mexico. The series appeared in The Columbia-Missourian, University of Missouri newspaper, thru the state historical society. White is president of the society.

Popo DeBathe is playing his seventh annual engagement at the Barbary Coast, San Francisco, and will play a shopping center during the Christmas season. He made the meeting of the Western Fair Association.

Since closing a park engagement at Norfolk, the Flying Siegrists played several fairs and the Hamid-Morton show. They have gone to South America with Jerome Wilson's show.

A. H. (Red) Dingler caught the Ringling show in Atlanta and visited with Walter Guice and Pat Valdo. The Dinglers have bought a house in Macon, Ga., where he is with the YMCA for the winter.

From Ringling-Barnum, Freddie Freeman writes that many of the R-B people caught the Hamid-Morton show in Atlanta when the Ringling afternoon show was canceled. . . . Two proud new papas on the show are Emmett Kelly and Al Langford, who is in charge of

the commissary wagon. . . . On the long run from Atlanta to Raleigh, the cookhouse put out two dukies for the entire personnel. One contained half a fried chicken, trimmings, fruit and boiled eggs. . . . Pinito Del Oro celebrated a birthday with a party for all the working men. She served a dinner. Merle Evans brought the entire band to play "Happy Birthday." . . . The Rodrys are back after a trip to Nassau and have taken out citizenship papers. . . . Ted Sato has been unusually busy for the past three weeks, taking many pictures and also handling his radio and TV chores. . . . Margaret McGuire joined wardrobe for the remainder of the season.

Concord, N. H., firemen's union staged a show November 11 with Eve Walker, aerial; Pickerts, stilts; Three DeSantos, who later left for eight months in Europe; Terry O'Brien, juggling; Jay Nemeth, vent; Paula Benton, acro; Francis Kohler, xylophone, and George Holmes, dancer. Sullivan-Keniston Agency, Concord, set the show.

More from Freeman: Bob Wallace, of the concession department, took a fall and 14 stitches were required to close a gash on his hand, but he kept working. . . . Ringling people now are wearing snow shoes and parkas in the Carolinas. . . . As is customary on this show, girls of the aerial ballet give their web sitters a present as the season nears the end.

Ringling visitors included many from the Hamid-Morton show, the Elkines of Aberdeen, Miss.; Rusty Parent, Kate Colleano and family, the George Crawford, Ralph Clawson, Charlotte Shives, Col. Bob Morton, Mrs. Max Miller, Anna and Gene Townsend, Albert Gileno, and A. W. Giles.

Frank Upp, CFA, visited with Lucio Cristiani in Peoria, Ill. . . . Fred Bailey Thompson, Clarkston, Ga., reports good success with his circus lectures and book sales. He caught Ringling and Hamid-Morton in Atlanta.

Roger S. Brown, Sioux Falls, S. D., CFA national president, and Mrs. Brown attended a CFA meeting in Omaha recently. Others on hand were Floyd and Mary Jane Henton, Herman Walter, the John Grafts and Glenn and Maxine Trump.

Arthur Bitter, Kelly-Miller press man, is in Hugo to work out route book details with Art Miller. He plans to winter at Tampa. . . . Sam Price and pitchman Eddie St. Mathews are working Oklahoma towns. . . . Sid Stevenson, K-M staff, visited his brother at Gainesville, Tex. . . . Bill and Jackie Wilcox and agent Floyd Hill, all of the George W. Cole Circus advance, have returned to Hugo quarters, with the show to follow soon.

Norman Anderson and Jack Turner were visiting in Hugo, Okla. . . . Byron Gosh has booked future dates in Jackson, Picayune, Laurel, Union, Jonestown, Vicksburg, Poplarville, Columbus, Gulfport, Natchez, Woodville, and Bude, Miss.; Helena and Stuttgart, Ark., and returns to Brewton, Bay Minnette, Enterprise, Evergreen and Thomasville, Ala.

Recent visitors to King-Cole circus were Papa and Mama Cristiani, Corky Budd, Lilly Strepelov, Curly Miller, and Jack and Beth Armett. . . . King clowns Jimmy Stamper, Roy Smith, Harry Burman, John Facer, Tony Wacmeister and Sonny Riley were dinner guests of producing clown Bill (Bimbo) Brickle recently. Burman and Facer observed birthdays.

A new tent of CFA was raised Saturday (5) at Ripon, Wis., and named for the "last great circus to come from Wisconsin," Lindemann's Seils-Sterling Tent, 79, reports John H. Wilson, Frank L. VanEpps, State president, presented the charter, and charter (Continued on page 71)

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125 PHOTOS

New Format Set for RB Route Book

NEW YORK, Nov. 19. — An expanded and more informative current content will feature the new Ringling Bros.' Circus route book, which will be available for distribution about December 1.

Edward Knoblauch, director of public relations, said that some 50 pages of show routes, covering many years, would be eliminated to make room for more than 100 photographs taken during the current season, plus sidelights. Since it is planned to include a photo of every act appearing with the show this year, the picture content may total 125.

Knoblauch said the route compilation was being eliminated in the belief that this information was well documented and readily available to all interested parties. The 1955 route will be included and complete listing will probably be made every few years, he said.

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Afternoons Big For Kansas City

KANSAS CITY, Mo., Nov. 19.—Orrin Davenport's Kansas City Shrine closed here Sunday (13) with afternoon and twilight performances. The show gave afternoon performances every day except Monday this year.

Afternoon business was described as "very good." The Friday night house was a sellout, as it is each year. Weather was ideal. Show was given in three rings and two stages this year.

Among those visiting the show were the Rink Wrights, of the Omaha Shrine show, and Shrine circus chairman from Grand Rapids, Dayton and Columbus. Billy Senior, of Barnes-Carruthers, and Teddy Webb, outdoor concessionaire, caught the show.

Jack LaClaire is back in clown alley after an absence of two years. Kinko will clown at the Disney circus between fall and winter dates on the Davenport route. Clowns gave customary shows at two hospitals and a school Tuesday.

Disney Circus

Continued from page 69

genuine circus vehicles which were accumulated in the Los Angeles area when the Ken Maynard Wild West Show bought them from George W. Christy.

Included are the Swan Bandwagon, Beauty tableau, the Whiskers tableau-cage, a cottage cage, the Orchestramelchoir wagon, and a steam calliope.

Most of the 17 are being rebuilt or refurbished as is necessary. Those which are considered beyond repair are being carefully duplicated in the Disney shops. While most of them will be in the Disneyland circus parade, some are going to be spotted in and around the new plastic big top and not otherwise moved. It is also understood that Disney is building some new circus wagons. Plans call for the parade wagons to be hauled by long-string hitchers. The Disneyland band, led by former circus bandmaster Vessey George, will play in the parade and in the circus.

The antique circus equipment dates back to the original Barnum, Forepaugh, Ringling, Barnes and early Corporation shows. Disney acquired it from the Venice (Calif.) Chamber of Commerce, which bought wagons from Jimmy Woods several years ago, and from the United Tent & Supply Company, which has had them out on loan to the Bradley and Kaye Kiddieland for the past few seasons.

Finale to the Mickey Mouse Circus will be a spec featuring many Disney characters, animated toys and floats. The spec will build to the center of the top, where a "Magic Christmas Tree" will appear and "grow" 40 feet high in 10 seconds. Stars of the circus will reappear, and the spec will be completed with the appearance of Santa Claus in a sleigh. Disney's revealing of details about the Christmas tree explains why the big top he ordered was designed with abnormally high peaks and center ridge.

NEW ORLEANS, Nov. 19. — Tom Packs Elephants arrived here early for the Shrine show, which opened Friday (18), and the animals proceeded to make news.

They were boarded at the Audubon Zoo, but were not on exhibition there. They were taken daily to various schools for bally appearances, and special school coupons tickets were distributed. In addition, a Times-Picayune columnist carried an item pointing out that Hannibal's elephants were used in the snowy Alps but that the Packs elephants were speeded out of St. Louis in advance of snowfall.

UNDER THE MARQUEE

Continued from page 70

members are the Harry Piskeys, the Cliff Cowens, the Wallace Buchholzes, John R. Burr and Wilson. Those attending included the Peter H. Lindemanns, the Orville Lindemanns, the Art MacHellers; Peter Lindemann II, now in the Air Force; the Joseph Staalsons, and Mrs. Ardelle Myer, all of whom were associated with the Seils Sterling Circus, which was owned by the Lindemanns.

New bill at Cirque Medrano in Paris, which opened on Friday (4), has the Eight Hansels, bare-back riders; Circus Knie's rope-walking elephant, presented by Erna Hack; a group of Knie elephants, presented by G. Rusza; and Knie's chimps, presented by Captain Smith. Ground acts are Lebrac and Bernice, juggling and balancing on their "Golden Wheel"; Hugony Trio, comedy acro; Liong Chai, Chinese contortionist; Fritchie, comedy, and Tranco and Tremo, trampoline. Clown alley features Alex, Simo and Charly, and Zavatta.

Packs 2d Unit

Continued from page 69

only top-flight talent will be employed," Tom Packs said.

The establishment of a second unit will gain for the Packs organization the expansion it has been seeking for several years. On at least two occasions the show has attempted to double the length of its present route. This was found impractical, however, because of conflict with fair dates. The twin-unit idea will not have the same trouble, it was believed.

In retaining Bob Stevens, the Packs organization gets a man with strong connections with Shrine auspices thruout the West. After closing his own under-canvas show, Stevens was associated with the Gil Gray Circus and for the past two seasons he has been with the Bailey Bros. & Cristiani Circus. Contacts made earlier undoubtedly have enabled him to bring numerous Shrine contracts into the Packs office.

Packs staffer Leontini leaves December 9 for Europe, where he will scout talent, Packs announced. Trip will take him to most countries on the Continent and will include inspection of the animal aggregation of a German circus, Belli, which is being put up for sale.

Leontini said further plans for the new show were expected to come from the pending conference with Stevens.

CIRCUS REVIEW

Clyde Bros.' Fall Stands See Strong Performance

By TOM PARKINSON

LA CROSSE, Wis., Nov. 19.—Howard Suesz's Clyde Bros.' Circus is not only talking but also acting big. The show came of age with its major invasion of Ontario a couple of seasons ago. Its presentation here had everything that an auspices might expect.

Clyde Bros.' string of fall dates winds up in Iowa, with a holiday hiatus in store. The organization reopens in Texas early in January and is contracting its most ambitious affair. The 1956 tour will include another extensive tour of Canada in the late spring.

Performance here opened with a spec that included all performers and Shrine units. A four-man knockabout comedy turn opened the show. Billy Irwin, Lew Henderson and Mike Gasca have a display of novelty acts with clown touches.

Zoppe, Kohlman
The Zoppes (5) Roman ladders act goes over well. The Kohlman (Antalek) dog act has okay routines and a good extra bit in which two dogs hold hoops in their mouths for others to jump thru.

The Montes DeOca act has an attractive trampoline rigging with a jump bar. The act moves from the perch to the trampoline and on to the floor. Their reverse hand-to-hand catch is strong.

The Wayne Newmans are with Clyde but were not working their posing horses because the act was too fast to be practical indoors. Newman, however, presides over the Clyde Bros.' pony drill of five black and white animals.

Kohlman Duo makes a good appearance with the double traps introduction and build-up to the breakaway finale. Linares works in dress clothes on the tight wire. He does a back somersault, and a one-arm stand on the wire, and he climaxes with a forward feet-to-feet somersault.

Clowns appear first in this slot and frequently thereafter. They include Jack LaPearl, Jack Harrison, Lem Behler, Billy Irwin, Mike Gasca and others.

St. Leon Troupe
One of the big acts on the show is the St. Leon Troupe (7), for teeterboard work. There is an early three-high to shoulders and much speed, action and flipping, with twisters and somersaults. One flip uses a two-board combination to put one member in the chair. Another includes a double twister. Wind-up is a triple to a chair. After intermission comes the

Harrison Duo on bikes. Wayne Newman is back to handle the Clyde Bros.' Liberty Horses (6). Clowns return.

The Antalek Troupe performs its famous perch work to good results. Lew Henderson brings out two chimps but leaves one in care of his wife most of the time. The particular arrangement det r a c t s from the work of the first chimp and the second doesn't yet do enough to warrant the upstaging it does.

The Ed Wideman elephant act makes a novel appearance because the three bulls are in stairstep sizes. They move right along for a fast routine and add an extra kick with the arrival of a big woolly dog. Widamans worked their dog act part of the tour but not here.

Gretonas, Zavattas
The Gretona Family's high wire act pleases, too. That some of its extended conversation wears so well is surprising, but it does and the audience laughs. The wire work itself includes two-high on a bike and three-person pyramid for good results.

The Hoffman Duo opens with juggling and moves on to score with the comedy plate spinning routine that brings lots of audience reaction.

Winding up the performance here was the Zavatta Family (7), bareback. This troupe had its U. S. debut on Cole Bros. and death of the father about five years ago more or less put the act in eclipse. Now all that is over and the Zavatta Family is doing well. Joe Zavatta does a backward to the same horse and later somersaults from horse to horse. Little Roger Zavatta and his uncle, Enrico, provide strong comedy business.

Fancher Pierce and Tex Maynard fill the musical bill and Maynard doubles as announcer. Suesz is the owner and is active ahead of the show as well as with it. Business manager is Tom Parker, who also keeps busy ahead and back.

Not only were there several acts on hand which could not work in La Crosse, but also there were several other strong ones which left immediately prior to or during the La Crosse stand. Among those sidelined by the local change in line-up was Klara Berosini and her wire walking. Those that pulled out were the Eriksons (5), acrobatics, and the Flying Dieslers (3), flying return. A web display also was included for most of the tour.

This was the first show to appear in the new Mary E. Sawyer Auditorium here.

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SIDNEY PAGE

Cost-Trimming High In Palisades Plans

Better Operation, New Features Seen Key to Record Season by Rosenthal

NEW YORK, Nov. 19.—Extensive planning aimed at trimming maintenance costs figures prominently in the 1956 operating scheme of Palisades (N. J.) Amusement Park. Blueprinted renovations, costly to install, will pay for themselves in a few years. These savings, coupled to an expected record season, should add up to a top gross and record net for the funspot, according to Irving Rosenthal, operator.

About \$11,000 a year in maintenance costs will be saved with the installation of a new water pumping system at the swimming pool, Rosenthal said. The pool draws its salt water from the Hudson River thru several hundred yards of piping. The three lines now used will be replaced by one 24-inch pipe. This, plus other new equipment, will make it possible to fill the giant pool in five hours as against the 12 hours needed previously.

Another improvement, which will work off its \$20,000 cost in

less than four years, Rosenthal says, is the use of six 1,000-watt bulbs to replace clusters of 200-watt units now used in the crowd's nests. Extensive needed rewiring adds to the cost of this change.

Fences, Gates Moved

Costly, too, but well worth every dollar, is the continuing effort to expand and improve parking facilities which are ranked at the very top of successful operating needs. The fences and admission ticket booths are being pulled in to provide for better crowd-handling, and to eliminate the infrequent impression that a charge is made for this service. While parking is free the collecting of admissions from car occupants, at gates leading to parking facilities, sometimes created the impression that a fee for the car was included. The handling of cars and patrons at the same time slowed the entry of crowds on big days.

Short of double-decking, the park has studied every possibility for increasing its estimated 6,000-

(Continued on page 74)

EGG MONEY JAR GAVE BANKROLL FOR FISCHER'S

KULPSVILLE, Pa., Nov. 19.—A light-veined account of the establishment of Fischer's Pool is contained in E. A. Arneith's letter to Congressman W. J. O'Connell, in Arneith's complaint against the federal admissions tax. In 1920, he said, "my aunt had a few dollars in the egg money jar, with which they bought a few second-hand rowboats. More people came and she took a wooden box, turned it upside down, covered it with a table cloth, and started to sell candy and soda. That became the first refreshment stand at Fischer's." His ensuing complaint against the tax is one of many being sent to solons by members of the Participating Sports Association of America.

Correction

BOSTON, Nov. 19. — It was erroneously reported in the November 5 edition that Freeman & Shore are operating discount toy stores in their Revere Beach Arcades. The firm is a jobber and wholesaler and does not operate retail stores.

CROWD-PULLERS

P. R. Gains Offset Improvement Costs

NEW YORK, Nov. 19.—An improvement program costing well into six figures and spanning two seasons will be completed in time for the coming year at Rockaways' Playland. With expenses being as high as they are, the park operators are looking toward their high-pressure promotion and publicity activities to come up with a big season.

Much of the improvements will never be viewed by the public, and the satisfaction and peace of mind coming from a job well done will be the only reward for Dick Geist, park vice-president, and his crews. But the most intriguing aspect of the program is one that will hit the patrons in the eye as soon as they reach the park area.

Considerable local interest has been expressed in the Playland "rainbow sidewalk," which is progressing rapidly. The job began last winter, when large sections of boardwalk midway were replaced with colored concrete. Dull green and red were the prime colors, and the work was carried around outside, to the public sidewalks. Recent developments, however, have opened whole new vistas of color, and the park is going whole-hog in this respect.

15 Colors Used

The "rainbow sidewalk" is reportedly the first of its kind in the country. It contains 15 colors and extends along the 98th Street side of Playland, from Rockaway Beach Boulevard to the beach boardwalk. On completion it will consist of 45 brightly-colored cement slabs, each 12 feet by 6 feet and surfaced with Colorundum, which, it is claimed, will last indefinitely without cracking.

A Kerrick cleaner, powerful portable steam unit, has been acquired to service the sidewalk. It can clean away gum, paint and other stains.

Other improvements include a concrete and steel building, under construction behind the Davey Jones Locker walk-thru, which will eventually house all the park's maintenance departments under one roof. Explosion and fire-proof, it replaces the old shops spread out in the rear section of the park.

Its second floor will house eight air compressors.

The Walter Kaner publicity office will continue its varied promotional activities in the 1956 season, attempting to exploit the greatly increased attendance which the park will undoubtedly have, due to the extension of the city's subway system to the Rockaways. The rapid transit addition will begin operation in June and will provide 8,000,000 people living in four boroughs with direct public transportation to the Rockaways beach area. The city is assuming a transit function long employed by the Long Island Railroad.

Cheesecake Contests Click

Cheesecake contests of various types drew big crowds and publicity returns last season. They varied from straight beauty competitions, such as Miss Playland, Sweater Queen, Queen of Queens, and Miss Du Mont Television, to gimmick contests including Miss Beautiful Legs, Miss Glamazon, Miss Glamorous Grandmother, and a Mother-Daughter beauty search.

Playland benefited from a mutual promotion tie-up with Du Mont. Announcements plugging network shows went out over the p. a. system and photos of Du Mont stars were spotted all around the midway, together with program posters. In return, Du Mont promoted Playland with live and filmed station break announcements, guest appearances by Playland personnel on Du Mont shows, and its stars were judges at contests. Winners appeared on the network's programs.

Key aspects of leading contests were as follows:

"Mr. Muscles" — Staged under Metropolitan AAU sponsorship, with publicity shots of the winner showing him draped with bathing beauties.

"Glamorous Grandmother" — Grandmas competing in cheesecake bathing suit poses. Judges included former screen actress Esther Ralston, and Marguerite Haymes, mother of vocalist Dick Haymes.

"Sweater Girl"—Tie-in was arranged with the Knitted Outerwear Foundation, trade industry group.

(Continued on page 74)

New Miniature Golf Installed At Glen Echo

BALTIMORE, Nov. 19. — An 18-hole miniature golf course is being added to the Glen Echo Park amusements list, and Gerald Price reports completion should be within a week or two.

Builder Holmes Cook, who also designed and is supplying all operating equipment for the course, has been supervising the job for the last four weeks. It is located at the end of the midway on a slope, and has a picturesque tree backdrop.

Features of the course are a waterfall and fountain. Operator will be the Kebar Corporation, which purchased Glen Echo earlier this year, and playing price, projected for the spring opening, will likely be 50 cents, it is reported.

Cook has been operating for himself the course he built this year at Dorney Park, Allentown, Pa. He will be one of the many amusement suppliers at the Chicago convention.

Edavile R.R. Ride Is Sold

CARVER, Mass., Nov. 19. — F. Nelson Blount, 38, Warren, R. I., industrialist and railroad fan, has acquired ownership of the narrow-gauge Edaville Railroad from Ellis D. Atwood, Inc.

The late Ellis Atwood, who built the railroad, used it in the cranberry harvest, and also operated it as an amusement concession in the summer and at Christmas time. Blount, who owns the Seafoods Corporation and is in the boat building business, will reportedly continue the railroad as an amusement enterprise. He is the author of several books on railroading.

Officers of the new group are Blount, president; Dalton K. Stratton, treasurer; Frederick H. Richardson, vice-president, and David W. Eldrege, of Wareham, clerk.

Plan New Zoo Hall

MOOSE JAW, Sask., Nov. 19.—Construction of a \$12,900 building at the Moose Jaw wild animal park will start this winter, according to Ron Rogers, manager. It will be the largest expenditure the park has ever made. The park now has more than 100 specimens.

LETTERS OF RIDICULE

PSAA Maps Campaign To Lick Fed. Tax Foe

FEASTERVILLE, Pa., Nov. 19.—A campaign of humorous correspondence with Congressmen has been started by Participating Sports Association of America members, in order to obtain relief from the 10 and 20 per cent federal admissions taxes. Intent is to ridicule the tax, which it considers an inequity.

Recent appearances before the House Ways and Means Subcommittee on Excise Taxes were made by Vernon (Bud) Platt of Feasterville, association president; and Arthur Litzenberger, chairman of the legislative committees of the Roller Skating Rink Operators Association of America, and of the PSAA.

The pair pointed out that the exemptions from admissions taxes are extended to any "swimming pools, bathing beaches, skating rinks, or other places providing activities for physical exercise, operated by any State or political subdivision thereof, or by the United States or any agency or instrumentality thereof; if the proceeds inure exclusively to the benefit of the State, political subdivision, United States agency, or instrumentality."

Pool Growth Cited

As a result of this wording, Litzenberger said, municipally operated skating rinks and pools have mushroomed all over the country since the law was enacted in 1951. Platt concurred, saying the resultant inequity in taxes "ruins private initiative in the recreation field."

"The law," Platt added, "was good in purpose, but it overlooked the backbone of America—private enterprise."

In order to obtain "an even break" for private operators, the associations have been seeking to have the exemptions extended to their operations, or removed entirely so that all facilities, governmental and private, must collect the tax from their customers.

One of the first letters was one by E. A. Arneith of Fischer's Pool, Kulpsville, Pa. Writing to William J. O'Connell, Congressman, Arneith traced the origin and growth of his family's old vacation spot. Floods, depression and war were withstood by the business, he said, and then "Montgomery County

Park, with free swimming and picnicking, was opened. It hurt for a while, but we eventually worked things out.

"Last year, Souderton built a new swimming pool. No admission tax. Lansdale has a new pool on the ballot this November. No admission tax. North Wales has plans for a new borough pool. No admission tax. Perkasie is ready to purchase Menlo Park and Swimming Pool. If they do, there, too, there won't be any admission tax."

Inequity Claimed

Arneith cautions, "I am not against these new pools. . . . What bothers me are the tax advantages they will have over ours. I don't mind fair competition. However, I do not think it is fair that we have to charge a .10 per cent admission tax while our governmental competitors do not. As you know, these pools are also free of real estate taxes and income taxes. If they operate at a deficit, the taxpayers make up the difference."

Arneith asks help to get the bills in committee, HR2124 and 2669, passed into law.

"I am willing to compete against any governmental-operated pool," he concludes. "Just give me an even chance, tax-wise."

Platt reports that PSAA, with 250 dues-paying members, is sending similar letters to Congressmen and still meets monthly to discuss many problems, chief among which is the tax situation.

UNIQUE COMBO DUCAT SET FOR ONE KID UNIT

NEW YORK, Nov. 19.—A scheduled new ride in the kiddie area of Palisades (N. J.) Amusement Park will be operated in a unique manner, according to current plans by Manager Irving Rosenthal. The unnamed German unit feature: seven different types of cars or passenger units. Reasoning that the moppets might like to be in the driver's seat of all seven units, Rosenthal will offer combination tickets providing seven rides for a quarter.

Commission Kills Plan To Move Woodside Pk.

PHILADELPHIA, Nov. 19.—Plans to move Woodside Park to an outside-the-city sector at nearby Levittown, Pa., seem to be stymied. The Middletown Township Board of Supervisors has unanimously disapproved building of the proposed \$2,000,000 amusement park at the intersection of Route 413 and Lincoln Highway.

Joseph Canby, president of the board, explained: "The plan for development of Middletown Township, as proposed by our planning commission with the assistance of county and State planning boards, calls for a cloverleaf intersection at the location of the proposed park."

"We are not willing to alter these plans to accommodate the park. The same property contains railroad frontage which is zoned industrial. We think this should remain as it is. We also believe that the increased congestion on an already overcrowded highway, such as the ones involved, would not be warranted in this case, as the accident rate and death toll in this section is already very high."

Protest Cited

The group recently purchased all of the equipment of Woodside in Fairmount Park, and sought to transplant all the park's facilities to the 36-acre site in Middletown.

The supervisors said they had received numerous letters against the park.

President of Lewis Investors is Lewis Silverman, who has said the 40-acre park site will be used for a large housing development. Price of the location and all the park's assets was reportedly around \$1,000,000.

It has not been announced what the new owners will now do with the extensive and costly amusement equipment they possess.

Woodside was managed for the past season by Elmer Foehl, former president of the National Association of Amusement Parks, Pools and Beaches, who joined for 1955 following the sale of Willow Grove Park, also in Philadelphia. Woodside's sellers included Robert F. Irwin Jr., president of Philadelphia Park Amusement Company; Elmer Strunk, and many other stockholders.

Altho Woodside's sale deprives the city of a major amusement park, its Willow Grove counterpart reopened as usual under new ownership and will likely continue in operation. After several switches in executives, the park got in the bulk of its season under management of Joseph Helprin. It was announced that next year will see it taking over most of its concession operations, to be park-operated.

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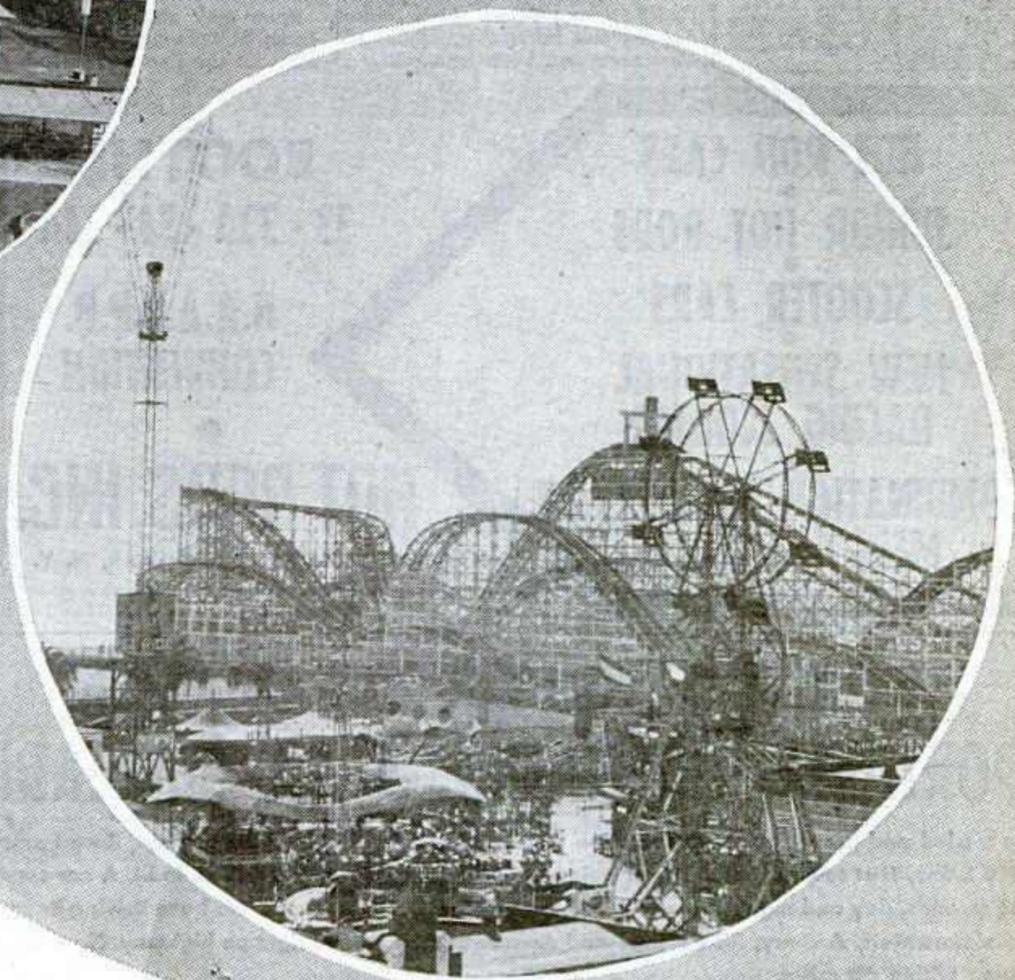
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**Park Convention
Plans Completed**

• Continued from page 51

Dazey, LeSourdsville Park, who will preside at formal sessions of the convention each afternoon Monday thru Wednesday. He also will preside at board meetings on Saturday and Tuesday. New officers will be elected at the Tuesday board meeting and new directors will be elected at the full convention session.

Kid Spotters Due

A special event at this year's convention will be an extra session Monday (27) morning for Kiddieland operators. This was suggested by Ferd Clemen, Cincinnati Kiddieland operator, who will preside. All Kiddieland people are invited to the discussions and membership in NAAPPB is not necessary to attend. If the event proves of interest to enough operators, it is expected to be expanded into a series of sessions next year.

Meanwhile the regular beach and pool sessions of the park convention will be held as usual this year, meeting on Monday, Tuesday and Wednesday mornings. James Dickson will be in charge.

Committee chairmen and leaders of panels have been circulating questionnaires and other letters to park owners in anticipation and preparation for the coming sessions.

Hotel Demand Strong

Huedepohl has reported that advance hotel reservations indicate a strong turnout, with all parts of the country represented.

The NAAPPB-sponsored trade show will be an important addition to convention activities. Park owners, as well as others, will shop the displays in search of new equip-

ment and supplies for next year's park season.

Social events for park people and their families will build up to the banquet and ball on Tuesday. Earlier events will include the ladies' tea on Sunday, a reception for beach and pool operators, and nightly gatherings at the Sherman pent house for all NAAPPB people.

Palisades Plans Cost Cuts

• Continued from page 72

car daily capacity. Additional space will be provided for next season by moving the tremendous electric sign overlooking the Hudson River out toward the water. Additionally, property across the street from the park has been acquired to accommodate some 40 vehicles operated by park personnel if they are parked in bumper-to-bumper fashion. The handling of 40 additional cars on park property could add up to an additional 200 people, or more, depending on turnover.

Having settled on the possible operational savings and methods to stave off the attendance saturation point on big days, Rosenthal is giving his attention to new devices and lures. Already set are a Scrambler, which will occupy the space held by the Rotor. A new Rotor unit will occupy the space held by the Globe of Death. The two units will serve to create an entirely new midway in the area.

Kiddieland Change

Insufficient capacity was advanced as the reason for taking the Toonerville Trolley and Ferris Wheel out of Kiddieland. The Bartlett Rodeo ride and other units will be used as replacements.

Jack Ray is designing a novel retail unit which will handle toys and other children's items exclusively. The potential in this field is too great to be ignored, Rosenthal noted. Another planned retail outlet is a record shop, perhaps the first of its kind in an amusement park. An old-time ice cream parlor is also planned. The Fascination building and the restaurant will both be air-conditioned.

From now until the scheduled March 31 opening, timed to coincide with the Easter weekend, Ro-

**Park Men, Exhibitors
Eligible for 8 Awards**

CHICAGO, Nov. 19.—Members of the National Association of Parks, Pools and Beaches will be eligible for four awards to be presented during the conventions here Sunday (27) thru Wednesday (30).

And exhibitors at the NAAPPB trade show will be eligible for four other awards.

Park men's awards will be made on the basis of action on the convention floor and as a result of re-

ports made there about activities at their parks during the past season.

Chairman of the awards committee is J. R. Singhiser. Awards will be presented as the final event of the convention on Wednesday. Those to be awarded are:

N. S. Alexander Award for the finest program appearance dealing with parks or piers. Andrew S. McSwigan Award for the most outstanding service to the industry during the year. A. R. Hodge Award for the finest program appearance dealing with pools and beaches. Harry J. Batt Award for the finest program appearance concerning outstanding promotion of the year.

The exhibit awards committee is headed by Fred M. McFalls. His committee will view all exhibits at the trade show on Sunday and then award the following citations:

John R. Davies Award for the most meritorious exhibit, along with two honorable mentions. Charles S. Wilson Award for the most meritorious exhibit of equipment or supplies and two honorable mentions. D. S. Humphrey Award for the most meritorious new device exhibited and two honorable mentions. Henry A. Guenther Award for the most meritorious exhibit dealing with games or Arcade equipment and two honorable mentions.

rosenthal will give considerable thought and effort to the merchandising of his product. The big selling program of the past will be continued and expanded wherever possible. Such impressive figures as the use of 400 24-sheet stands have already been released.

New Color TV

Rosenthal is one operator who keeps his eye to the television screen. Having overcome and utilized black and white television for promotional purposes, he is now aware of the likely mushrooming of color video in the near future. He will approach the widespread growth of this new entertainment in the same way and seek to use it to ballyhoo the park.

**Plan for Railroad,
Park in Wis. Revealed**

OAKWOOD, Wis., Nov. 19.—Construction of a multi-part amusement park and resort on 99 acres five miles out of Milwaukee on the highway to Chicago has begun.

M. A. Sheehan said that Rail Town, USA, Inc., has been formed to build and operate the fun center which will feature an 1890 narrow-gauge railroad set-up. The new spot is an expansion of an earlier firm known as the Oak Creek Central Railway.

Grading for the park and railroad has started, and pouring of foundations for 50 buildings is scheduled to start at once. Pat Kelly is executive vice-president and general manager.

The buildings will be finished to resemble an old-time mining town. The narrow gauge railroad includes a train from the Rio Grande Southern of Colorado and a locomotive recently brought from the White Pass & Yukon Railroad in Alaska. The railroad will encircle the park and will run three miles.

The firm has 165 acres and it is preparing 40 acres for parking and similar facilities. The railroad section will include an old Oakwood depot provided by the Milwaukee Railroad, which also is furnishing and equipping the depot with period equipment.

Also behind the big entrance sign in the shape of a locomotive are to be a kiddieland section, Land of the Future section, storyland area with animals and a ranch section.

There also will be a shopping center, numerous homes and other facilities to be added in the future. An arena would supply space for conventions, trade shows and other space users.

The kiddieland area is to include several adult rides as well. The Land of the Future is to have rocket rides and similar equipment. The ranch section will have a stagecoach, ponies, horses and other Western features.

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Crowd-Pullers

• Continued from page 72

Judges included Virginia Graham, Du Mont commentator, who aided in publicity.

"Pint-Sized Pinup" — More than 100 tots aged three to six were entered in kiddie beauty contest.

"Beautiful Legs" — Hypoed by appearance of Renzo Cezana, "The Continental" of TV.

"Miss Clamagon"—For girls over 5 feet, 10 inches tall, in bathing suit competition.

"Miss Du Mont TV"—Additional radio-TV plugs resulted from appearances as judges of WNEW disk jockeys Art Ford and Bill Williams, and Du Mont's Ern Westmore.

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NAAPPB Program

37th Annual Convention, Hotel Sherman, Chicago

Saturday, November 26

2:00 p.m.—Directors' Meeting, Room 2389.

Sunday, November 27

9:30 a.m.—Registration opens, Mezzanine.

10:00 a.m.—Trade Show opens.

3:00 p.m.—Ladies' Tea, House on the Roof, Mrs. Dorothy Dazey.

7:00 p.m.—Trade Show closes.

10:00 p.m.—Pen House Club, House on the Roof.

Monday, November 28

9:30 a.m.—Registration continues, Mezzanine.

10:00 a.m.—Trade Show opens morning session.

10:00 a.m.—Kiddieland Operators' Special Meeting and Round Table Discussion, Louis XVI Room, Ferd A. Clemen, Chairman Pro Tem.

10:00 a.m.—Pool and Beach Round Table Discussion, House on the Roof, James H. Dickson, chairman of the day. "Modern Filtration," talk by T. M. Jackson Jr. General Discussion.

2:00 p.m.—General session, NAAPPB, Louis XVI Room; meeting called to order, Paul H. Huedepohl, executive secretary; invocation, R. M. Spangler, Rolling Green Park, Sunbury, Pa.; presentation of the colors.

2:05 p.m.—Introduction of the program chairman, G. P. Price, Glen Echo Park, Glen Echo, Md. Introduction of the mayor of the city of Chicago, Richard Daley.

2:10 p.m.—Communications.

2:15 p.m.—Resolutions, Fred L. Markey, chairman.

2:25 p.m.—Introduction of the NAAPPB president, Don Dazey, LeSourdsville Lake Park, Middletown, O.

2:35 p.m.—Report of convention committees.

Report from National Ballroom Operators' Association, Vic Sloan, president.

Report from American Recreational Equipment Association, B. H. Brockway, president.

Report of Insurance Committee.

Edward J. Carroll, Riverside Park, Agawam, Mass.

Report of Legislative Committee.

Harry J. Batt, Pontchartrain Beach, New Orleans.

Intermission.

3:00 p.m.—Trade Show opens afternoon session, Mezzanine.

3:30 p.m.—NAAPPB Executive Session, Louis XVI Room. Don Dazey, presiding. Roll call, reading of minutes, report of secretary, report of treasurer, report of finance committee, report of nominating committee, unfinished business, new business.

4:15 p.m.—Introduction of George A. Bowie, speaking on "Outside In."

5:00 p.m.—Special Disney television presentation in which members will see the television show, "Mickey Mouse Club," depicting Chicago's Riverview Park Scenic Railway.

5:30 p.m.—Beach and Pool Operators' Reception and Cocktail Hour, House on the Roof.

7:00 p.m.—Trade Show closes for the day.

7:30 p.m.—Annual dinner and meeting, American Recreational Equipment Association, Gold Room, President B. H. Brockway, presiding; Lyndon Wilson moderating a round-table discussion.

10:00 p.m.—Pen House Club, House on the Roof.

Tuesday, November 28

9:30 a.m.—Registration continues, Mezzanine.

10:00 a.m.—Trade Show opens morning session.

10:30 a.m.—Board of Directors' Meeting, Polo Room.

10:30 a.m.—Pool and Beach Session, House on the Roof, James H. Dickson Jr., chairman of the day. "Accidents and How to Avoid Them," John Logan Campbell. General Discussion.

2:00 p.m.—General session, NAAPPB, Louis XVI Room. Maintenance Symposium, Chairman, H. M. Brown, Buckeye Lake Park, Buckeye Lake, O. "Cause of Paint Failures," Roy Wrobbel, Tropical Paint Company, Cleveland, O.

"Lubrications," T. V. Piffaffoli, Pure Oil Company, Chicago. "Refrigeration and Air Conditioning," Robert Ott, Dorney Park, Allentown, Pa.

"Fiberglass Uses in Amusement Parks," J. B. Tibbets, Owens Corning Fiberglas Corporation. "Electricity," W. S. Davis, Commonwealth-Edison, Chicago.

3:00 p.m.—"Doings in European Amusement Parks," Carl Henninger, Kennywood Park, Pittsburgh.

3:00 p.m.—Afternoon session opens, Trade Show, Mezzanine.

3:15 p.m.—Intermission in general session.

3:30 p.m.—General session resumes. Advertising and Promotion Shop Talk. Chairman, John M. Gurtler, Elitch's Gardens, Denver. "Sales Promotion," Heartsill Wilson, sales promotion manager, Chrysler Corporation, Chicago.

Panel: Harry Storin, Riverside Park, Agawam, Mass.; John Coleman, Riverside Park, Indianapolis; Edwin J. Lee, Sans Souci Park, Wilkes-Barre, Pa.; Jack Beck, Elitch's Gardens, Denver; Francis McD. Culver, Custom Comics, New York.

Promotion discussion from the floor.

The Association's Television Commercial Film, Harry J. Batt, Pontchartrain Beach, New Orleans.

7:00 p.m.—Trade Show closes for the day.

7:30 p.m.—Annual Banquet and Ball, Grand Ballroom, followed by the Pent House Club.

Wednesday, November 30

9:30 a.m.—Registration, Mezzanine.

10:00 a.m.—Trade Show opens morning session.

10:30 a.m.—Pool and Beach Session, House on the Roof, Robert E. Freed, chairman of the day. "Swim Administration"—Round-Table Discussion.

2:00 p.m.—General Session, Louis XVI Room.

Film of Summer Meeting at LeSourdsville Lake, courtesy B. H. Brockway, Concession Supply Company, Toledo, O.

2:15 p.m.—Mechanical Control—Inside and Outside, Robert Haire, Globe Ticket Company, Chicago.

3:00 p.m.—President's Panel, Floor Discussion, Fred W. Pearce, moderator. Participants, A. B. Gurtler, A. W. Ketchum, Paul H. Huedepohl, A. B. McSwigan, Edward L. Schott, Harry J. Batt, Edward J. Carroll, George A. Hamid, Elmer E. Foehl.

3:00 p.m.—Trade Show opens final session, Mezzanine.

4:00 p.m.—General session continues.

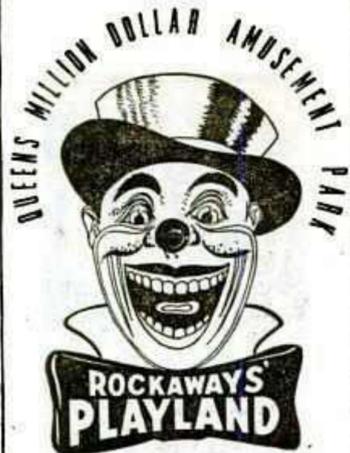
"Disneyland, a Year Around Entertainment Center," color slides and discussion, C. V. Wood, vice-president and general manager, Disneyland, Anaheim, Calif.

Report of Awards Committees.

Adjournment of General Session.

7:00 p.m.—Trade Show closes.

10:00 p.m.—Pen House Club, House on the Roof.



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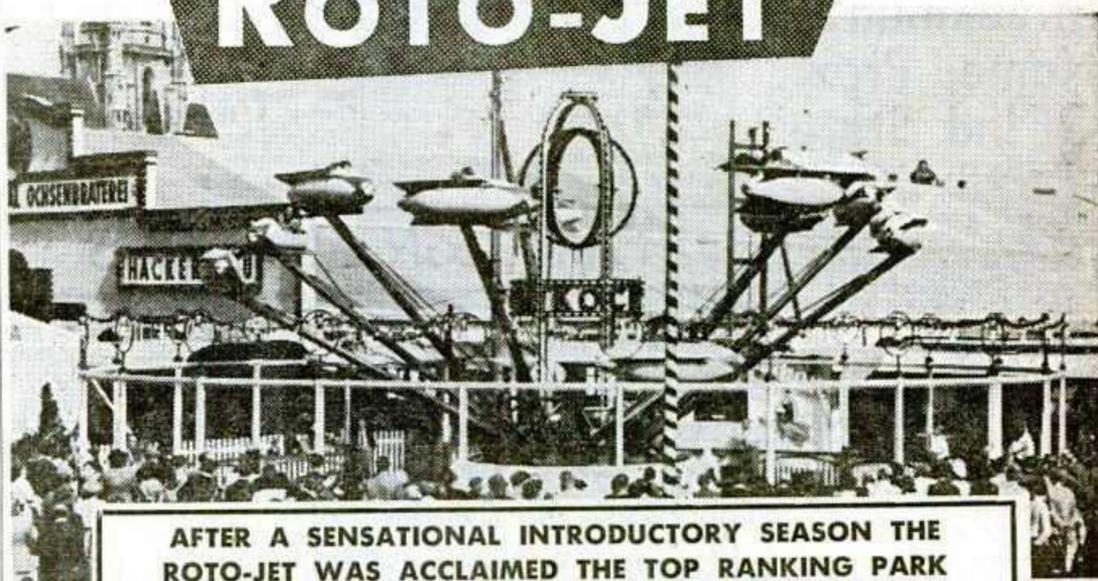
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NEW HYDE PARK, LONG ISLAND, NEW YORK

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New Jacksonville Annual Is Winner

50G Surplus Sighted for 'Gator Bowl Event; Kids' Day Pulls Big Throng

JACKSONVILLE, Fla., Nov. 19.—The Greater Jacksonville Fair, a joint venture of the Jacksonville Variety Club and the agriculture committee of the Jacksonville Chamber of Commerce, was a big winner in its maiden run. The fair was off the nut at the

end of the first five of its nine days, Ted Chapeau, fair president, said Friday morning. At that point, with two more days to go, Chapeau maintained that the fair would wind up with an operational surplus of close to \$50,000.

Staged in the 'Gator Bowl', the event offered three high school football games and the Cetlin & Wilson Shows as the major attractions. One of the grid games was bought outright by the fair; spectators at the other two were admitted to the fair free upon showing their tickets to the games.

The fair sold 103 commercial exhibits. In addition, it had about 30 other exhibits by 4-H and FFA groups and by farm and governmental agencies.

Attendance, both free and paid, thru the first seven days was slightly in excess of 75,000, according to Chapeau.

Biggest of the first seven days was Saturday (12), Kids' Day. The gate, both free and paid, was 32,000 that day, according to Chapeau.

Another big day loomed for today, another Kids' Day.

The fair's strong run was made in the wake of two other fairs staged here earlier. Wait paper was used to offset the earlier fairs.

An unusually potent promotional campaign was credited for building attendance. TV and radio stations, newspapers and even the motion picture houses, which ran trailers two weeks prior to the opening, went all-out for the fair.

On the midway the Cetlin & Wilson Shows were reported as enjoying good business.

Cap Lawson Quits as Secy. At Mason City

MASON CITY, Ia., Nov. 19.—M. C. (Cap) Lawson, veteran secretary of the North Iowa Fair here, has retired due to poor health and has been succeeded by Robert B. Miller. Miller was executive secretary of the new Dubuque (Ia.) County Fair for the past six years, and was also a county extension director.

Lawson had been secretary here since 1940. During this 15-year period the fair was brought out of a financial slump and has become one of the major annuals in Iowa. Lawson, who was associated with International Harvester for over 40 years, was active in many Midwest fairs long before he became associated with the Mason City event. He is a past president of the Iowa Fair Managers' Association.

Leigh R. Curran, local cattle breeder, was re-elected president, and Paul S. Pritchard, vice-president.

The fair recently sold its 36-acre site here in Mason City to a Chicago concern for \$200,000 and it will be developed into a shopping center. As a result next year's fair will be held August 6-12 on the new fairgrounds a mile west of the city on Highway 18. During '55 sewer and water lines were extended to the grounds at a cost of \$100,000.

Struckman Named Prez Of Ind. State

INDIANAPOLIS, Nov. 19.—W. E. Struckman, of Huntingburg, Ind., was named president, and Kenneth T. Blackwell was renamed secretary of the Indiana State Fair at a meeting Thursday.

Hal L. Royce, Austin, was elected vice-president, and Lowell C. Taylor, Owensville, treasurer. Jesse Devault was re-appointed grounds superintendent. Walter H. Wimmer, Rockville, and Gilman C. Stewart, Greensburg, were named to the board's executive committee.

Fair's '56 dates were officially set for August 29-September 7.

NOVEL BLOTTERS SPARK VIRGINIA MEET INTEREST

DANVILLE, Va., Nov. 19.—A series of cartoon blotters is being used to create interest in the Virginia Association of Fairs annual meeting at Roanoke, January 22-23. The desk accessories, with their eye-catching cartoons, also bear such slogans as "Don't Miss It!" "The Ladies Are Welcome," etc. Secretary Bill Finch is aware that considerable promotion may be needed, since Richmond is being passed up as the confab site for the first time in many years.

WINTER FAIRS

Florida

Arcadia—DeSoto County Fair, Jan. 9-14. A. G. Erickson
Bartow—Polk County Youth Show, Dec. 1-3. W. P. Hayman.
Clewiston—Sugarland Exposition, Jan. 24-28. Doug Peary.
Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Grucamacher, Box 248.
De Land—Volusia County Fair, March 5-10. Lee Maxwell.
DeRay Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
Palmetto—Manatee County Fair, Jan. 23-25. W. H. Kendrick.
Plant City—Hillsborough Co. Jr. Agri. Fair, Dec. 1-3. D. A. Storms.
Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
Sarasota—Sarasota Co. Fair, Jan. 16-21. Geo. W. Potter.
Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
Wilson—Levy Co. Fair, March 20-25. O. C. Bell, Mgr., Box 741.
Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

GAC-Hamid Signs 8 Fairs For '56 Revues

NEW YORK, Nov. 19.—Eight fair contracts, all calling for sizeable revue-type offerings, are the first reported by the newly formed GAC-Hamid agency. The dates, split between the United States and Canada, have all been held by the absorbed George A. Hamid & Son agency for a number of years. All were signed this week.

The dates are: Sherbrooke and Three Rivers, Que.: Fredericton and St. John, N. B.; Skowhegan and Bangor, Me., and Rutland and Essex Junction, Vt. Sherbrooke and Bangor have been long-time users of No. 1 revues plus supplemental big acts.

George A. Hamid Jr. made the announcement. He participated in all but the Bangor and Essex Junction bookings with his father, George A. Hamid Sr., firm president, and Joe Higgins, a new salesman switched into the new affiliate from the parent GAC.

N. Y. Group Sets Reynolds As Speaker

ALBANY, N. Y., Nov. 19.—Jack Reynolds, general manager of the Eastern States Exposition, Springfield, Mass., will be the principal speaker at the New York State Association of Agricultural Fair Societies' annual meeting here January 31.

James A. Carey, executive secretary, said that other speakers and events would be announced as they become set.

FAIR ASSN. MEETINGS

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-24. Emery Boucher, Exposition Park, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary-treasurer.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs' Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

(Continued on page 86)

PROGRAM PLANS:

Varied Attractions Set for Tampa Run

TAMPA, Nov. 19.—Many new events, plus time-tested headliners will make up the attractions program of the Florida State Fair here January 31-February 11, Carl D. Brorein, president, announced.

Main attractions, as in past years, will be the Gasparilla Fiesta Week, including the big Gasparilla parade on February 6, the equally colorful children's parade the following day, and the Ybor City night Gasparilla procession on February 8.

Featured fairgrounds attraction will again be the Royal American Shows on the midway. Grandstand fare will include four days of big car auto races provided by Al Sweeney's National Speedways, Inc. Jimmy Lynch Death Dodgers, under the aegis of Bill Reed, will give four performances during fair week. The night grandstand program has not yet been completed.

Space All Sold

Early inquiries for commercial exhibit space has exceeded that of any previous year with requests for information from South America, Canada, Cuba and most of the 48 States. So big has the demand been for exhibit space that virtually all of it has been sold out two months in advance of the fair.

Two biggest single youth days of the run will be FFA-FHA Day on February 4 and 4-H Day on February 11. Upward of 10,000 youngsters from thruout the State are expected on each of the big days.

One of the features of the beef cattle show will be International Day, February 8, which will be

devoted to the reception and entertainment of a delegation of visiting cattlemen from South America.

Record entries are expected in the swine show, women's department and in the are exhibits.

Negro Achievement Day is scheduled for February 10. A special morning grandstand program will be conducted by Negro Future Farmer, Future Homemaker and 4-H clubs of Florida.

WOMEN'S BLDG.

Rated Good Investment By Putnam

THE new \$65,000 Women's Building, used for the first time at this year's Northern District Fair in Chippewa Falls, Wis., was a profitable investment for a number of reasons, according to veteran Archie Putnam, secretary-manager.

First, and probably most important, it brought together all the segments of the women's department—culinary and domestic arts, needlework, hobbycraft and antiques—under one roof. Interest was heightened among the women in the wide area from which the fair draws its patronage. In fact, many non-exhibitors were so enthusiastic they left their names with the superintendent expressing a desire to display their wares in '56.

Income from the sale of concession space in the new structure was profitable from the fair's standpoint. A new innovation was tried which was very successful. Concessions were set up in a straight line of island booths down the center and most of the space buyers indicated they'd be back next year. In addition, eight concession stands were strategically located on a wide porch outside the building which is covered by a 20-foot canopy for protection against the elements.

Cites Major Features

The building had another major advantage, Putnam pointed out. Its wide aisles and ample floor space provided additional shelter in case of rain, thus holding the patrons on the grounds.

Considered one of the most modern fair buildings of its type, the 60-by-240-foot structure is made of fireproof Waylite block. The roof construction is of fabricated steel rafters with sheet steel deck and a steel lifetime roof. The interior features display cases with glass paneling in front, plywood ceilings and pegboard backgrounds. All booths have electric outlets and the building is lighted with fluorescent fixtures.

Innovations include a complete lack of windows with fresh air provided by a ventilating system, and a color scheme that lends to soft pastels, appealing to the feminine eye.

ESE Committee Gives Okay on Improvements

WEST SPRINGFIELD, Mass., Nov. 19.—An extensive improvement program has been undertaken at the Eastern States Exposition grounds, with a chief item to be the expenditure of \$12,000 to improve existing sanitary conditions.

A long list of items was approved by the exposition's executive committee when it met recently to review the 1955 edition, which attracted 413,552 people in nine days, and to make plans for the coming year.

Other approved items were as follows:

Relocation of two major drainage systems.

Filling and grading of the lagoon south of the causeway, to provide extra parking space.

Installation of a new roof on the Industrial Arts Building.

Restoration of the Storrowton barn, closed last summer due to termite damage.

Altho this year's fair got off to a record start, polio fears cut turnouts on ensuing days but the annual wound up with a slim margin at the box office over last year's figure. The increase was about 1,000 people.

Elect Harris Prez

INVERMERE, B. C., Nov. 19.—R. Beverley Harris was elected president of the East Kootenay Agricultural and Industrial Exhibition board at the annual meeting. He succeeds Aubrey L. Young. Vice-president is Gordon Rad. Possibility of moving the fair to a new site is under consideration. The move would allow further expansion and provide more parking space. The 1956 dates have been set for August 24-25.

Mo. Assn. Meeting Set for Jan. 12-13

JEFFERSON CITY, Mo., Nov. 19.—The Missouri Association of Fairs and Agricultural Exhibitions has made a minor change in the dates of its annual meeting. Rollo E. Singleton, secretary, announced. Instead of being held January 11-13, as earlier announced, the conclave is scheduled for January 12-13. Meeting will be in the Governor Hotel.

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STATE FAIR MEETINGS AT
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BALLOON ASCENSIONS! And PARACHUTE LEAPS!

A colorful air spectacle for young and old alike. Our balloonists and parachutists are licensed and balloons registered.

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Outdoor Acts wanted for our 1956 Fairs and Celebrations. Send good 8x10 photo and particulars at once.

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**Wapakoneta, O.,
Cooking School
Builds Crowds**

A POPULAR crowd-puller at the Auglaize County Fair at Wapakoneta, O.—and a good public relations medium as well—is its annual cooking demonstration.

Held in the grandstand on Monday of fair week—usually one of the light days, attendance-wise—the event pulls upward to 1,500 women to the fair. And so popular has it become in the 15 years it has been held that many homemakers travel long distances from adjacent counties to attend.

The project was conceived by veteran secretary Harry Kahn during World War II as an addition to its program of 28 Victory Gardens, which were planted in the infield of the fair's race track. Since then it has been taken over by the area electric company and is operated with no cost to the fair's board.

Other local business people also co-operate. Prizes totaling about 50, are donated by a savings and loan company, flour mills and merchants. The equipment used in the model kitchen, which is set up on a trailer in front of the grandstand, includes a range and refrigerator and is loaned by an appliance dealer.

The program, which runs from 60 to 90 minutes, is conducted by supervisors of long experience, but the women themselves are the stars of the show. Once Kahn opens the program with introductions, it's turned over to the experts and he returns only to make the final awards.

To top off the program the food prepared during the demonstrations is served to holders of lucky tickets.

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YOUR SHOW
with a line of
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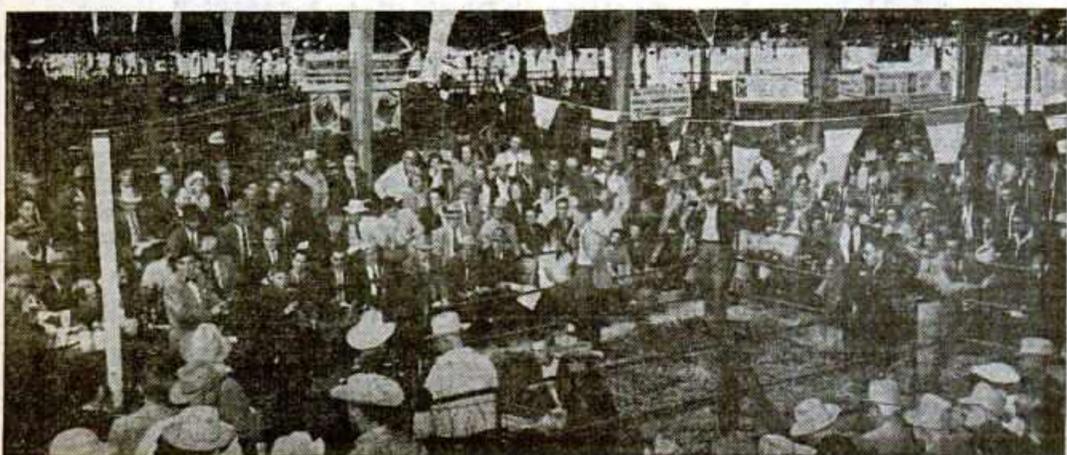
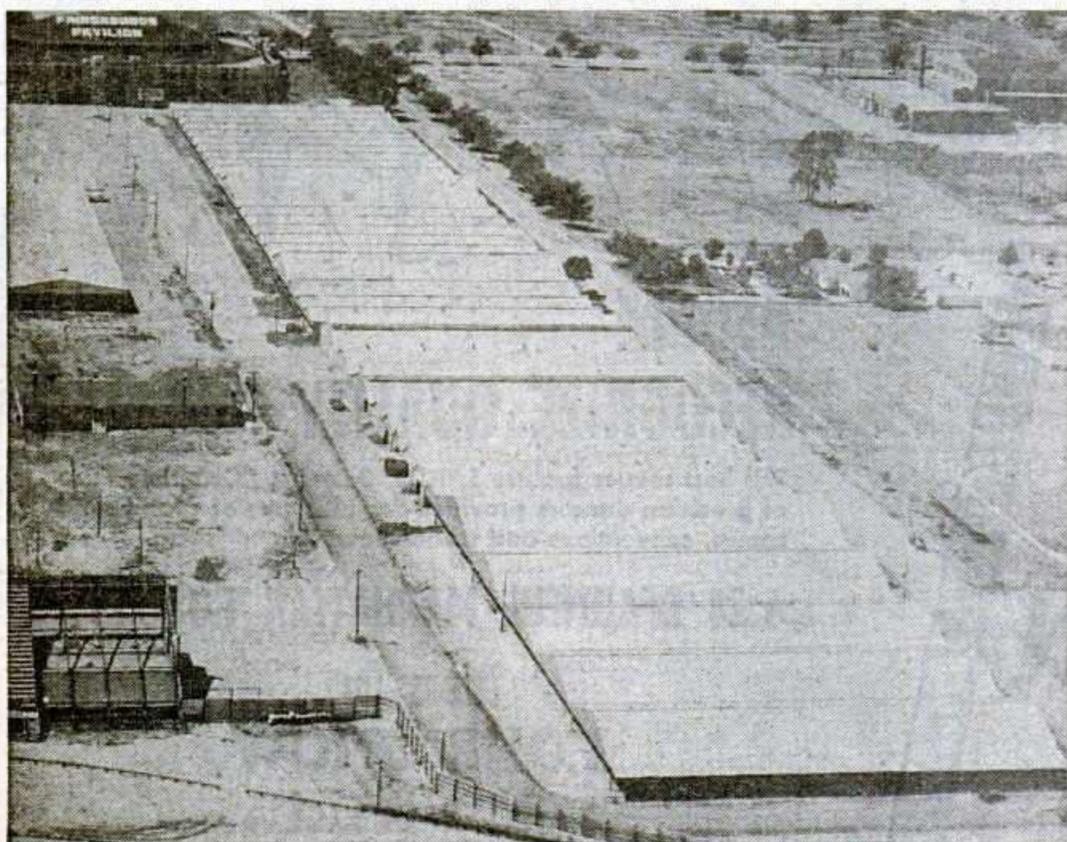
(Choreography by Dorothy Conova)

HERE'S THE PROOF!

For the past 5 years—DU QUIN STATE FAIR and YORK INTER-STATE FAIR, also GREAT CANADIAN "A" CIRCUIT 1954-1955; plus INDIANA STATE FAIR; QUEBEC EXHIBITION, 1955, and many other outstanding State Fairs throughout the country.

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Tulsa Turnabout!

FOUNDED in 1910, the Tulsa State Fair and Exposition was getting nowhere fast until 1949. Then, a non-profit corporation was organized to assume operation. The grounds were leased from the county, and the 41-member board of trustees—20 from Tulsa, 21 from the surrounding area—went to work.

The objective was to set up facilities for a well-rounded educational and recreational program for the people of the area, with the fair as the high point of each year's activity.

How well the board and the fair manager, Clarence C. Lester, have succeeded is shown by the record.

A Kiddieland was established. Still date auto racing was instituted. The Pavilion, previously leased out, became the board's own operation. Support of such things as the Junior Livestock Auction were pushed. So, too, were efforts to advertise and build up broader patronage.

Facilities Modernized

Meanwhile, the plant was modernized and facilities were added. The grounds and buildings were given a face-lifting, utilities were updated, roads, fencing and lighting were improved.

Some 312,448 square feet of buildings were erected. Included in this phase of the program were a huge addition to the livestock building, two 30 by 200-foot bays to the horse barn, a new Educational Building, 4-H and FFA dormitories and a new office building.

More than \$1,250,000 was expended for permanent improvements. Of the total \$610,000 came from county-wide bond issues, \$378,000 from contributions, and \$318,327 from earnings—providing housing for 1,778 cattle, 250 horses and ponies and 2,000 sheep and swine, an office building, an Educational Building, and 4-H and FFA dormitories.

Attendance Jumps

Since '49, attendance at the fair has jumped from 151,000 to 473,000. For the full year's operation in 1954, a total of 2,002,420 persons attended 468 events on the grounds.

And the Tulsa fair board sees much bigger figures ahead.

Accordingly, they have put before the voters a county-wide bond issue to raise \$1,360,000, which, if approved, will enable the fair to erect a new exposition building with 96,000 square feet of exhibit space and a new grandstand to seat 15,000.

The proposed exposition building would replace the old women's exhibit building and would be a three-level structure, intended for many, varied uses. The grandstand project would include the razing of the old one, shifting the grandstand site, and the building of two new race tracks.

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C. B. McKee, President | **Mrs. Letta Walsh, Secy.**
Regina, Sask. | Saskatoon, Sask.
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Place: Royal Alexandra Hotel, Winnipeg, Man., Canada
Time: January 23, 24 and 25, 1956

FAIR STATISTICS
(Received too late to be included in Cavalcade of Fairs)

FLORIDA
Florida State Fair, Tampa
OPERATED: 13 days, 13 nights.
WEATHER: Good 5 days, 5 nights; bad 8 days, 8 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: National Speedway big car races, Jimmie Lynch thrill show, Barnes-Carruthers variety show.
OFFICERS: President, Carl D. Brorein; secretary, J. C. Huskisson; publicity director, Ray P. Speer.
1956 DATES: January 31-February 11, official

GEORGIA
Exchange Club Fair, Augusta
TOTAL ATTENDANCE: Paid, 75,000; free, 65,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$24,000.
CARNIVAL: World of Mirth.
ATTRACTIONS: Free grandstand show.
OFFICERS: President, A. J. Beall; secretary, W. T. Ashmore Jr.
1956 DATES: October 29-November 3, official.

IOWA
Linn County Fair, Central City
OPERATED: 3 days, 3 nights.
CARNIVAL: Dixieland Shows.
ATTRACTIONS: Wrestling, variety show, thrill show, talent contest.
OFFICERS: President, L. J. Mills; secretary, T. W. Lewis.
1956 DATES: August 3-5, official.

MICHIGAN
Jackson County Fair, Jackson
OPERATED: 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate, \$15,280.25; total grandstand, \$5,874.16.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: 4-H talent show, Canadian Congress of Daredevils, TV acts.
AID: State, \$6,000; county, \$5,000; total premiums paid, \$12,000.
OFFICERS: President, Roy M. Hatt; secretary, Ilone Storms.
1956 DATES: August 27-31, tentative.

CANADA
BRITISH COLUMBIA
Comox Valley Fair, Courtenay
TOTAL ATTENDANCE: Paid, 8,000; free, 100. Operated three days, three nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$2,700.
ATTRACTIONS: Talent show, 2 nights; Canadian Championship Loggers Sports, 1 day; Mike Williams' Sheep Dogs, 3 days; local and outside brass and pipe bands; R.C.A.F. Air Show, 1 day; special ladies' competitions, 1 day.
1956 DATES: August 30, September 1.
OFFICERS: President, D. R. McLeod; secretary, Mrs. W. M. McGill; concession superintendent, W. G. Lamb.

FAIR FACILITIES
(Received too late to be included in Cavalcade of Fairs)

FLORIDA
Tampa, Florida State Fair
GRANDSTAND CAPACITY: 6,460.
BLEACHER CAPACITY, as needed. Size of race track, half mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races, carnival show lot.
COLISEUM (INDOOR ARENA): None.
1955 STILL DATES: Cincinnati Redlegs spring training site, college football, auto showing.
RENTAL AGENT: J. C. Huskisson, P. O. Box 1231, Tampa.

IOWA
Central City, Linn County Fair
GRANDSTAND CAPACITY: 1,500. Size of race track: Quarter mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA): None.
1955 STILL DATES: None.
RENTAL AGENT: T. W. Lewis, Central City, Ia.

MICHIGAN
Jackson, Jackson County Fair
GRANDSTAND CAPACITY: 7,500. Size of race tracks: Half mile and quarter mile. PLANT IS AVAILABLE FOR: Circus show lot.
COLISEUM (INDOOR ARENA): None.
1955 STILL DATES: Cattle sale, horse racing, 30 days.
RENTAL AGENT: Ilone Storms, 301 Carter Building, Jackson, Mich.

Mich. Assn. Sets Program

HILLSDALE, Mich., Nov. 19.—Program for the annual convention of the Michigan Association of Fairs and Exhibitions, to be held in Detroit's Fort Shelby Hotel, was announced here this week by Harry Kelley, veteran secretary-treasurer.

Sunday will be devoted to booking activities. Registration is set for Monday with afternoon meetings of the Association and the Michigan Harness Horsemen's Association.

Spokane, Wash., Names Linden

SPOKANE, Nov. 19.—Spokane Interstate Fair association trustees on Wednesday (16) re-elected Harry Linden, president; A. G. Mayer, first vice-president; Herbert F. Becklev, second vice-president, and Lionel E. Wolff, secretary.

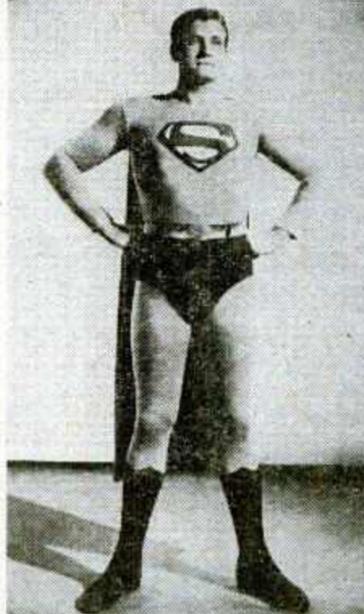
Six new trustees were elected to the board. They were: Peter Turner, G. H. Hildreth, John Murphy, Rex Blackmer, Brent Stark and Gale Gurtle.

Members authorized sale of advertising space in the 1956 premium list of political parties and candidates and to cigarette, beer and wine manufacturers.

WANTED SHOWS FOR WISCONSIN STATE FAIR AUGUST, 1956

Will be at Sherman Hotel during Convention.

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"Joan Brandon is the greatest promotional attraction I have ever booked for my shows." JOHN OWEN, EXHIBIT DIRECTOR, International Home Building Exposition, New York.

"Broke all attendance records at East Texas Fair." BOB MURDOCK, MANAGER, East Texas Fair, Tyler, Texas.

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Wade Signs Detroit Fifth Year in Row

Show Will Spend 8G on Improvements To Midway Area Under New Contract

DETROIT, Nov. 19.—The 1956 midway contract for the Michigan State Fair was awarded to the W. G. Wade Shows by the fair's board of governors.

The contract—the fifth straight here for the Wade show—calls for 20 major rides, 10 kid rides and between 20 and 25 shows. It specifically lists the Rotor, Sky Wheel and the Scrambler among the rides to be provided.

Under the contract awarded Thursday, the fair will continue without games concessions. The fair itself will book cookhouses, grab stands, refreshment concessions, and outright sale concessions.

A new contract provision calls for the show to spend \$8,000 on midway improvements, principally for black-topping the area, to insure better drainage and to control dust.

D. Wade represented the show in bidding for the contract.

Name Reps

The fair's board of governors at the same meeting selected three delegates to the convention of the International Association of Fairs and Expositions in Chicago. They are Peter Buback, entertainment committee; Joseph Kurka, premiums and exhibits, and Dr. L. H. Firestone.

The board also renamed Don Ridler to head Coliseum operations, Dick Frederick to handle publicity, Graham Overgard to supervise parades and music, and Mrs. Polly Luers to head the home arts department.

Det. Club to Burn Mortgage

DETROIT, Nov. 19.—Michigan Showmen's Association is anticipating a burning of the clubhouse mortgage ceremony within a year as the result of action taken Monday (14) by the board of directors.

The board, upon the suggestion of President Bill Green, voted to transfer half of the club's general fund to reduce the mortgage. This will reduce future interest payments making possible a complete retirement within a year.

Danny Kaye, currently at the Shubert-Lafayette Theater here, was an unannounced guest at the meeting.

60% of 1956 Route Signed by Gem City

QUINCY, Ill., Nov. 19.—Gem City Shows, which had a banner year in 1955, has 60 per cent of its 1956 route already booked, a schedule exceeding that of any previous year at this date for the show. Expectations for 1956 are good; and it is thought that the year will at least equal marks set in 1955, a record year for the show, or perhaps better them.

Some of the dates played this year that have been re-signed are the Hawkeye Fair, Burlington, Ia.; Mississippi Valley Fair, Davenport, Ia.; Coosa Valley Fair, Rome, Ga., and Southwest Georgia State Fair, Albany.

The show closed the season November 5 at the Fort Benning (Ga.) Soldiers' Fair. Gem City was the first carnival ever booked inside the government installation there. Show's winter quarters here will be opened February 15. Kick-off of the 1956 season, it is reported,

No action on Coliseum or grandstand attractions contracts will be taken until after January 1, it was announced.

At the board's next meeting, scheduled for December 12, it will meet with representatives of the State's Department of Agriculture to draft a plan for unified control of the fairgrounds, with a view to presenting the plan to the State Legislature when it convenes in January.

Again in '56, the fair will have two separate midways as a result of the success in recent years. The Wade ride and show gross from the two hit a record-smashing \$286,542, up sharply from the '54 gross of \$212,275.

RAILROADERS SECURE

Static Quality Marks East Booking Picture

NEW YORK, Nov. 19.—The Eastern carnival-fair booking picture, which has recently given the impression of solid entrenchment in the higher echelons, seems to be dug in just as deep, if not deeper, this year as the first of the out-in-the-open booking gatherings is about to come up in Chicago.

The two full-time railroad operations in the zone, the James E. Strates Shows and the World of Mirth Shows, apparently are again free of any major worries in putting their 1956 routes together. In view of announcements already made, Frank Bergen's World of Mirth continues in its exceptional position with the route already announced as complete. In addition, the show will return to the Anderson (S. C.) Fair, a date it relinquished this year because of a change in the calendar. The Johnny J. Denton Shows filled in and will now look elsewhere.

Most of the Strates dates are regarded as equally secure. Announcements from this quarter come more slowly, however. The show had one of its best seasons, partially because of a better-than-average still date season, and many of the personnel would willingly accept now the same gross earnings for next year.

A part-timer, the Cetlin & Wil-

will be in the Midwest, presumably near Quincy.

Southern dates in 1955 were particularly good, Tuscaloosa, Ala., and Rome and Albany, Ga., being standouts. Other good dates were Fort Campbell, Ky., which produced a 33 per cent increase over previous grosses, and Martinsville, Belleville and Du Quoin, Ill.

During the past year the show used a 16-car Scooter, built just prior to the season's opening. The ride proved to be the top grosser at most stands. Thomas Hickey, general manager, who is shopping for new rides, has already purchased three kiddie devices, a train, boat and Ferris Wheel. Gem City plans on expanding its Kiddieland next year.

George Harr, general agent, has been in the South in recent weeks on a booking trip. Hickey, Harr, Sam Greco, business manager, and Don Greco, manager, will attend the outdoor convention in Chicago next week.

SLA PROGRAM SCHEDULE

CHICAGO, Nov. 19.—Scheduled events under sponsorship of the Showmen's League of America during convention week follow:

Open house, clubrooms, November 25 thru December 5.

Regular Thursday (24) meeting postponed to Saturday night, November 26, in Gold Room of Hotel Sherman.

Memorial services, Bal Tabarin, Hotel Sherman, Sunday, November 27, 1:30 p.m.

President's Party, Grand Ballroom, Hotel Sherman, Sunday, November 27, 6 p.m.

Election of officers, Monday, November 28, clubrooms, 1 p.m.

Annual banquet and ball, Grand Ballroom, Hotel Sherman, Wednesday, November 30, 6:30 p.m.

Annual meeting, Thursday, December 1, Louis XVI Room, Hotel Sherman, 8 p.m.

son Shows, which makes for a trio of railroaders in the South, also should have little trouble in approximating its route for next year.

Railroaders Secure

With the return of the O. C. Buck unit to trucks this past season and prior exiting of the territory by the Metropolitan Shows, the remaining railroaders could hardly run into very serious problems: no matter which way the booking winds blow.

A number of truck units have reported set with one or more

(Continued on page 85)

Okay Season Closes For Lane Organization

PALATKA, Fla., Nov. 19.—Leo Lane Shows closed a successful season last week and went into winter quarters here. The final stand, Putnam County Fair in this city, showed grosses up 25 per cent over last season, according to Lane, who said the fair attendance was approximately 60,000 for the week (7-12).

The Georgia fairs at Brunswick and Waycross were also reported up from last year. These growing annuals, together with the Palatka event, have been signed by Lane for 1956. Next year show will play its usual stands along the Atlantic seaboard, north to Maryland. An early March opening is planned.

This year there were 7 shows, 10 major and 5 kiddie rides, mostly office-owned, with top grosses generally going to the New Orleans

Evans United Buys New Tilt

PLATTSBURG, Mo., Nov. 19.—Evans United Shows, which enjoyed its best season on record in '55, will operate a new Tilt-a-Whirl on its midway next year. Bill and Don Evans, sons of Mrs. Pearl Evans, owner, returned here to winter quarters after a trip to Faribault, Minn., where they bought the ride. A searchlight has also been purchased.

The sons are handling winter quarters activity while Mrs. Evans is in Salina, Kan., where her 93-year-old mother has been ill for some time. Providing Mrs. Evans' mother is well enough, she and her sons will be at the Chicago meeting, plus State confabs in Missouri, Kansas and Nebraska.

TICKET SALES GOOD

NSA Prepared for Gala Annual Ball

NEW YORK, Nov. 19.—Preparations were going ahead full-tilt this week for the annual banquet of the National Showmen's Association, and an impressive talent lineup was announced, consisting of a dozen acts and two bands. Big name attraction, announced last week, will be Johnnie Ray. Ticket sales tapered off somewhat this week after the usual good start, and the customary late rush was starting to come in.

The big affair is scheduled for Wednesday night (23) in the Grand Ballroom of the Hotel Commodore, 42d Street at Grand Central Station. Dinner will be at 8 p.m., followed by brief addresses, entertainment, and dancing. It is expected that the affair will take an earlier break for dancing this time than has been the custom, according to Max Tubis, banquet chairman.

Besides Ray, the following acts have committed themselves for the affair: Morty Gunty, comic at the Copacabana; comic Harvey Stone, comedienne Jean Carroll, vocalist Denise Lor, and singing group the Jones Boys. Other acts will include the Wazzan Troupe, tumblers; Cleopatra, magic; Virginians, juggling; Bryants, pantomime acrobats, and comic dance teams Elsa and Waldo, and Helene and Howard. Other acts in the city said they will try to drop in during breaks at their engagements.

Music for entertainment and dancing will be provided by Boyd Rayburn's and Joe Basile's orchestras.

On the banquet dais will be officers of the club, past presidents, representatives of other showmen's associations, and honored guests, the last-named to include toastmas-

ter Harry Hershfield and ex-Postmaster James Farley. Others will include President Emeritus George A. Hamid, the Rev. Allen E. Claxton, friend of showmen; President Sam Prell of the Miami Showmen's Association, Bernie Mendelson of the Showmen's League of America, Harry Sandler of the Pacific Coast Showmen's Association, Max Tubis, banquet chairman; and NSA Past Presidents Phil Isser, Joe McKee, Frank Bergen, Bernard (Bucky) Allen, Oscar Buck, Art Lewis and Jack Perry. Others have replied to dais invitations that they will

(Continued on page 92)

Banquet-Ball At Hot Springs Attended by 350

HOT SPRINGS, Nov. 19.—About 350 persons attended the highly successful banquet and ball of the Hot Springs Showmen's Association at the Arlington Hotel here Wednesday night.

Lou Dufour was toastmaster and some excellent acts contributed greatly to the success of the evening. Activities at the Arlington Hotel lasted until 1 a.m., when the large group moved to the association's clubrooms, where an orchestra was available and dancing continued until the early morning hours.

The mayor and other city officials and dignitaries were included in the turnout.

Starr DeBelle On the Mend

ORLANDO, Fla., Nov. 19.—Starr DeBelle, press agent for the James E. Strates Shows, who has been on the sick list the last several months, is recuperating here after being released last week from the New Roper Hospital, Charleston, S. C., where he had gone for observation. His wife, Adele, accompanied him here.

DeBelle's condition for a time was considered serious. He lost more than 25 pounds over a period of several months. Doctors at first believed he suffered from a malignant disease, but tests proved negative. He has shown considerable improvement in recent weeks, altho it still may be necessary to enter a hospital here this winter.

As a result of his illness, DeBelle will pass up the outdoor showmen's convention in Chicago next week. His address here is Route 6, Box 66, Orlando, Fla.

DEEP FREEZE:

Bernard Thomas Snowed By N. Dakota Blizzard

LENNOX, S. D., Nov. 19.—Bernard Thomas, manager of the Art B. Thomas Shows, was back at his home here Monday (14) after being snowed in for three weeks in Northern North Dakota. An originally planned 10-day hunting trip turned into a three-week jaunt when a blizzard developed and Thomas was cut off from the outside world.

The Thomas show, which this year moved up into major fair circles, had its most successful season on record, Thomas said. Rides and shows set a new all-time midway gross at the South Dakota State

Fair at Huron, plus new marks at a number of other annuals in the Northwest. A number of these events have been re-signed for '56, including the fair at Huron.

An expansion program is under way for next year. Several new rides have been ordered and additional Downey light towers are to be purchased for added flash. Line-up in '55 included 25 office-owned rides, a searchlight, Caterpillar light plants and three light towers.

After resting up from his ordeal, Thomas plans to make the Chicago conventions.



*My Sincere and Hearty
Thanks to every member
of the **SHOWMEN'S
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for your fine spirit of
cooperation during my
term in office as your
President...*

To all the committees, shows and individuals who worked so hard to raise funds for the Showmen's League . . . I just cannot express in words how deeply grateful I feel for your untiring efforts on behalf of the greatest organization

in the world . . . the **SHOWMEN'S LEAGUE OF AMERICA**. I consider it the greatest honor in my lifetime to have been President of this great organization. I sincerely pledge that I will support the League and its officers and all that it stands for at all times.

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President, 1955, Showmen's League of America



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HURON, S. D., Sept. 17.-

Art B. Thomas Shows, on the midway here for the first time, racked up a considerably bigger gross than last year's midway attraction, Balgeman said. As a result the show was awarded the contract for '56.

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Your faith in us was not misplaced . . .

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MIDWAY CONFAB

After closing with the Penn Premier Shows at Durham, N. C., Red Mack and Bruna joined Amusements of America for Georgetown and Charleston, S. C., dates before returning to Tampa. . . . Al Alfredo, Side Show operator, concluded a successful season with the Buff Hottle Shows' No. 2 unit recently at Jennings, La. Alice Alfredo infos that California Skipper, ticket seller, left for Gonzales, Tex., and that Louise Logsdon, annex, will winter in Pascagoula, Miss. . . . Matty Savoy has opened a haberdashery in the Grand Hotel in Venice, Italy, letters Willie West. Leo La Salle and Sonny Kelly are employed in the shop.

The European Council of B'nai B'rith launched a special fund-raising campaign for Israel recently with a testimonial dinner at the Hotel Scribe, Paris, in honor of Martin Brynes, president of Comes Enterprises, reports Bob McCarthy. Among those attending the dinner were Israeli Ambassador Jacob Galan, International B'nai B'rith President Edward Elkins and dinner chairman Oliver Poole, all of whom praised Brynes' work of selling Israeli bonds in the U. S. . . . Harry Fink, after closing with Buff Hottle Shows, joined the Gentsch Shows with his baby show. . . . While in Charleston, S. C., recently James Rapple, billposter for Amusements of America, visited friends on the James E. Strates Shows.

Lou Pease and family are wintering at the All-States Trailer Park, Tampa, where they are rebuilding their two shows for 1956. . . . Rosalie Lynch, Girl Show worker for Austin Dinger on the Penn Premier Shows last season, is in Jackson Memorial Hospital, Miami. Friends are invited to drop her a line or visit her. Her husband, Mark, operates age, weight and long-range concessions. . . . Willard Geiger and wife, Josephine, of the Forsythe & DAVIS Shows, are wintering at the Old South Trailer Park, Houston. . . . After closing with the Buff Hottle Shows' No. 2 unit at Jennings, La., Bill Logsdon stored his equipment in Pascagoula, Miss., and planed to Louisville to be with his sister, Mrs. Joan Faust, whom he reported near death from cancer.

Mrs. Gladys McGinnis, who with her husband, C. M., work concessions on the C. A. Stephens Shows, underwent surgery at Starke, Fla., recently. She is recuperating at the Stephens winter base at Crystal River, Fla., and would like to hear from friends. . . . W. S. Myers, manager of Myers' concessions, is confined to St. Luke's Hospital, Toledo, where he underwent an eye operation. . . . Mrs. Eleanor Spears is wintering in Mobile, Ala., after completing a successful season with the Badger State Shows in Minnesota.

Personnel of the Amusements of America have scattered far and wide on completion of the season November 12 in Charleston, S. C. Rosita and Danny Dell went to Allentown, Pa., to visit relatives; Mrs. Louis Dell went to Miami as did John Vivona; Harry and Peggy Wilson went to Gibsonton, Fla.; the Ralph Ryans, Orlando, Fla.; Maxie Glynn, Miami; Pete Hendrix, Nashville; Tony Masiello, New Jersey; Bull Smith, Norfolk, Va.; the Don Crawns, Tampa; Clarence Lauther, Miami; Clarence Samuels, New York, and Mr. Morton and daughter, Alabama. . . . Marie LeDoux was 51 years old on November 11 and a party was thrown on the Amusements of America show.

A mild heart attack was suffered by John (Tiny) Dempsey at the fairgrounds in Charleston, S. C., last week, but he recovered nicely and is in Amusements of America winter quarters in Sumter, S. C.

Roy B. (Pepsi-Cola) Jones was a New York visitor this week plotting strategy with company brass for a new outdoor season. Jones and other Pepsi representatives will make the national and state fair meetings.

Louis (Dada) King, of the World of Mirth Shows, was in mourning in New York last week following the death of his sister, Mrs. Hattie K. Bierman, who died November 13. Other survivors were her husband, Isidore, and daughters, Elaine and Beverly.

Following the Leo Lane Shows closing, Lee Houston will winter in Miami, Roy Bible will have his Congo show out all winter. S. E. Weller and Wayne Christy will have the Eve illusion show in at the West Palm Beach celebration date, with others to follow. Louise Clanton, of the Nu Orleans Revue, will return to Chicago to play club dates.

C. A. (Curly) Vernon, owner of United Exposition Shows, is back home at Bryan, Tex., after storing the show at Clarksville, Tenn., winter quarters. After resting up for a couple of days, Curly shouldered his rifle and headed for his annual deer hunting expedition near Fredericksburg, Tex. In 37 years he drew a blank only once on the annual hunting jaunt.

Joe Pearl, mailman and agent for The Billboard on Gold Medal Shows, has been getting around since the show closed in Havelock, N. C. From there, Joe went to the Strates' show at Charleston, N. C., where he sold front-gate tickets; to Jacksonville, Fla., to peddle ducats for Red Marcus' backend unit on Cetlin & Wilson and then to Tampa where he will sell grandstand tickets at the fair in February.

Sally, of the Mullins Royal Pine Shows, has left for England to visit with her mother at Newcastle-on-Tyne, owner Cliff Mullins reports.

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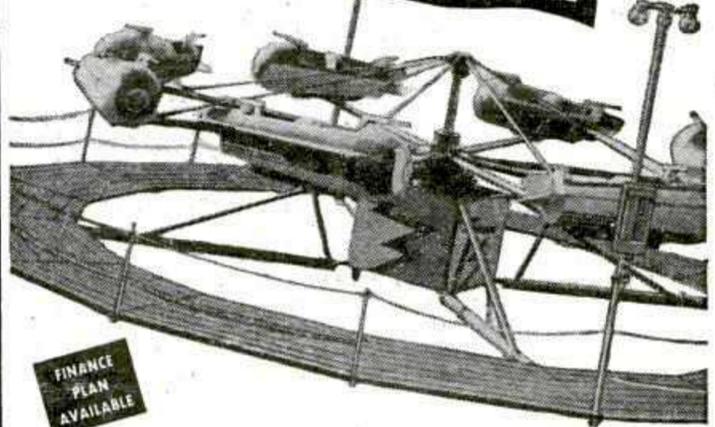
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See us at the Outdoor Convention, Chicago.



Contact: **CLIFFORD W. MULLINS** Manager
MULLINS' ROYAL PINE SHOWS
197 State St. Bangor, Me.

Weiss Skeds Bingo Unit for Cuba Dates

MIAMI BEACH, Fla., Nov. 19.—Bennie Weiss will have the bingo with the Coney Island Road Shows in Cuba this winter. The deal was set this week with Gene Beecher, show general manager.

Weiss said he would ship his largest unit for the December 9 opening. The opening stand will cover two weeks and be followed by at least three weeks in Havana.

Weiss said the Havana stand would be in the recreational area surrounding the new Sports Palace. After viewing the ground, early this week he said there was a definite possibility that a permanent amusement park would be created on the site.

Weiss last played the island about four years ago. Good business was reported following each of two winter tours.

Fairs, which Weiss concluded several weeks ago in Georgia, were reported good. All events played this year are reported set for the 1956 season. Units operated by Bennie, his wife Martha, and son Jackie, will again be in operation.

Martha and Bennie will attend the National Showmen's Association banquet and ball in New York Thanksgiving Eve and the outdoor meetings in Chicago which follow. He is third vice-president of the New York club.

Improvements Finished for Royal Pine

NEW YORK, Nov. 19.—Another successful season is looked forward to by the Mullins Royal Pine Shows, truck outfit playing New England States. Owner Cliff Mullins, in New York this week, said a pleasant increase in business was noted during the past season, and attributed much of it to weather which was far more favorable than that experienced in 1954.

Many of the show's spots were in Maine, where the new season will open next April. A new front has been built, three-colored, neon-lit and decorated with official seals of Maine, New Hampshire, Vermont and Massachusetts, Mullins reported.

The show's Octopus has been decked out with new neon and colors under direction of Toby Kneeland, it was noted. Kneeland also supervised much of the work on the new carnival front.

The show will again carry its eight rides and will be fortified with the addition of Farley's two sound wagons, Mullins said.

BROADWAY RHYTHM OF 1956

The Rose Midgets

A seasoned attraction of great merit. With outstanding Comedy, Music and Dancing. Now available for next season.

MRS. I. ROSE

P. O. Box 177
Washington Bridge Station
New York 33, N. Y.

WINTER QUARTERS AVAILABLE FOR CIRCUS, CARNIVALS OR SHOWS

25 acres high, dry ground just outside city limits on paved highway. Why not winter here. Open special attractions, make your winter profitable as well as pleasant. Contact

SID WALKER, Owner-Manager

700 Ocean Street Jacksonville, Fla.
Phone: Elgin 3-0800

NOTICE Circuses, Carnivals, Monkey Shows

FOR SALE—Number 2 Sheets, 48x56 inch Lithographs, 4 Rhesus Monkeys holding baby monkeys; good for small shows. Send \$1.00 for samples.
FOR SALE OR LEASE—Showman's Club Charter for Georgia State. I am sole owner.

Ernie Cline Mackey

RICHMOND HILL, GEORGIA

FOR SALE

24 ft. closed Van, with all concessions. Good 20'x40' Show Top, very good Chev. Tractor, GM Diesel, 65 kw. Light Plant, like new, in good closed Van Trailer; 460 gal. Tanks, panel Switch Board, Switch Boxes, Junction Boxes, new Cable; very good Dodge Tractor. Quick cash sale give-away prices. All or separate.
P. O. Box 433 Melbourne, Florida

CARNIVAL WANTED FOR '56

American Legion Post 126, with membership of 1618. City has population of 120,000, with 50,000 additional in nearby towns. Benefit of charity and welfare work for all veterans. ALSO INTERESTED IN BOOKING CIRCUS. Can furnish grounds, ticket takers and other help. Address: L. N. LEE, Commander, American Legion, P. O. Box 461, Fall River, Mass.

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$300, including tires. Brand-new Generators, still crated, 16.5 kw., \$600 Complete Burner Heads, \$100 a set.

J. PILE

825 Becker Road Glenview, Ill.
Glenview 4-1240 or Mulberry 5-3510

WILL BUY FOR CASH

Used Merry-Go-Round and Roll-o-Plane, with or without trucks. Will consider equipment anywhere in U. S. if condition and price is right. Give all information in first letter.

RAY COX

3732 Laurite Ave., Fresno 1, California

R. R. (LUCKY) MILLER

Please contact Mother at once. Important.

Mrs. Jennie M. Everett
218 Carpenter St. Cincinnati 4, Ohio
Phone: GRandview 1-5906

RIDES
FOR
SALE

MERRY-GO-ROUND 3-ABREAST ALLAN HERSCHELL

Purchased late in 1949. Factory overhauled, complete paint job, like new. Ride complete with Merri-Org, ticket box and new crates. Cash price \$10,000.00 f.o.b. Columbus, Ohio.

MINIATURE TRAIN Consisting of gasoline engine powered locomotive, two center cars, one observation car; 20 sections of straight track, 180 feet; 12 sections of curved track, 84 feet. All in splendid condition. Cash price \$1,500.00 f.o.b. Columbus, Ohio.

KIDDIE RIDE All fire engines, mounted on a trailer. Convenient to move and operate, good condition. Cash price \$2,000.00 f.o.b. Columbus, Ohio.

All these rides can be inspected here at our factory any time. Address inquiries: GOODING AMUSEMENT COMPANY, 1300 Norton Ave., Columbus, Ohio. Telephone: AXminster 9-1193.

ALL THESE RIDES CAN BE INSPECTED HERE AT OUR FACTORY AT ANY TIME

GOODING AMUSEMENT CO.

1300 NORTON AVE. (AXminster 9-1193) COLUMBUS 8, OHIO

NOW BOOKING NOW BOOKING

LAREDO, TEXAS, 58th ANNUAL WASHINGTON BIRTHDAY CELEBRATION

12 DAYS—FEB. 15 TO 26—12 DAYS

SHOWS Want Side Show, Motordrome (Art Spencer, write). Mechanical Show, Wildlife, Two-Headed Baby (Arthur Hoffman, write), Fat Show or any other meritorious attraction.

RIDES Can place Scooter, Caterpillar, Rocket and Rock-o-Plane. (Jimmy Byers, get in touch with me.)

CONCESSIONS Want Hanky Panks. Will sell exclusives on Novelties and Hats, Long and Short Range Galleries, High Striker, Scales and Ice Cream. (No Sneakum Stores.)

WRITE OR WIRE: J. GEORGE LOOS, BOX 455, LAREDO, TEX.

MOORE'S MODERN SHOWS NOW BOOKING FOR 1956

Long season opening February 15, Laredo, Texas. Have Fairs in Texas, New Mexico, Kansas, Oklahoma, Colorado and Nebraska.

Booking complete set of Concessions; they are all open including Eating Stands. No flats. Get in on a 40-week route; 20 Fairs. We carry 10 to 14 rides.

JACK B. MOORE

Aransas Pass, Texas Phone 9506

FOR SALE

ALLAN HERSCHELL LITTLE DIPPER, \$5,500.00.

Also ALLAN HERSCHELL KIDDIE AUTO. These are Park Rides. Will consider trade. CONTACT ME AT SHOWMEN'S CONVENTION, HOTEL SHERMAN, CHICAGO, NOV. 26-30.

T. A. FUZZELL

5300 Edgewood Rd. Little Rock, Ark.
(Phone: Mohawk 3-7280)

Thank You

EVA & SYD DANIELS

Hat Concessionaires
For your new Buick Roadmaster purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Alltoona, Pa.
Phones 9347 or 3-0003



We are pleased to announce that we have been awarded, for the FIFTH CONSECUTIVE YEAR, the contract to supply the midway attractions for the 1956 MICHIGAN STATE FAIR at Detroit, Aug. 31 thru September 9.

We will be at the NAAPPB convention at the Sherman Hotel and will be pleased to talk with you regarding booking of any outstanding rides and shows you have to offer for the 1956 MICHIGAN STATE FAIR or the coming season.

We invite you to visit our suite which will be open to all fair managers or secretaries and show or ride operators.

Sincerely,

D. Wade,

W. G. WADE SHOWS

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience
Recognized as the Tent House of
FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops
4 DAYS' SHIPMENT MOST SIZES.
Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

GIVE TO DAMON RUNYON CANCER FUND

LAST CALL — LAST CALL
PACIFIC COAST
SHOWMEN'S ASS'N

Banquet & Ball
DECEMBER 13, 1955
Gold Room Biltmore Hotel
Los Angeles

★
 Reception 6:30 P.M. Dinner 8 P.M.
 All-Star Floorshow. Dancing until 2 A.M.
 All Show People are urged to make their reservations
NOW. Tickets \$10 per person.

WIRE OR WRITE FOR RESERVATIONS
PACIFIC COAST SHOWMEN'S ASS'N
 1235 So. Hope St. Los Angeles 15, Calif.

Frank Warren, President; Al Flint, Executive Secretary;
 O. N. Crafts, Banquet & Ball Chairman; Bob Downie, Co-Chairman.
 Plan to attend all of the events:
 Memorial Services, December 11; Past Presidents' Party, December 12.

36th ANNUAL BANQUET & BALL

HEART OF AMERICA
SHOWMEN'S CLUB

KANSAS CITY, MISSOURI

SATURDAY EVENING
DECEMBER 31, 1955

TOWER ROOM, HOTEL ALADDIN
 "THE PLACE WHERE GOOD FELLOWS MEET"

MUSIC BY MILO FINLEY'S ORCHESTRA
 FLOOR SHOW—NEW YEAR'S EVE FAVORS

FOR THE BEST IN ENTERTAINMENT

LADIES' AUXILIARY
 TACKY PARTY, CLUBROOMS, FRIDAY, DEC. 30

CARAVANS, INC.

12th ANNUAL BANQUET and
INSTALLATION OF OFFICERS

CRYSTAL ROOM: HOTEL SHERMAN
 November 28th ★ 6:30 p.m.

COME and JOIN THE JOLLY CROWD DURING OPEN HOUSE
 November 26th thru 29th IN THE BYFIELD ROOM.

REFRESHMENTS ★ ★ ★ BAZAAR ★ ★ ★ REFRESHMENTS

FOR SALE

Parts for 1950 Allan Herschell Kiddie
 Auto Rides:
 Set of 10 platforms.
 Set of 10-piece iron for under platform.
 10 jack stands, adjustable bases.
 10 scenery poles.
 10 scenery cornices.
 10 head shields.
 PRICE \$1,000.
 1937 GMC Tractor and 32-ft. Open-Top
 Semi Trailer, \$500.
 3 Allan Herschell Little Dipper Cars.
 #150 Single Roll Wurlitzer Organ, new
 modern front and electric motor, A-1
 condition, \$1,000.
 1938 Wagner Steam Engine and 3
 Coaches, size 444, 16 gauge, \$3,000
 Mills 2 1/2-Gallon Ice Cream Freezer with
 60-Gallon Hardening Cabinet, \$150.
FAIRYLAND AMUSEMENT PARK
 3938 S. Harlem Ave. Lyons, Ill.
 Lyons 3-2279

WANT FOR ALBANY, GA.

NOV. 28-DEC. 3
 Downtown Parking Lot.
 Benefit youth project. Shows and Con-
 cessions of all kinds. We will work
 agents for office Skillo, Count and Pin
 Stores. For Lease: Three Major, two Kid
 Rides, 60 Kw. Diesel Plant and Section
 Boxes. All replies:
BOB STEWART, Albany, Ga.

OFFICE - SECRETARY
CARNIVAL

Will correspond with anyone interested
 or in need of services of an experienced,
 qualified Man for season 1956. Address:
H. L. MASTERS, Redwood, N. Y.

NORTH STAR SHOWS

9 RIDES—3 SHOWS—25 CONCESSIONS
 A good route—All Minnesota.

Concessions—All open including Bingo,
 Agents for Popcorn and Caramel Apples,
 Novelties, small Grind Show, consider
 clean Posing Show, Foreman on Tilt,
 Wheel, Fly-o-Plane and Merry-Go-Round;
 must drive semi. Top wages. Want to
 buy 32 ft. Merry-Go-Round.

LEO CTIBOR

119 1/2 E. 2nd St. Winona, Minn.

WANTED
FOR CAMERON, LOUISIANA
FIRST ANNUAL FUR
CELEBRATION ON STREETS

NOVEMBER 29 TO DECEMBER 3
 Can place Stock Concessions of all
 kinds. Need Water Games, Cycles,
 Buckets, Ball Games, Palmistry, Bear
 Pitch. Have for Sale: 3 large Diesel Light
 Plants, Little Beauty Merry-Go-Round.
 All correspondence to
RALPH R. MILLER
 Elton, La., this week

Vivona Show
In Barn After
Biggest Season

SUMTER, S. C., Nov. 19.—The
 Vivona clan ended what was reported
 their best season, at the
 fairgrounds in Charleston last Sat-
 urday (12). Equipment of their
 Amusements of America headed
 for quarters here, and John, Morris,
 Babe, Dom, and Ma Vovina accom-
 panied it to supervise stowing
 away prior to their returning home.

The first three days in Char-
 leston were up to par despite cold
 weather. Thursday (10) was a
 washout during the day, and it
 turned clear but cold at night.
 Warm weather graced the midway
 on Friday (11), the second child-
 ren's day, allowing good crowds
 to attend from late morning until
 closing. Saturday was also a big
 one.

The show's 32-week season
 started nicely around Baltimore
 with eight satisfactory weeks, after
 which rainy weather dogged the
 organization five straight week-
 ends.

14 Fairs Played

Fourteen fairs were played, plus
 three firemen's conventions and
 two Legion celebrations. Morris
 Vivona reports only three vacant
 weeks to be filled for the 1956
 fair route, and a promising line-up
 of still dates which should enable
 another long season to be accom-
 plished, probably 33 weeks this
 time.

Morris will again manage a unit
 at New Jersey celebration, while
 the major unit will carry about 15
 rides and 10 shows. The two units
 combined for fairs this year with a
 line-up of 21 rides and 12 shows
 at the larger dates, not counting
 three independently booked rides
 which joined for fairs.

Good money here went to sev-
 eral units, with the Scrambler and
 Rock-O-Plane doing nicely under
 supervision of John Tinsley. Art
 Lundquist played the last two fairs
 with his Motordrome and report-
 edly will be with the outfit at
 several 1956 dates. Clarence Sam-
 uels' will reportedly present his
 "Harlem to Broadway" revue next
 year, and Tony Masiello is seeking
 a name performer for his revue.

The show covered 3,993 miles
 this season, Harry Wilson reports,
 covering New York, Pennsylvania,
 New Jersey, Maryland, Virginia,
 and the Carolinas.

Railroaders

• Continued from page 80

dates, but there isn't likely to be
 any startling changes in the pat-
 terns normally formed by these
 units.

One that may have significance
 was the early signing of the Reit-
 hoffer Shows by the Rhinebeck
 (N. Y.) Fair, which this year had
 a King Reid Shows unit and, before
 that, the Buck railroader. The
 event has seldom, if ever, been
 without several choices, and its
 signing of a new show several
 months in advance of the State
 fair meeting proved surprising. The
 date marks expansion for Reit-
 hoffer.



KIDDIE BOAT RIDE

41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDIELAND
 AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:

"Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Van-
 couver. The Kiddie Boat Ride is just fine."

SUMNER RITTENBERG, BOSTON, MASS., SAYS:

"Of all the Kiddie Rides we have, the Allan Herschell Boat Ride is outstanding.
 Boats gliding over actual water create a wonderful illusion for children. The
 allurements and appeal of this ride are fantastic and thus our grosses are
 high. We also like the ride because it is fast loading and safe."

LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS:

"The portable Boat Ride which I purchased from Allan Herschell more than
 paid for itself in less than a season."

MERRY-GO-ROUND • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER
 COASTER • JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY
 RIDE • GASOLINE SPORT CARS • TWISTER • RECORD PLAYERS • MERRY-
 GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS TOPS • SIDE
 WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALLAN
 HERSCHELL AND SPILLMAN RIDES

ALLAN HERSCHELL
 COMPANY, INC.

"World's largest manufacturer of amusement rides"
 NORTH TONAWANDA, NEW YORK

WELCOME . . . to the

LADIES' AUXILIARY

of the

SHOWMEN'S LEAGUE OF AMERICA'S 37th
ANNUAL CONVENTION AND OPEN HOUSE

VISIT OUR BAZAAR

Drawing on Television Set
 at Installation Dinner Tues-
 day, Nov. 29th, Crystal Ball-
 room, 6:30 p.m., Sherman
 Hotel.

NOV. 26th Thru NOV. 28th, 1955

in the **EMERALD ROOM**
SHERMAN HOTEL Chicago,
 Illinois

CARNIVAL FOR SALE

7 RIDES AND CONCESSIONS — BOOKED FOR 1956

Owners will be at the Sherman Hotel, Chicago, November 26-27-28.

Contact **BOX CH-163**

c/o The Billboard, 188 W. Randolph St., Chicago, Ill.

GIVE TO DAMON RUNYON CANCER FUND

ATTENTION
CARNIVALS—THRILL SHOWS—GRANDSTAND ATTRACTIONS—
NOVELTY CONCESSIONS

the

Indiana State Fair

will receive and consider proposals from Carnivals, thrill shows and novelty concessions on
 December 6 and Grandstand shows on December 7 for the 1956 Indiana State Fair, Aug. 29
 thru Sept. 7. The meetings will be in the Administration Building, State Fairgrounds,
 Indianapolis, beginning at 9 a.m. CST.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE—

Wire on or before December 2, 1955:

Kenneth F. Blackwell—Secretary-Manager

Indianapolis 5, Indiana

Telephone: WA 6-2471

Mount Vernon Retains Lead In AOW Racing

ELIZABETH, N. J., Nov. 19.—In grabbing off six points to run its season's total to 48, the Mount Vernon (N. Y.) Arena Racing Club retained its lead in the Northern Division of the America on Wheels chain's inter-rink speed league at Saturday (5) contests held at Levittown (L. I.) Arena.

Biggest gainer during the night was the Boulevard Arena team, Bayonne, N. J. By taking 12 points Boulevard ran its total to 36 and boosted itself into the second slot in the league standings. Paterson (N. J.) Arena is now third with 34 points, followed by Twin City Arena, Elizabeth, 32; Hackensack (N. J.) Arena, 20; Florham Park (N. J.) Rink, 18; Capitol Arena, Trenton (N. J.), 18, and Levittown, 6.

The contests resume tonight at Florham Park Rink.

Portables are the answer. Write

Porto-Bilt

Tent Covered Skating Rinks
141 MANN STREET, SMYRNA, GA.
PHONE 5-5216

For Rent

SKATING RINK

On Ocean Front in Paragon Park

Contact LAWRENCE STONE, Pres.
Paragon Park Operating Co.
Nantasket Beach, Mass.

ROLLER RINK FOR SALE

Located in Virginia—open and doing very good business. Skating surface 70'x135'—clear span. Living quarters on second floor. Write

BOX D-164

c/o The Billboard Cincinnati 22, O.

FAIR ASSN. MEETINGS

• Continued from page 76

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

RSROA Enrolls 6 More Spots

DETROIT, Nov. 19.—Six rinks have been added to the membership roll of the Roller Skating Rink Operators' Association, it was announced this week by Robert D. Martin, RSROA secretary-treasurer, at association headquarters here.

The rinks and their operators are Sweetwater Roller Rink, National City, Calif., Mr. and Mrs. Wayne Macy and Mrs. Margaret Gardner; Melody Skating Rink, Groton, Conn., Elias and Charles Trefers; Rollarena, Inc., Framingham, Mass., Ranny Collianni and Doug Price; Braddock Heights (Md.) Rink, O. W. Rosenberry Jr.; Park Roller Rink, Irvington, N. J., Fred Rendfrey, and Eldorado (Kan.) Roller Rink, Mr. and Mrs. Philip A. Muth.

Special Melody Matinee

GROTON, Conn., Nov. 19.—Melody Skating Rink here held a special matinee Friday (11) in conjunction with Veterans' Day holiday, with 50 cents as admission charge.

The rink is conducting a pre-Christmas sale of "Chicago" skates at \$15.95 a pair. Newspaper ads carry the notation: "Terms arranged. \$4 down, \$2 a week—no interest charge!"

Norwich (Conn.) Roller Rink is now open nightly and Sunday afternoons.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agriculture, 1 West State Street, Trenton 8, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

ROADSHOW REP

Herman Myerson, who worked a subscription deal in the Rockies last summer, reports that during his tour he caught an excellent performance by the Tattersall Family, a troupe of singers and dramatic players. He also caught U. J. (Jack) Enos, old-time vaude comedian and musician, who was doing a one-man show, often at ranch hotels.

Ben (Cracker) Mellen writes the following from New Orleans: "I spent most of the summer in Montana and recently arrived here to thaw out before taking on some sponsored dates with my one-man show and band. En route south I caught two tent shows offering minstrel and vaude entertainment. Neither of them would win any prizes. Where is the talent hiding? All summer in towns in the Rockies I met good performers who could work on their own and get attention and some money. I get back here and find very ordinary talent. Oh, for the days of Rosco and Holland and the old Coon Hollow shows. In the West I met only one tent show and had to hand it to them. With only walls this trick, the Storey Family Show, put on good entertainment with five people. It even had a minstrel-style concert that offered good jokes and smart wardrobe, and wound up with a good job on the old blackface sketch, 'The Mahatma.'"

Formerly known as Ben S. Benson and Mona Lee, Mr. and Mrs. Samuel D. Wilson, now retired in

Lexington, Ky., recently made a trip thru Chicago, Omaha, Kansas City and St. Louis on which they visited with a number of folks formerly in the rep business. In Chicago the Wilsons visited with Tommy Coulthard and his wife, Etta DeVota, formerly well known in repertoire, who now operate an apartment hotel and are active in Show Folks of America; **Bess Tibbels** and **Lois Bonner**. They visited with Ed and Anna Henderson and Lucy Hayes in Omaha. "Kansas City is still the home of a great number of old-timers," the Wilsons point out, naming such veterans as **Fred and Blanche Stein**, **Lodema Corey**, **Hilliard Wight**, **Oscar Howland**, **Francis Valley**, **Margie Russell**, **Frank Capp**, formerly with Baker-Lockwood Tent Company, and **Howard Brandt**, who owned Gordon-Howard Candy Company, the firm that serviced most of the tenters in the past. In St. Louis the Wilsons visited **Bill Oliver**, well-known agent; **Gladys Clower**, the former Gladys Murdock, and **Ima Lovell**, formerly known to rep people as **Ima McNutt**, who is reported ill. "Al Pitcaithley is the boy who seems to have the best file on old-timers and we hope he continues to contribute to the rep column," the Wilsons write. . . . **Billy and Babe Terrell** report they have been doing nicely in Louisiana with their two shows and other investments. Next season they plan on putting out two more shows for one-night stands, utilizing plenty of advertising and name attractions.

Drivin' 'Round the Drive-Ins

Request for a license to erect a \$250,000 drive-in theater in St. Francis, Wis., near Milwaukee, was turned down by Common Council. Local exhibitor **Barney Sherman** had put in the bid with plans for the proposed ozoner to be put up on a 31-acre plot. City fathers decided that outdoor theaters were "undesirable because they were 'passion pits,' detrimental to residential home values and sources of noise, litter and heavy traffic."

The **Michael Redstone Drive-In Theaters** of Boston has announced that work will start within 60 days on a new 1,000-car drive-in at Palmyra, N. J., just over the bridge from Philadelphia. The installation is being designed by **William Rise-man Associates**, Boston, and will have the latest in equipment. The work will be done by local engineers. This will be another in the rapidly growing chain of Redstone theaters which are now located in New England, New York, New Jersey and Virginia.

Lord's Circuit, operators of indoor and outdoor theaters in Eastern Connecticut, assigned **Joseph Comrack** as manager of Lord's Midtown, Norwich, Conn. Theater has been taken over on sub-lease from **Loew's Theaters, Inc.** Comrack formerly managed Lord's Norwich, Norwich, Conn. Mrs. **Lillian Coughlin** replaces him at the latter theater.

Harry Brandt, New York theater circuit operator, is listed as president of **Brammill Theater Corporation**, a new Connecticut corporation, which has filed incorporation papers with the Secretary of State's office at Hartford. The firm, with offices at 61 Atlantic Street, Stamford, Conn., lists subscribed capital, \$1,000; paid in cash, \$1,000; president, **Brandt**; **Melvin Miller**, vice-president and treasurer; **George Goldson**, secretary, and **Claire Miller**, assistant secretary.

A new policy instituted by **Arthur Alperin** at the four-wall Colonial Theater, Southington, Conn., admits patrons over 65 for 35 cents, a move designed to increase patronage of elderly people.

Al Frank announces a 1,000-car drive-in, equipped with in-car heaters, will be opened the week of November 20 at **Amatol, N. J.**, five miles south of Hammonton

and seven miles north of Egg Harbor City. Name of the spot will be the **Circus**. Other features will be the latest **Berlo Vending** cafeteria-styled concession building. The screen will be 126 feet by 50 feet.

The **Post Oak Drive-in Theater** at Houston, Tex., has posted a "first" in the Gulf Coast area with the installation of infra-red outdoor gas heaters. **Jack Groves**, manager, said the heaters will service the terrace concession area. They were installed by **Hamilton H. Anderson Co., Inc.**, under the supervision of **Allie Watts**, one of the firm's partners. The heaters, perfected and patented in Germany, are manufactured by **Perfection Industries, Inc.**, of Cleveland.

SKATING RINK TENTS

42 x 102 IN STOCK
52 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

CURVECREST RINK-COTE

The skating surface for wood and masonry floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

COMPLETE PORTABLE RINKS FOR SALE

Beautiful designed tents—interchangeable floors—no bolts required for rinks. Write for information. Place orders now for spring delivery. One second-hand, 45x100, complete.
TILLINGHAST MFG. CO.
P. O. Box 27 Venus, Texas
Phone 79-F-2

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. **SPECIAL OFFER!** Tempered Masonite Marquee Letters, 4", 35¢; 5", 50¢; 10", 60¢. **S. O. S. CINEMA SUPPLY CORP.**, Dept. L, 602 W. 52 St., New York 19.

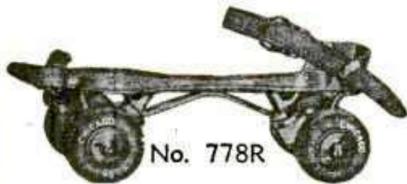
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"Duryte" Wheels for Rink, Rental or

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SAME DAY SERVICE
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America's Most Complete
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Skate Cases • Jewelry • Waltz Lights
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NOW OCCUPYING 27,000
SQ. FT. TO GIVE YOU
FASTEST SERVICE!

Operators! Samples and style literature on request.



NEW! PRINCESS SKIRTS BY BONNY!

Exciting new fabrics and styling . . . featuring permanent pleats, torso and gored skirts . . . in wool jersey, rayon gabardine, Burmilion and many other modern living fabrics.

BONNY'S CLEARANCE SPECIAL!

Skirts reduced for quick clearance. All sizes and colors.
Gabardine, heavyweight (fingertip or long) Was \$24.00 Doz. NOW \$18.00 Doz.
Top-grade felt, lined with satin Was 48.00 Doz. NOW 34.00 Doz.
Velvet lined with satin Was 60.00 Doz. NOW 48.00 Doz.

BONNY'S

HUG-ME-TIGHTS and SKATING SKIRTS

• TIGHTS—nationally advertised Celanese acetate, with wide stretchable crotch, durable thigh and waist elastic. 12 popular rink colors. Adult and children's sizes \$10.50 Dozen

• SKIRTS—full flare, circular style, in smartest skaters' colors.
Velvet \$ 5.00 Ea.
Corduroy 4.00 Ea.
Gabardine, Heavyweight 24.00 Dz. (fingertip or long)
Faille Lined 4.00 Ea.
Taffeta 24.00 Dz.

Jack Adams & Son, Inc.
Authorized Distributors

"CHICAGO" ROLLER SKATE CO.

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BEARS AND POODLES
FROM K. C. WAREHOUSE
No. 4613—27" Bear ... \$21.50 per doz.
No. 4615—30" Bear ... 25.60 per doz.
No. 4652—16" Sitting Poodle
Dog with hat and chain 17.25 per doz.
No. 4719—16" Dalmatian,
same as 4652 17.25 per doz.

FROM EASTERN WAREHOUSE
No. 7328—27" Bear ... \$21.50 per doz.
No. 7343—30" Bear ... 25.60 per doz.
No. 7332—16" Poodle Dog with
lead ribbon and chain. 14.90 per doz

Wisconsin DeLuxe Co.
1902 No. 3rd St., Milwaukee 12, Wis.

MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Acacia Printing Corporation, Chicago, is featuring a complete line of new tickets for every type of event. Stock tickets may be purchased for as little as \$1.50 per roll and only \$44 in 100-roll quantities. Each roll contains 2,000 tickets. Double-roll coupons may also be obtained. In addition to this, the firm also has a complete line of paddle wheel tickets, jar tickets and many others. Acacia has the answer for all your bingo equipment and supplies as well, with the only 100 per cent fool-proof bingo sheet ever made featuring the exclusive perforated serial number and special safety paper. Contact Acacia for complete information and immediate shipment.

nounced a new policy of underselling anyone in the same type of business in the entire country. The firm points out that its purchase of merchandise is so vast that it is able to pass huge savings on to you. Watch The Billboard for the firm's advertisement featuring the hottest items in the country. Come in and see the largest selection of nationally advertised merchandise in its new giant showrooms, open weekdays until 10 p.m. Star Sales works around the clock in order to process orders in 24 hours. From toys to diamonds, you will find all your needs in one location.

Standard Industries, Chicago, have just recently moved operations to new and larger quarters. The new home contains 40,000 square feet of showrooms and warehouse space. Installation of IBM equipment has completely streamlined office operations. In addition, the firm claims another first in the catalog industry with its toy and gift catalog published expressly for the Christmas season. This new catalog, in addition to the firm's greatly enlarged name brand catalog, known as "24 Hours to Better Living," offers dealers and agents what the firm calls "the most complete merchandise assortment ever." An added catalog feature is Standard's unique pricing set-up coding at resale prices, not cost. All catalogs are neutral for dealers' or agents' imprints and offer a fine merchandise plan for little or no investment. For full information contact Standard Industries today.

Magidson Bros., Chicago, is featuring a beautiful new Wishing Well TV Lamp, a realistic wishing well highlighted by Chinese figures in beautiful colors. Lamp is decorated with real moss and star flowers. The Wishing Well Lamp is 12 inches high, 13 inches wide and weighs 12 pounds. It retails for \$29.95. Your price is \$6, with special jobbers' discount. Jobber discounts range up to 20 per cent. The firm is also featuring a complete line of new calypso dancer lamps plus the famous African native dancer lamps which continue to be the fastest selling figurine lamps in the country. Write today for free information.

Star Sales, one of Chicago's largest wholesale distributors, has an-

DEMONSTRATORS—PITCHMEN

A CONSISTENT XMAS WINNER

GYROSCOPE TOPS

This Is a New Mfr. All Perfectly Balanced. Unlimited Quantity. Beautifully Boxed.

\$45.00 Per Gross
Sample \$1.00, Refundable With Order.

EL-JAY DISTRIBUTORS

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ATTENTION, ALL COIL WORKERS

We have Ford V-8's 1932-'48

Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic but made of bakelite and will not burn thru. Longer feril to fit deep distributors. Have carbon resistor in all coils.

HAROLD NEWMAN

PHONE—WRITE—WIRE

UNIVERSAL IGNITION CO.

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Shop Ph.: Longbeach 1-3499 Home Ph.: Longbeach 1-4983



Fastest selling all purpose sharpener and glass cutter



New Warehouse:
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RAYMOND MFG. & SALES CORP.
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Order from either address. Direct all inquiries to main office, Monrovia, Calif.



Proven "HOT" Specialty Items

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Cello (=1551 DS)—51 Gauge Sheer \$6.00 doz.
Pack (=1560 DS)—60 Gauge Sheer 6.50 doz.
Devonshire Carter-Runstop Top 6.75 doz.
Nylons in Individual Boxes.

CAMPUS PANTIES For Women and Misses

In 3-dozen packed Display Deal \$10.50
In 6-pair Xmas Gift Boxes—S, M & L 3.50 doz.

NEW "HELENCA" STRETCH SOCKS

For Men, Boys, Girls and Women \$5.25 doz.
Free Metal Rack With 8 Dozen Ass't. Colors F.O.B.
\$2.00 Deposit With C.O.D. Orders.

CHELSEA HOSIERY MILLS, INC.

70 ESSEX STREET BOSTON, MASS.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG AVAILABLE NOW

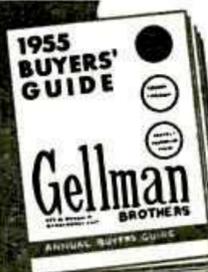
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

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Complete stock of Federal, Jeanette, Anchor Hocking Green Glass, Red Glass, G.I. Glass.

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All phone orders shipped immediately—LAMAR 2122.

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Division of H. Smith Bottle Supply Co.

PITCHMAN'S PARADISE

DIRECT FACTORY PRICES

WE BOOK STORES—FAIRS—SHOWS

- Sample Price each, packaged
- MOULI JULIENNE'S, 4 Blades \$3.00
 - MOULI SALAD MAKER, 5 Blades, Free Recipes 5.00
 - Auto Polish, Liquid or Powder, Free Sponges 1.00
 - Foot Remedies—Free Corn Plaster 1.00
 - Uke Oil—Free Inhalers 1.00
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 - Shampoo Pkg., Lanolin & Lightweight Bars 1.00
 - Video Plastic Towels, Free Waxing Cloth 1.00

BEST PRICES—FAST SERVICE

We carry products liability insurance.

Send for samples today. Sample prices credited to your first order. Deal with a Pitchman.

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CRESTLINE COMPANY
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ELECTRIC PENCIL

Professional Model No. 3. Great money maker for you wherever crowds appear. Guaranteed. Sold on approval. Originated 1931. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10's, insurance agents, libraries, etc. Engraves fine, medium or big lettering in gold, silver or colors, with just a twist of the wrist. On leather, silk, wood, plastic, cards, books, etc. With six rolls superior gold foil, rolls 1"x400", post-paid money order \$7.25. JEWELRY, metal, glass engraving. New Model Burgess Vibro Tool, 10 attachments, in metal chest, \$14.95. Always sharp DIAMOND POINT, \$5.95. Both and No. 3 Electric Pencil set, total \$24.90.

R. E. STAFFORD, Electric Pencil
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The Original

7-IN-1 SCOPE

- 1 regular scope
- 2 opera glasses
- 3 mirror
- 4 magnifying mirror
- 5 compass
- 6 magnifying glass
- 7 stereoscope

Sample \$1.50 ppd.

\$180.00 per gross
25% with order

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COILS—\$36 Gr.—COILS

Make this test. Offer customer choice of this coil and any other—machine made—with or without resistors—long ferrels (polished). Patented and copyrighted. Free sample to workers; others, send \$2.00.

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CHROME Table or Pocket Models. Size 1 1/2"x1 1/4"
Guaranteed Regular Value 99¢ Each
2 Doz. for \$8.95
Send Cash, Check or Money Order to
GENERAL R. & S. F. CO.
919 W. Girard Ave.
Philadelphia 23, Pa.

PIPES FOR PITCHMEN

By BILL BAKER

JUDGING FROM ... a newspaper clipping that we recently received from our friend Big Al Wilson, everybody and his brother must have been pitching something or other at the Waterloo, Ia., National Dairy Cattle Congress. Counted among those present: Billy Newcomb picking up a lot of loose loom with graters—Red Kalso knockin' 'em out of the box with a beautiful short pitch—Danny Barberios holding the mob spell-bound with his cake decorator spiel and Lavender doing his stuff on the old Graziano spot.

JACK (BOTTLES) STOVER ... breezes thru the info that he and Red Craun are getting their share of the geedus at the stock sales around the region of Harrisonburg, Va. He would also like to read pipes from the boys and gals down South.

ACCORDING TO ... Joe Joblots, the gentlemen seen working the novelty stands at the recent Raleigh, N. C., Fair were Arthur Starchman, Joe Marks, Dick Sidel, Sam Salupo, Denver Klein, Tommy Brice, Dave Dickerman and Nate Abrams.

WILLIE (THE KID) DIETRICK ... reports big takes in Winchester, Va. Ralph Webster and George Stacey are his number one and two assistants respectively.

MRS BOB NOELL ... letters that Captain Davis, who used to run the eatery at Beaufort, N. C., died some while back. His spot, which many of the folks in the biz will remember, is now under new management. Mrs. N. says that the old 50-cent pitch-til-you-win meals are now going for (Continued on page 88)

DIRECT FROM MANUFACTURER



\$1.00 EACH IN DOZEN LOTS (Assorted Styles)

Beautiful heart-shaped sets with brilliant jeweled centers, 24K gold-plate, 4 matching pieces in satin-lined velvet boxes. Special introductory offer. This is not job merchandise or seconds—available year round for ready business.

100 OTHER FAST-SELLING JEWELRY ITEMS

SEND FOR 48-PAGE ILLUSTRATED CATALOGUE.

25% deposit on all C.O.D.'s.

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AMAZING "GET ACQUAINTED" OFFER!

BIG 8 OR 16 \$100 MM. FILM ONLY

"HOLLYWOOD MODELS ON PARADE" Now—the most sensational offer ever made to home movie fans! To prove that MOVIE CLUB FILMS are the finest, most distinctive available, we'll send you a sparkling, entertaining film—with Hollywood's loveliest showgirls and models—for less than our cost! Discover why 1000's of "hard-to-please" fans joined our club, and why you'll want to join, too! Just specify 8 or 16mm, enclose \$1.00. (No C.O.D.'s please.) If you don't agree film is worth 5 times the price, just send it back for prompt, full refund.

ORDER NOW—offer limited!

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Box 1092, Burbank 24, Calif.

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CRISLOID PLASTICS, INC.

has merged with

THE SILVERLOID CO.

Dice and Dominoes

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THE SILVERLOID CO.

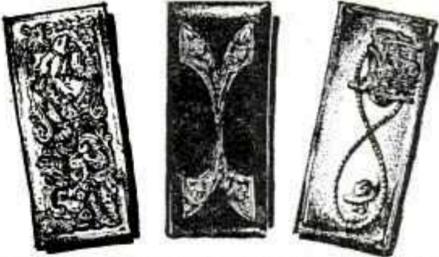
A SUBSIDIARY

71 Reynolds Ave., Providence 5, R. I.

WELCOME, CONVENTIONEERS

VISIT OUR NEW LARGE SHOWROOMS WHILE IN CHICAGO

FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)



Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

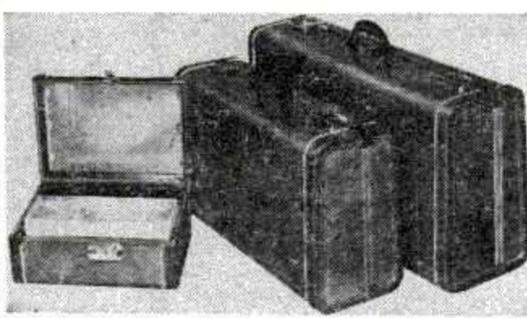
64c ea. in 1/2 gross lots **\$8.40** Sample Doz.

PROVEN MONEY MAKERS

PROMOTIONAL GENUINE LEATHER WALLETS (\$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.

52c ea. in 1/2 gross lots **\$6.75** Sample Doz.

SAXONITE LUGGAGE EXCLUSIVELY BY STANDARD



3-Pc. Set made of new Saxonite vinyl material which won't scuff, scratch, stain, peel, crack or fade. Set consists of 26" Pullman case, 21" weekend case and extra large train case. Reinforced metal edging makes set completely dust-proof and water-proof. New tapered style, streamline design. Available in tan, ginger, grey or blue colors. FULLY SATIN-LINED INTERIORS.

LIST \$49.95 **\$13.88** ea. Sample Set \$14.95
Set in 3 lots

MAGIC-FRY AUTOMATIC ELECTRIC SKILLET

LIST \$39.95 **\$7.97** ea. Lots of 3 Sample \$9.25



- Westinghouse Thermostat
- Automatic Signal Light
- Large 12-Inch Size
- Complete With Cover

RONSON TYPE LIGHTER

Mother of pearl with a diamond shaped inset. Straight up and down movement plus all mechanical features.

\$1.15 Ea. Lots of 36 **\$15.00** Sample Dz. Heavy duty all chrome plated lighter same as above. **60c** Ea. Lots of 36 **\$8.40** Sample Dz.



CHINESE FIGURINE PAGODA LAMP

Ideal TV or Boudoir Lamp. Attractively finished in chateaufe, red or black and white combination.

\$2.99 ea. Lots of 6 **Sample \$3.50**



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STANDARD INDUSTRIES

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Prices quoted are wholesale. F.O.B. Chicago. Warehouse. Send check with order to save C.O.D. fees or 25% deposit, balance C.O.D.

Pipes for Pitchmen

Continued from page 87

a dollar. We understand that she didn't get to try one of them because, unlike Davis' rules, you now have to be on time and being on time doesn't appear to be one of Mrs. N's virtues.

JOSEPH LEHR . . .

the spot worker, reports from Philadelphia that Little Jockey, the soap pitcher, ran into a little tough luck a while back. We understand that while playing the ponies at Garden State Park, our friend took a header down a flight of steps and came up with a broken hand and minus two of his front teeth. He must have been in a helluva rush to get that two bucks down before the windows closed.

WE UNDERSTAND THAT . . .

Al H. Herman, formerly of the old Checker Shows, took off like a big bird for Boston after completing his fair season in Circleville, O.

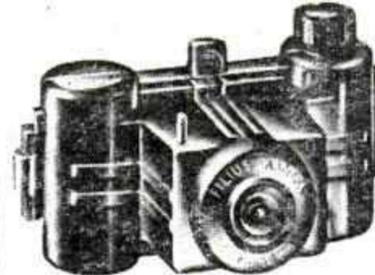
HOT XMAS ITEMS

- Boxed Pairs (better kind) Scatter Pins, doz. . . . \$ 3.00
- Reg. \$6.75 doz. Rhinestone Earrings, doz. 3.00
- Boxed Neck & Earrings Sets (something diff.), doz. . . 12.00
- 1,000 asst. styles in Earrings. All new styles, clip, screw back, pierced (plenty stones), doz. . . . 3.00
- \$1.00 Charm Bracelets (50 styles), doz. 4.80
- Ass'd Pearl Chokers, doz. 4.80
- Boxed 4 pc. Rhinestone Sets (Satin Lined Box Each Set) 2.50

Over 1,000 Jewelry items for Xmas. Big line Kiddie Jewelry (free price list). \$10.00 brings big sample assortment. Money back guarantee.

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Precision made, just like a watch • Fine polished lens • Simple to handle—no adjustments. Just aim and snap for sharp, clear pictures • Takes 16 clear pictures on standard 828 film. Excellent for Jumbo prints • Fully guaranteed • Ideally suited for youngsters or adults. FREE—One roll of film with each Camera.

\$7.50 Per Dozen **\$84.00** Per Gross
Lots of 3 Doz.

PLUS POSTAGE

1 Dz. Cameras With 1 Dz. Rolls of Film, \$9 Postpaid.

STERLING JEWELERS, INC.

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"MAMBO CLOWN"

"THE '56 SENSATION"

WE ARE EXCLUSIVE DISTRIBUTORS—FOR CARNIVAL and PARK CONCESSIONS

PLACE ORDER NOW FOR SPRING DELIVERY
Jan. 15 earliest shipping date.

"MAMBO CLOWN"

Leader of the fun parade. Made in a combination of red and multi-color plush, hand painted soft vinyl face with red bulbous nose and battered top hat, wired hands, ears and shoes. A red elastic collar with ribbon bow around its neck. Measures 23" from foot to top hat. Cotton stuffed. Can be set in various animated positions. Example: hands behind its back, hanging from trapeze, etc. This toy is suitable as a home decoration, college pet, a perfect playmate for boy or girl, a winner as a cuddle toy for baby. Packed one dozen to a carton, weight 30 pounds.



NO. 7349

\$40.00
Dozen Shipped From NEW YORK

\$45.00
Dozen Shipped From MILWAUKEE

Always FIRST with NEW ITEMS for all purposes. Write for Catalog—(Prices available on Special Stuffed Toys, shipped direct from East, Kansas City, or Milwaukee).

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SPECIAL OFFER

Dupont Nylon Hosiery, all sizes, latest shades. Each pair individually wrapped—Irrigulars. Sample dozen \$2.75 plus 25¢ for postage and handling. Over ten dozen \$2.50 plus shipping charges. Money-back guarantee if not satisfied.

C. W. BILLMAN HOSIERY OUTLET
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when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

SALE OF ALL SALES

Gardenia Perfume, \$1.00 retail, \$2.50 per doz.; \$5.00 bottle, \$4.50 per doz.; \$5.00 leather Billfold, \$6.75 per doz.; bracelet-type Watches, 17 jewels, tagged \$100—\$12.50 each; three-piece Comb and Mirror Sets, \$5.50 per doz.; close-out Dolls, 15¢ each; \$2.00 Pens, \$4.50 per doz.; 17 Jewel Swiss Watches, \$5.50 each; Electric Shavers, leather case, tagged \$19.95—\$24.50 doz.; long-type Necklace, \$2.25 doz. 10 per cent with order, balance C.O.D.

NATIONAL DISTRIBUTING CO.
BOX 261 OCEAN DRIVE, S. C.

BETTER THAN URANIUM . . .

Why Scratch and Dig
more money with VIDEO PLASTIC TOWELS



Thousands Sold on Television.
Send for Sample Package NOW!
PITCHMEN, DEMONSTRATORS, JOBBERS

- Free Waxing Cloth with each package
- Beautiful pastel colors
- Cut in 18x24" uniform size
- Xmas package available now
- Packed one gross to a carton
- Retail price \$1.00 each
- Your price \$43.20 per gross
- Free workers supplied with each gross order
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CRESTLINE LABORATORIES

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The Greatest Name Brand Catalog of Them All Temple's 1956 Edition

RUSH \$1 FOR YOUR COPY
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INTRODUCTORY OFFER!! Try Our "BAKER'S DOZEN" Jar Deal!

CLUB DEALS — JAR TICKETS — BINGO TICKETS
RED, WHITE & BLUE — LUCKY SEVEN — NUMERAL TICKETS
SALES TERRITORIES OPEN.
Write for Complete Information—Prices and Samples.
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CHRISTMAS & NEW YEAR'S SPECIALS



IT'S TERRIFIC
FASTEST SELLING
ITEM
IN THE COUNTRY

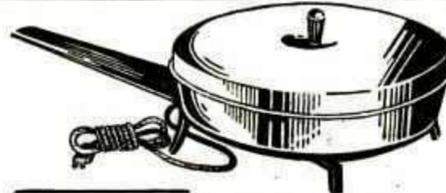
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\$39.95

COPPER CLAD
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WESTINGHOUSE
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10 EXCLUSIVE FEATURES

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\$8.50 Each - 3 or more, \$8.00 Each



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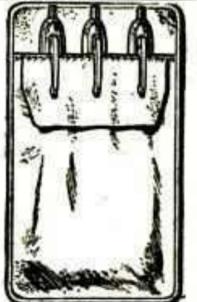
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AUTOMATIC ELECTRIC SKILLET

IT'S SENSATIONAL!!
It's the Completely Washable Skillet
WESTINGHOUSE THERMOSTAT

Engineered by the makers of America's leading Kitchen Appliances.
• Built-in Thermostat • Bakelite Handle and Legs • Removable Plug-In Wire Cord • E-Z Vue Temperature Chart • Large Temperature Selection Dial for All Recipes • 2 1/4" DEEP—12" DIAMETER.

\$9.00 each—6 or more \$8.50 each.

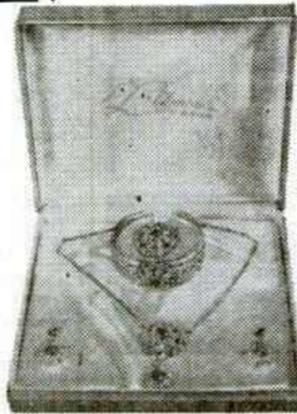
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Selling Like WILDFIRE
3 PEN SET



Colored Retractable Ball Point Pens. Write in Red, Write in Green, Write in Blue. Put up in Plastic Pocket Case. Each of the Ball Point Pens writes a different color: Red, Green and Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 Postpaid.

\$5.00 Doz. \$54.00 Gr.
4" metal refills, any color.
\$1.00 Dz. \$9.00 Gr.
Fully Guaranteed—No Seconds.

L'AMOUR FIFTH AVENUE



5-piece jewelry set beautifully styled with filigree bracelet 24 kt. gold plated Hamilton finish. Fully guaranteed. Assorted styles and colors. These are outstanding. Complete with \$29.95 price tag. Sample \$3.00 postpaid.

\$33.00
Per Dozen



SENSATIONAL ITEM
6" x 12" Beautifully Boxed
\$5.00
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Pearlized Crucifix
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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 \$17.00 Gross
4" Metal Refills—any color—\$1.00 doz.—\$9.00 Gross Fully Guaranteed

HARRIS TOPS THE FIELD PEARL SET



\$12.00
DOZEN
Sample Set
\$1.50



GREAT VALUE
Ladies' DUNHALL
COMPACT and WATCH SET

Complete with metal band. Fully guaranteed. Silk-lined gift box with \$75.00 price tag.

\$8.00
Per Set



The New MIRACLE CROSS AND CHAIN
With magnified Lord's Prayer in center of cross. Each Cross in beautiful box. This makes a beautiful and practical gift.
\$5.00 Dozen



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\$1.75 each
3 Samples Postpaid
\$5.00
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Compares with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

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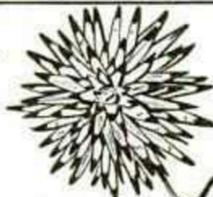
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- Men's Assorted Cuff Link and Tie Holder Sets doz., 12.00
- Men's Jeweled Wrist Watches with Expansion Band—Boxed each, 6.00
- Ladies' 100% Acetate Wind Proof Umbrellas each, 2.50
- Lord's Prayer Retractable Ball Point Pens doz., 6.50
- Christmas Corsages with Pins—ready to wear—1 dozen to display card—assorted styles . . . per card, 2.00
- White Christmas Perfume doz., 7.20
- 5-Piece Filigree Cosmetic Set set, 3.00
- Men's & Ladies' Royal Guard Leather Wallets each, 2.00
- Ladies' Bag & Wallet Sets doz., 13.50
- Large Friction Jeeps each, 2.25
- Musical Spinning Tops doz., 14.40
- 4-Piece Rhinestone Sets set, 3.00
- 3-Piece Rhinestone Sets set, 1.50
- 36-inch Cotton Stuffed Plush Bears doz., 36.00
- 27-inch Plush Bears doz., 24.00



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Gross



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16MM "HIT" CAMERA

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COMING EVENTS

Alabama
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.

Arizona
Florence—Florence Rodeo, Nov. 23-24.

California
San Diego—Electric and Home Appliance Show, Nov. 23-30.

Florida
Quincy—West Fla. Fat Cattle Show & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28.
Charles E. Lee Jr.
West Palm Beach—Colored Elks Block Party, Nov. 16-26.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.

Louisiana
Cameron—Fur Celebration, Nov. 29-Dec. 3.

Michigan
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.
Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Titcomb, 6750 Dix.

New Jersey
Newark—Moose Circus, Dec. 10-11. A. Hymes, 455 Schenectady Ave., Brooklyn 13.

New York
White Plains—Gilbert's Big Show Carnival-Fair, Dec. 26-31.

Ohio
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.

Texas
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.

CANADA
Ontario
Toronto—Elks' Motorshow and Christmas Fiesta, Dec. 5-10. Al Dean, Suite 601, Victory Bldg., 80 Richmond St. W.

Saskatchewan
Saskatoon—Meat and Poultry Show and Sale, Dec. 14-15.

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#22P—Realistic rubber arms and legs. Soft, cuddly stuffed body. She talks and sleeps. Assorted beautiful dresses and hats. Individually boxed.

\$30 doz. \$2.75 sample

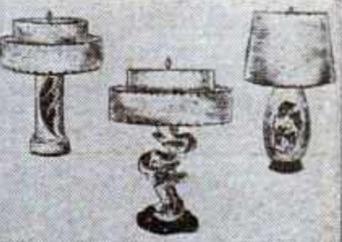
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Simulated Driftwood Lamps made of chip-proof material, hand painted, complete with durable polyplastex fibre glass shades. Retail for \$39.95.

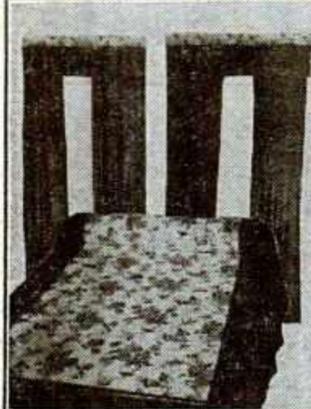
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Large 24" ... 6.25 dz. 72.00 gr.
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Workers for above50 ea.
Spiral Balloons ... 5.75 gr.
Spiral Workers30 ea.
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Workers for above60 ea.
#14 Kat w/Santa Print ... 4.50 gr.
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#3052 3-Piece Rhinestone Set, boxed, dz. 45.00
#3470 3-Piece Rhinestone Set, boxed, dz. 51.00
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Samples, \$1.00 extra, P.P. All 5 styles, \$42.50 P.P.

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100% GENUINE LEATHER

Each bag luxuriously GIFT-BOXED (cellophaned window top)
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Ticket Sales

Continued from page 80

try to make it to New York for the event.

The guest of honor room, for dais guests, will open at 7 p.m. and will clear at 7:45 so the dinner can begin.

John Weisman, club president, who will preside at the banquet, was in charge of a last meeting on Wednesday (16) at which late banquet matters were discussed. Also present were Gerald Snellens, first vice-president; Morris Batal-sky, second vice-president; Harry Rosen, treasurer, and Dr. Jacob Cohen, club physician. Margaret McKee, president of the Ladies' Auxiliary, was invited to the platform as the two groups held a joint session regarding the big affair.

A good turnout was pledged for the open house night on Tuesday (22), which will begin at 8 p.m. with memorial services, to be followed by the annual award presentations and refreshments.

Letter List

Continued from page 91

Darnell, Mr. & Mrs. Ricker
Curtis, Robert E.
Del Mar, Rebi
Dillon, Mr. & Mrs. L. L.
Doerr, D.
Eiders, Charlie
Ernst, Bill & Betty
Ferenzi, James
Finley, Evelyn
Forster, Mrs. Mary
Foss, John D.
Gray, William
Fry, Aulene M.
Ganote, Webster D.
Gates, James
Gawles, Mrs. Kay
Gibson, Ben
Gill, Milan
Gordon, John
Grant, Mrs. Sol
Graves, F. A.
Gray, William
Gruel, Jack
Hanlon, Charles K.
Harper, Mr. & Mrs. Red
Hastings, Ford
Holston, J. F.
Hook, E. R.
Hosler, Dale
Hysland, Richard
Isenhower, George
James, Joseph L.
Jamison, Larry W.
Jeffries, E. C. Jr.
Johns, William J.
Jorden, Jean
Kernes, James N.
King, W. P.
Kirkland, Mrs. D. G.
Kjos, Marvin
Lewis, Dixie
Lewis, Walter
McCloud, Mr. & Mrs. Delbert
McLendon, Leon
McMillan, R. J.
Macolly, P. M.
Madison, Harry
Mahan, Mike
Mallman, Huro
Mamas, Harry
Marion, Robert
Martel, A. E.
Mathews, Henry
Medlin, James

Menzel, Adolph
Miller, Mrs. Ruby or Art
Mitchell, George
Moore, Melvin
Moreno, Geraldine
Morgan, Mrs.
Morton, Katherine S.
Negovan, Dan
Nielsen, H. N.
(Whitie)
Novak, Ernest A.
Ortakus, L. H.
Peterson, Mrs. G. W.
Peterson, Jimmie
Phelps, Fred
Pierce, Vivian M.
Poole, Mr. & Mrs. Forrest
Provov, Hoyt
Rasmussen, Mr. & Mrs. Andy
Reed, Raymond
Rent, Marion Linda
Rice, Mr. & Mrs. Leroy
Richards, R. W.
Richardson, Frank W.
Rickey, J. J.
Robinson, Donald W.
Rooks, Francine
Rose, Louis
Snaders, Miss Saurra
Lynn
Seitz, J. B. & Martha
Shankle, Floyd M.
Shipley, Leonard L.
Shmitz, J. H.
Smith, C. H.
Snook, Albert T.
Specht, C. P.
Stacy, W. A.
Stanko, Mack
Stephenson, Richard
Stewart, Jim
Sterner, Constance
Stoy, Joseph
Swizinsky, William
Teska, Adam
Thomas, John
Tibbets, Buddie
Turner, Mrs. Marie
Veator, William
Wallace, Vernon Max
Wannas, Walter S.
Wirth, L. D. (Corky)
Wildner, Roy
Wyppisz, Joseph

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17 Paddle w/Santa 6.00 gr.
11 Pastel w/Santa 4.75 gr.
817 Head & Body w/Santa 4.50 gr.
H-Bomb Balloons 6.50 gr.

19" Rubber Reindeer ... \$4.50	Doz. 48.00	Gr. 548.00	Corsage, Carded Doz. 11.80	Gr. 118.00
23" Rubber Reindeer ... 6.50	Doz. 72.00	Gr. 720.00	Sparkling Rifle Doz. 5.20	Gr. 52.00
36" Giant Reindeer ... 13.50	Doz. 162.00	Gr. 1620.00	5" Dangling Panda Doz. 2.00	Gr. 20.00
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15 Ultra-Blue Religious Signs, 7x11.....	1.00

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31-PIECE package of plastic cut-out designs. CHRISTMAS DECORATIONS for windows, mirrors, stores; just moisture. Attractive \$1.00 seller. Close-out lot of 150 gross only. Sample 35¢. Doz. \$2.40. Gross \$21.60. SEND PAYMENT F.O.B. NEW YORK.

MILLS SALES CO
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

ALUMINUM LIGHTER

American Made

Light-weight Aluminum light as a feather lighter. Windproof, lights anywhere, anytime. One hand control. Foolproof operation. Housewares, gifts, jewelry. Gold or Silver anodized aluminum. Individuality boxes. LIFETIME wick. Your Cost Only \$7.20 per doz.

Samples 75¢ each. Imprinting available—prices upon request. 25% dep., bal. C.O.D., F.O.B. Chicago. Write for FREE 1956 General Merchandising Catalog Write—Phone—Wire

Tucker-Lowenthal Co.
5 S. Wabash Ave. Chicago 3, Ill. Phone: ANdover 3-3215

Pitchmen! Demonstrators! Specialty Workers!

Cash in on PERPETUAL MOTION

STRANGE ACTING NEW SELLER IS LIFETIME POWERED FROM OUTER SPACE

AMAZING Presto Sphere ROTATES FOREVER!

Be first with this Novelty Profitmaker

To get the jump on others in your area, rush \$8 for each dozen PRESTO-SPHERES today. Salesmen—cash in on volume demand—send \$30 for case of 50, \$50 for case of 100. (100% profit!) Exceptional volume discounts on request. Book jobbers and dealers. Demonstrator, profit facts, \$1... Send for yours today!

PRESTO ENTERPRISES Dept. 5511, R.F.D. #4—Box P-77, Muskogee, Oklahoma

MIDGET BIBLE

New edition. Has Last Supper Crucifixion Pictures. Lord's Prayer. Over 200 pages. Size of postage stamp. (1 1/2" x 2 1/2") yet clearly printed and every word legible. Black gold printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 80¢ doz. \$8.70 per 100. Retail add postage. C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog of 2000 novelties

JOHNSON SMITH & CO., Detroit 7, Mich.

#10 1/4 Ladies Ident Dangle Bracelet
Hot nickel, polished gold or white, \$2.99 doz. Full line men's, women's, children's chain Ident Bracelets.

No aluminum. Cash Sample Order, \$3.00.
Bay State Novelty Co.
33 Congress St. Roslindale 31, Mass.

YOUR OWN BUSINESS

In Time for the Big Xmas Rush

With Our Newest, Biggest FREE NAME BRAND MERCHANDISE NEW '56 CATALOG, with im-print space for your name. Bigger than ever. 111x9. plus a private price

Housewares, gifts, jewelry, power tools, tableware, appliances, watches, etc. No investment. Write today to: **ROBEL SALES, Dept. M** 427 B'way N.Y.C. 13

BEAUTIFUL CROSS



MIRACLE CROSS
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

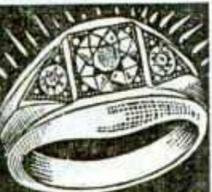
RETAILS UP TO \$6.75 EACH.

OUR PRICES TALK!!!
-999-N, Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish.

\$4.25 Doz. | \$48.00 Gross

\$6.00 Doz. | \$66.00 Gross

BEST SELLERS



No. 509 AN EYE CATCHER!!
\$2.75 Doz. | \$30.00 Gross

No. 877 A Real Money Maker
\$2.50 Doz. | \$27.00 Gross



No. 800
\$2.50 Doz. | \$27.00 Gross

Rated wholesalers, write for samples.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

Hurricane



Windproof Lighters are smart and modern. They spell smoking satisfaction and enduring smoking convenience.

The first fine lighter to be placed within the reach of every smoker. Sturdy construction. One hand operation. Chromium plated in individual boxes, \$9.00 a doz. Sample, postpaid, \$1.00.

NEW METHOD CO.
Box B-11 Bradford, Pa.

Free... deducted 1st order. Refunded if not satisfied.
WHOLESALE 1956 CATALOG & Dealer Card

- General Merchandise
- Appliances
- Hardware
- Watches
- Jewelry
- Toys

WHOLESALE DISTRIBUTING
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NEW!
100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.
MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

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A Market Place for Buyers and Sellers
ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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ACT NOW - INTRODUCTORY OFFER.
Free 1956 "Comedy Guide" plus free monolog with your order. "Comedy Note-book," the all purpose gagfile, \$3. Showbiz Comedy Service, Dept. B-45, 1613 E. 29 St., Brooklyn 29, N. Y.

BE VERSATILE. WANT TO LEARN A professional act for State, Clubs, or TV? Announcer, emcee, comedian ventriloquist, magician, hypnotist, many more. Also side show acts. Send for illustrated list free. Show Talent Enterprise, P. O. Box 5417-B, Tampa 5, Fla.

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining. Black Light Novelty. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. de24

COMEDIANS! COMEDIENNES! BIG ELEC-tion year ahead! Use: "Senator Windbag!" (laugh packed ten minute monolog!); \$15; "Tax Blues!" (ten minute monolog—laughs galore!); \$15; "Blackout Gems!" (twelve laugh packed top quality blackouts, night-club variety!); \$15; "Showboat Minstrel Show!" (complete two hour show. Loaded with laugh material, specialties, songs, music, fun); \$35; "Vaudeville Time!" (twelve minute laugh packed variety act for two persons); \$20; "Oh! Mabel!" (socio-comedy song); \$1. Hollywood Writers Mart, P. O. Box 575, Hollywood 28, Calif.

RADIO STATIONS: MY TAPE PROGRAMS are available to you for broadcasting. Write for particulars. Leonard Austin, Singing Strongman, De Soto, Iowa.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubled! 1,600 pages. For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. fe-17

AGENTS & DISTRIBUTORS

A BEST SELLER—WORLD'S FAMOUS French-type perfumes. Reproductions 5 centally fragrances that sell at \$10 to \$40. Individually gold boxed. \$1 sellers. Costs you \$4 dozen. Mammoth Treasure Presentation Kit, containing 3 perfume boxes and one fabulous gold box. \$3 sellers. Costs you \$8 dozen. Get acquainted special. \$1 brings samples of both prepaid. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Illinois de28

ABCO WHOLESALE CO. PRESENTS BUL-ova waterproof jewelry, shapely, banded, like new; three for fifty dollars, for resale only; single units, \$18.50. 25% deposit required with orders. 912 D St., N.W., Washington, D. C. de3

A FLYING SAUCER NO. GIANT 6 FT. Balls. \$9¢ retail; inflates to 21 ft. around; genuine Neoprene latex. Terrific Xmas item. Sample: 50¢; dozen, \$4.20; 2 dozen lots, 30¢ each; 4 dozen lots, 25¢ each. Rainbow, 5010 School, Chicago 41.

AMAZING CLOSEOUTS

- Tailored earrings, asst. gr. \$15.00
- Stoned earrings, asst. gr. 18.00
- Bracelets, Charm & Link, asst. gr. 24.00
- Tailored Tieslide Sets, boxed, asst. dz. 3.50
- Stone Tieslide Sets, boxed, asst. dz. 4.50
- Ropes, all-head, asst. dz. 3.00
- Ropes, chain-head, asst. dz. 3.00
- Men's stone rings, asst. dz. 2.75
- #2160 rhinestone neck & earrings, boxed, asst. dz. 7.20
- #2164 rhinestone neck & earrings, boxed, asst. dz. 9.00
- #2256 3-piece pearl set, boxed, dz. 16.50
- #1202 3-piece rhinestone set, dz. 18.00
- #45 3-piece rhinestone set, dz. 30.00
- #352 3-piece rhinestone set, dz. 45.00
- #3670 3-piece rhinestone set, dz. 51.00

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Prov., R. I.

ASSORTED PEARL EARRINGS FROM manufacturer, gross, \$18; 3 dozen samples, \$6 postpaid. Rita Jewelry Co., Box 385; Grand Central Station, New York, N. Y.

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cellophane, \$1 set. Prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1256 Market St., Chattanooga, Tenn. de17

AWARD WINNING SCIENTIFIC DEVELOPMENT

Just wet it, see miracle unfold into household necessity. Details, sample, \$1. Florents, 1785 Prospect, N.Y.C.

BE FIRST WITH "KEY TO CITY" 25¢ novelty. Salable anywhere, \$6 gross, 75¢ dozen; Cowboy puzzles, 60¢ dozen; \$1 Treasure boxes, 4 dozen; Double Suction-cups, 60¢ dozen; 15" Corkscrews, \$1.50 gross; 6 Funny Labels, 60¢ dozen sets; \$1 Model Airplane book, \$1 dozen; Aztec Mirrors, \$2 dozen; British Flag Stickers, \$2 thousand; \$2.50 Kerchief Trick, \$1 set; \$3.95 No. 25 Telephone. \$2.50 set. De Witt, 62 Princeton Rd., Old Bridge, New Jersey.

BE IN YOUR OWN BUSINESS - BUY wholesale, big profits, get free nationally famous name brand merchandise catalog. Dept. LB, Normandy Distributing Corp., 133 Fifth Ave., New York City, N. Y. chno9

BIGGEST DISTRIBUTOR PROFITS HIRE agents, salesmen! Amazing New wonder Car Polish with magic Dow Corning silicones. Steady, repeat seller. Rush name for free details, no-risk sample offer. United Specialties Distributing Co., 1035 East 10th Street, Brooklyn 30, N. Y. no26ch

CHRISTMAS CLOSEOUTS — THOUSANDS

unusual \$1 Earrings: Reindeer, Santa, Poinsettia, Yule Log with Candle, Beils, Holly Basket, Carved Angels with golden wings & halo, Dolls, Animals. All decorated with snow or holly, 12 dozen pairs, \$36; trial 4 dozen, \$18. Satisfaction or money refunded. Lastufka Products, Box 10248, Tampa 9, Fla.

CHRISTMAS GIFTS THAT SELL ON SIGHT. They're different. Sold in local stores, no competition. Write Simms Sales, Warwick, N. Y.

CLOSE OUT! EARRINGS RETAIL FOR ONE dollar, reg. \$6.75 dozen, only \$5.40 dozen carded; asst. pierced and screw type; additional 10% less in gross lots, Dayton General Dist., 506 E. Fifth, Dayton 2, O.

CROWNED QUEEN-O-WATERS PERFUMES Mrs., 22 Charlotte St. Office 101, Detroit, Mich. I've Blue Flags, 1/2 oz., Oriental Bouquet 12 in carton, shipped, \$2.

DEALERS! DISTRIBUTORS! CAN YOU give away guaranteed electric shavers for \$5.95? Write Paul G. Wallace, 3763 S. Wabash, Chicago 15, Ill.

EARINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 121 Empire St., Providence, R. I. de3

EXOTIC FRENCH BOUQUET PERFUME—Luxuriously packaged, \$17.50 nationally advertised price. Gross dozen lots Samples \$1.50. B & C Jobbers, 534 Orchard St., Toledo 9, O. no26

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 121 Empire St., Providence, R. I. no26

FAMOUS MFR. CLOSEOUTS

- Stoned or tailored Earrings.....\$2.00 dz.
- Pierced Earrings on display..... 1.50 dz.
- Charm & Link Bracelets, asst..... 2.50 dz.
- Lord's Prayer Necklaces, boxed..... 2.00 dz.
- Pin & Earrings, boxed..... 4.50 dz.
- Children's Jewelry, boxed, asst..... 3.00 dz.
- Ropes, assorted..... 2.00 dz.
- Shorty Tie Slides, carded..... 1.95 dz.
- Cloves, carded..... 1.85 dz.
- Cameo sets, boxed..... 7.30 dz.
- Anklets, G.F., carded..... 3.50 dz.
- Stoned Neck & Earrings, boxed..... 9.00 dz.
- Tie Slide sets, asst..... 5.00 dz.

IMMEDIATE DELIVERY!

New Assortment of Manufacturers Closeouts

- Charm Bracelet assortment.....\$ 2.00 dz.
- Tailored Earring assortment..... 1.50 dz.
- Pierced Earrings assortment..... 1.50 dz.
- Tailored Pins assortment..... 2.00 dz.
- Stoned Pins assortment..... 2.00 dz.
- Rhinestone Earrings..... 2.50 dz.
- Stoned Necklaces assortment..... 5.00 dz.
- Tailored Necklaces, assorted..... 4.00 dz.
- Genuine Cultured Pearl Pins, Necklaces, Bracelets..... 2.50 dz.
- Enamel on Copper Pins, Earrings, Cuff Links..... 2.50 dz.
- Ropes assortment..... 3.00 dz.
- Rosary Brace, asst..... 5.50 dz.
- Miraculous Brace, & Neck Sets..... 24.00 dz.
- Rhinestone Expansion Brace..... 3.00 dz.
- Librae Neck, Brace, Ear..... 3.00 dz.
- Genuine Clouton Pins assortment Ladies' Cuff Links, Ba, Pi..... 3.00 dz.
- Adjustable Stone Rings assortment Stoned Pins boxed, Earrings boxed, Neckties boxed..... 4.00 dz.
- Assorted Ladies' Glove Holders..... 3.00 dz.
- Love Cuff Earring, Brace, Neckties, Men's Tie Slide Sets, Reg. \$5.00 ea. Pin & Earring set boxed..... 7.00 dz.
- Reg. \$3.95 ea..... 9.20 dz.
- Reg. \$5.95 ea..... 9.00 dz.
- Pin, Neck & Earring Set boxed..... 10.80 dz.
- Neck, Brace & Ear Set boxed..... 24.00 dz.
- Rhinestone Neck, Brace, Ear..... 36.00 dz.
- Single Pearl Neck & Ear boxed..... 12.00 dz.
- Reg. \$4.95 ea.....

24 HOUR SERVICE!

20% deposit with order, balance C.O.D.
KAREN ORIGINALS
45 N. Main St. Bristol, Conn.

KIDDIELAND RIDES - WE BUILD AND manufacture them: Airplanes, Boats, Ferris Wheels, Merry-Go-Rounds. Also build and ride to you, specifications. Theatrical Manufacturing and Amusement, Leavenworth, Kan.

MAKE YOUR OWN MERRY CHRISTMAS sachet with our Essence. Sample and formula 35¢. Surinek, 68 Highland Ave., Bridgeport, Conn.

MAKE \$10,000 YEAR AND MORE WITH our (2) great Wholesale Catalogs, (64 and 30¢ pages) Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! We drop ship Free Catalog Plans! General Wholesalers. Box 3058CH, San Francisco.

NEW LOW PRICES. LIGHT REFLECTING Sights, Red hot and sensible 7" illu- strated color blended; 3,000 varieties. 10¢ per sample. Koehler, 335 Goetz, St. Louis 23, Missouri. no26

PROFITS! PROFITS! PROFITS! IMPORTED, hand-painted Religious Figurines. Three subjects, also Religious Pocket Knives. Extremely good profit makers for this season's ride to you. Specifications. Theatrical Manufacturing and Amusement, Leavenworth, Kan.

SALES BOARDS - CLOSEOUT OF 1000 hole step-up 5¢ boards. Gardner and Superior brands, 6 different boards at \$1.55. 25 at \$1.99, 100 at \$1.26. Seezo Sales, 418 Main St., Bradley Beach, N. J. ap

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

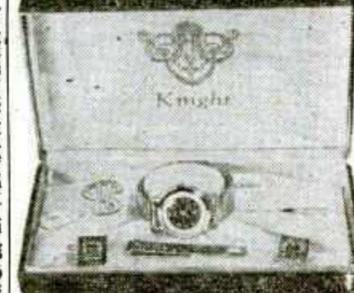
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

CEL-MAX SENSATIONS



Distinctive Jeweled Watch Set
\$8.95
High style at an Amazingly LOW Cost!

Smart fashion-designed watch in sparkling Rhinestone decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order a sample (\$7.95)—see it and you'll SELL IT!



Handsomely Boxed 6-Pc. WATCH SETS
Jew'd Swiss watch with sweep s. h. and ex. d. Gold plate cuff links. Tie holder a Money clip a Collar holder!
\$5.15
Beautifully Boxed Jewelry SETS \$9.60 DOZ

Sparkling hand-set stones. Assorted colors and black cameo. Safin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order, balance C.O.D.

CEL-MAX, INC.
582 So. Main St. (Dept. 10), Memphis, Tenn.

7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Red-book—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS
You pocket all the cash
You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for wedding, birthdays, showers and parties. It increased my sales by 20%." Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

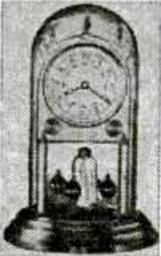
MITCHELL RUBBER PRODUCTS, INC.
Att'n: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 37
Los Angeles 65, California
Please send me the money-making facts about your Rubber Mat exclusive territory offer.
Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing \$1 to cover postage and handling.
MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Name.....
Address.....
City..... Zone..... State.....
when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

(Continued on page 94)

Chicago's Largest Wholesale Distributors HOTTEST ITEMS

HERE'S THE HOTTEST ITEM IN THE COUNTRY FOR THE LADIES! Anniversary Clock Perfume Bottle



Authentic reproduction, complete in minutest detail of the famous Anniversary clock. A bottle that any woman would be proud to display in her home. Perfume comes in different fragrances. Assorted per dozen. \$6.00 per dozen Sample \$1.00 in 2 dozen lots



WESTINGHOUSE THER. AUTOMATIC SKILLET Large 12 inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover. \$7.50 ea. in lots of 6



6 PIECE WATCH SET Real Flash—Appeal... Loaded With Profits! Swiss jeweled gold-plated watch, sweep second hand, expansion band; Cuff Links; Matching Tie Bar; Collar Pin; Money Clip and Key Chain. In handsome plush gift box. America's lowest price. \$5.05 ea. in lots of 6



6 E. OR WESTINGHOUSE EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST! Large jumbo-size capacity featuring colander "and see-thru" heat-resistant cover. \$7.50 in lots of 6



ANOTHER OUTSTANDING VALUE! Sheffield Steak Knives and Carving Set 9 PIECES—Matched Brazilian horn handles; six serrated Sheffield steak knives; 3-pe. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest. \$4.25 ea. in lots of 12



BRAND NEW RONSON ELECTRIC SHAVES Complete in handsome, practical, indestructible case. #84007. \$10.00 ea. in lots of 4

FREE WHOLESALE CATALOG—Top values in famous brands, nationally advertised products and all real money-makers. Write today for your copy. Enclose \$1.00 for handling and postage.

25% deposit, balance C.O.D., F.O.B. Chicago. Add \$1.00 to the above prices for samples.

STAR SALES CO.

1391 Milwaukee Ave. Chicago 22, Illinois



MEXICAN JACKETS 100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors. \$7.75 each

BEAUTIFUL HAND PAINTED MEXICAN SKIRTS A marvelous number that will prove to be your fastest seller and biggest profit-maker. \$3.90 ea. SPECIAL PRICES On quantity lots.



All prices F.O.B. El Paso. 25% dep., bal. C.O.D. Send for free Catalog. PEARL SALES CO. P. O. Box 675, El Paso, Tex.

Dancers, Sizes 34-40 \$7.75 each Embroidered, Sizes 34-40 \$6.75 each

White or sizes over 40, 60c extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.



BUILD YOUR OWN MONEY-MAKING DEAL WITH "JASMINE" ROGERS ONEIDA SILVER

Reinforced lifetime silver plate, guaranteed 24 Piece Set for \$21.00 Value—Now only \$9.90 Including tarnish-proof case 4 Piece Place Settings—\$3.00 Value—Only \$1.50 per set. Retailers, Wholesalers, Filling Stations, Stores increase sales and profits offering fine Rogers Silverware as a premium. Customers buy again and again to get a complete set. Packed in tarnish-proof packets. Don't delay, order stocks now and put beautiful Rogers Silverware to work. Prompt delivery, 25% dep., bal. C.O.D. Money-back guarantee if not satisfied. 4333 N. Pulaski Road Chicago 41, Illinois

H. MEINHARDT & CO. Chicago 41, Illinois

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

Continued from page 93

RECORD COMPANY, Los Angeles, Calif. area. Nets \$37,500 or more per yr. Over 300 active accts. Compl. equip. Estab. 1938. Dept. of Original Partner for sale at only \$20,000. Dept. #22431. FREE BULLETINS ON ABOVE BUSINESS Chas. Ford & Assoc. 4425 Hollywood Bl., Los Angeles, Calif.

ROCKAWAYS' PLAYLAND OFFERS BUSINESS opportunities; modern concession spaces available for Electric Penny Pitch, Bang-a-Basket Ball, Duck Pond, Handwriting Analysis, Fish Bowl, or other skill games and attractions conflicting with existing concessions. These stores have game counter frontage on both 96th Street and the Midway, the central area of the Park. Interested parties address inquiries to Real Estate Dept. Rockaways Playland, Ocean to Blvd., 97th to 98th St., Rockaway Beach, New York City, N. Y. Give details, background, and references. Only reliable and experienced operators with sufficient means should apply.

START A MAIL ORDER AND PUBLISHING business; small capital. Details, \$1. Fred Hettick, Secretary, Bismarck, N. D.

THRILLING GREETING CARDS PAINTED on skeleton leaf or sandalwood veneer. Samples with many lists, \$2. Motiwalla, Third Bhowliada, 38 BB, Bombay 2.

TOP GRADE CHINCILLAS — 3 TO 6 months old and equipment, only \$450 a pair delivered. Russell Lane, Hustonville, Ky.

TREMENDOUS PROFITS, SELL ACCORDIONS from your home, store or mail order. Write, Quentin Till, 2630 N. 73 Ave., Elmwood Park, Ill.

UP TO 85% DISCOUNTS ON NAME brands. Giant 100 page catalog. BTS Products, Box 217, Oakland 79, N. J. ch-del-17

WANTED TO LEASE—5 ELI WHEEL, Tilt-a-Whirl, or any major ride in good condition, with option to buy. Nearest park in 100 miles. Dee W. Jackson, 304 S. 13th St., Ponca City, Okla.

WOULD YOU LIKE TO SAVE \$2000—1 have a new Evans Model K 10x14 foot long range gallery ready to load and weighing two tons which cost me \$2300; 12 cases spatterless ammunition, 5 fine fine rifles, National cash register, 250 loading tubes, one short range with my own copyrighted targets and sighting plates. All of the above equipment cost \$3565 and account of illness I will take \$1500 for it all. Harley H. Moffitt, Box 6, Windermere, Fla.

COSTUMES, UNIFORMS, WARDROBES

FORMALS, EVENING GOWNS AND Dresses, bargains; purple stamp for detailed list. Mr. E. H. Knox, Box 283, Ashland, Ohio.

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WORLD'S FINEST SECRET MUSTARD recipes. They will buy sandwiches for the mustard; made in moments; no cooking, 50¢ in coin. Leonard Billings, 601 4th Ave., Mendota, Ill.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. no29

OFFICE TRAILER—30 FT. DROP FRAME, Fruehauf; spun glass insulated, very low mileage. 4 practically new 900x20 perfect air brakes with 6.3 KVA Hobart 110 AC light plant, \$1200. Phone or wire: Clair E. Myers, 222 E. Boundary Ave., York, Pa.

14 KIDDIE RIDES, 10¢ SLOT, POCKET Books, Horses, \$1400. Daurio, 894 Palisades, Teaneck, N. J.

FOR SALE—SECONDHAND SHOW PROPERTY

A BEAUTIFUL 7x12 YEAR ROUND CONcession unit, windowed and screened; equipped with everything. Road or station try. Write for information, 3438 Prospect Road, Peoria, Ill.

A KIDDIE TRAIN, ELECTRIC LONG Range 3 Guns; Bus, Truck, Arcade Machines. Sell for cash or trade for money. Bernie Blake, 1119 E. Plaza, Anson, Tex.

BOOMERANG WALTZER PARK RIDE, BIG capacity, money maker, big flashy, sensational thriller, cost about \$20,000, sacrifice, \$4500. Mangels, Coney Island Park Gallery, large double row duckpond, the flashiest late model shooting gallery, cost about \$10,000, sacrifice, \$2250. One 35 K.V.A. light plant, Westinghouse, AC 110-220 volt, like new, mounted on Ford truck with light six, sacrifice, \$1850. One 25 K.V.A. light plant, DC, 110 volt, mounted on trailer, sacrifice, \$1000, or trade the above for Merry-Go-Round, 75 Eli Wheel or Kid rides. F. Allen, 1400 Brewerton Rd., Syracuse, N. Y.

BOWERS KIDDIE ELECTRIC TRAIN, #66; Auto Ride, "One Plane \$300; Sound Car, complete, \$400; Tops & Frames, Junction Boxes, other show odds and ends, including two trucks. Cheap for a quick cash sale. Bill Shoemaker, Box 117, Eppy, Pa.

ELI 5 FERRIS WHEEL, KIDDIE FERRIS Wheel, Cage Type; Kiddie Flying Jennie; Auto Ride, Whirligig Organ, Mechanical Show, Atomic Whirlie Ride, mounted; Transformers, Banners, Carnival Equipment, Concession trailer with Corn, Floss, Road Beer, Snow, etc.; Corn Venders, Arcade Machines. Collins Rides, Kearney, Neb.

ELI 25 FERRIS WHEEL, TOP-NOTCH condition, up in operating condition in Jacksonville Beach, Fla., \$3600. L. A. Sadlek, M. D., 4460 Archer Ave., Chicago, Illinois. de10

EXCELLENT CONDITION—BEACH CLUB, #125; Yacht Club, \$67.50; Dude Ranch, \$155; Ice Frolics, \$175; Palm Springs, \$175. United Novelty Co., De Launez & Division Sts., Biloxi, Miss.

FERRIS WHEEL—BEAUTIFUL 36 FOOT Ford wheel, money getter, none better. Ford Tractor Power Unit; Seats, metal grilles and leather upholstery; fence ticket box, \$3000. Real bargain, photo, yes. Homer Moore, 2250 Sarah St., Pittsburgh 3, Pa.

FOR SALE—2 G-16 TYPE RENNELAER coaches for train. Capacity 12 adults, 24 children. Swatara Park, Middletown, Pa. Phone 4-5141.

GMC BUS—NEW CHEVROLET BLOCK equipped for Root Beer and Lunch; room for Corn, state room. Write: Puckett, 311 7th Street, S. E., Rochester, Minn.

MANUFACTURER REPAIR, TRADE ANY thing canvas Any size, good as new tents What do you have or want? Smith Tent Auburn, N. J. ja21

MERRY-GO-ROUND, FERRIS WHEEL, TILT-a-Whirl, Chairplane and Kiddie Airplane. Also Calliope mounted on truck. Electric cable and junction boxes. Mosher Amusements, 915 Scott Ave., Port Huron, Mich. Yukon 5-7653.

MOTORIZED CANNON SHOOT MAN OVER two Wheels, A-1 condition. Make best offer. Gregg, 5039 West 132 St., Hawthorne, California. de3

ONE G-12 MINIATURE TRAIN, LIKE NEW, used six weeks, 300 feet of track, \$2850. Conrad Haney, Haslett, Mich.

PENNY ARCADE—NEW 20X30 TOP, Excellent 14 foot Ford Van, booster, ticket box. Al Valente, 58th St., Perry, N. Y.

PORTABLE RINKS — 40'x80' COMPLETE, now operating; 50'x100'; now stored. Ph. 323243, Rollerbowling, 1102 Temple Terr., Tampa, Fla.

SMALL CARNIVAL PLASTER MANUFACTURING lamps, figurines; will sell as whole or piecemeal. Send quarter for illustrated catalog. Valente, Perry, N. Y.

THREE AHEAD—ALLAN HERSHELL Merry-Go-Round, Ten Car Kiddie Ride, \$10,000; King Amusement Fun House, \$1500; King Amusement Shooting Gallery, complete on Ford Truck, \$1500; 30 KW Diesel Light Plant in trailer, \$2000; Photo Gallery, \$1000. J. Light, 4616 12th Ave., Sacramento 20, Calif.

TILT-A-WHIRL FOR SALE—THIRTY-FIVE hundred dollars cash. Ride was booked on Foley & Burk Shows this year. Ride can be seen in operation in Montgomery Village, Santa Rosa, Calif., until December 25. Robert Lee Ellis, 805 Donahue St., Santa Rosa, Calif.

TILT-A-WHIRL FOR SALE, USED IN Park; very good condition. Reasonable. Al Taylor, 4418 N.E. 70th, Portland, Ore.

TRAINS—ALL SIZES, GAUGES, TYPES, new, used, trade-ins. Photographs, details, \$1 bill (refundable), Miniature Trains 33B Winthrop, Rehoboth, Mass. de3

36 MACHINE ARCADE ON TANDEM wheel, factory trailer, electric brakes. Machines and trailer in good condition. Lee Borcherdt, 621 S. 8th St., Petersburg, Ill.

40 PONIES CONSISTING OF 20 FEMALES, 20 males, all for \$1600; ready for shipment. real bargain, no more like them. Phone; don't wait until it's too late. All can be hauled on trailer truck, 35¢ per mile, one way. 1 small Mule, weight 220 lbs., make offer. Day phone: 9317, night phone: 2061. P. L. Cobb, Hotel Ponder, Amite, La.

INSTRUCTIONS BOOKS & CARTOONS

CLOWN GAGS, FIRE EATING, KNIFE Throwing, Iron Tugue, Acial for Pseudo Sword Swallowing, etc. Manly, 200 S. Ave., 56, Los Angeles 42, Calif.

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. no26

AMAZING NEW FORTUNE TELLING Book, plus 2 questions answered free on any subject. Send \$1. Marion, Box 103, Northridge, Calif.

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2.

STRAIGHT JACKET RELEASE SECRET, 25¢. Chinese coin trick, 25¢; fifteen side-show tricks, 10¢; new field for magicians, 10¢; spirit padlock, 3 for \$1. Escape acts, handcuffs, etc. Trudel, B-117 Salem, Lowell, Massachusetts.

SUB MINIATURE RADIOPHONE FOR Mentalists Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. no26

TRICK DICE—MADE TO ORDER, ANY size and color. Steve Pinkus, 4918 Milwaukee Ave., Chicago 30, Ill. AVenue 3-7262.

MISCELLANEOUS

ATOMIC ENERGY SCIENCE PRE 1600 A.D The key (handbook) to the folklore of the Hypnotic Magician Superstitions. Robertson, 53 Berkeley St., Boston 16, Mass. \$3.50 c.o.d. no28

DISPLAY TURNTABLES—SHOW MORE, sell more with motion. By Vuc-More; literature on request. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

DON'T DRINK WHISKEY! A SIMPLE harmless drink from the grocery store will give you bounding energy and pep. Cost little to try. Information, \$1. Fred Black, 1150 Wiggins Street, Jackson 3, Miss.

GENUINE ZIRCONS—ONE CARAT SIZE White & blue, \$5 value, special for 30 days, \$2 each. Cash or check, limit two. Field Bros. Co., 6 East Monroe St., Chicago 3.

PRIVATE PARTY WILL SELL MAN'S 3 stone diamond ring; about 20 points each. Beautiful color, only \$110. Gorgeous lady's 14 carat solitaire ring, \$140. Refund if not satisfied. Dayton, 3507 Tampa, Tampa 3, Fla.

TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values, free catalog. Dressner, Box 66B, Peter Stuyvesant Station, N. Y. 9.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—HAMMOND ORGAN C2, includes Leslie Speaker, 3 years old. Fine condition. \$2,000. Herb Williams, 4805 Rothman Place, Madison, Wis.

ONE AIR CALLIOPE, ONE FOUR STOP unit Pipe Organ and chimes in 27 foot trailer. Twelve foot stage. Amplifier and Organ. \$300. Dressing and 67' Best room, \$5000. Cozatt Organ Co., Danville, Ill.

WHOLESALE MUSICAL INSTRUMENTS, Phonographs, Recorders, Watches, Appliances, etc. Discounts to 75%! Free catalog. Strauss Music Company, 25-35 Lafayette St., Paterson 23, N. J. de24-ch

M. P. FILMS & ACCESSORIES

FREE NEW 16MM. CATALOG—FINEST films, technician, cheapest prices. With free serials, shorts, advertising. Filmshows, Rt. 1, Box 36, Clarksville, W. Va.

16MM. 500 SOUND REELS, DIRT CHEAP. New list of Westerns, Series, War films. Sell, rent, Boston, 335 Fifth Ave., Pittsburgh 22, Pa.

16 MM. USERS: THE NEW MA & PA KETTLE series and new Abbott-Costello series, plus hundreds of new titles, as "Thunder Bay," "Desert Legion," "Great Dan Patch," "Davy Crockett," "Four Faces West," "Davy to God's Country," "Glenn Miller Story," now ready. Write for free catalog. If interested in outright sales write for list C. Minot Films, Inc., Milbridge, Me.

PERSONAL

ANNOUNCING OUR NEW PSYCHOLOGICAL test that reveals your true vocational aptitude. If you long for real inner contentment, self-confidence, and greater adequate income, send card today for free full facts to Employment Counselors, Suite 507-JL, Professional Building, Baltimore 1, Maryland. de3

IS DANDRUFF GETTING YOUR HAIR? Our formula for \$1 will help you. Write, Youth Productions, 5218 Wadena Street, Duluth 7, Minn.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Prints, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no26

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tn

PHOTOS—100 ONLY \$2. POSTAGE STAMP size from any photo. Clear professional prints. Your photo returned. Send today! Bulldick Photos, 4619 2d St., McKeesport (Versailles), Pa. de10

SALESMEN! CARNIVAL MEN! WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$74.50

Choice Lot—Famous WATCHES, 6 for \$49 With Expansion Bands

Sell on sight at fabulous profits... They look BRAND NEW! Guaranteed like new! Send \$8.95 for Sample and be convinced Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S 182 S. Main St., Memphis, Tenn.

Little Atom World's Smallest Pistol

COMPLETE WITH RANGING AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Dealer's Cost... \$12.00

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog.

G & S Mfg. Co. Dept. B, 504-506 Deaderick NASHVILLE, TENNESSEE

BUY DIRECT FROM MANUFACTURER ATTENTION WHOLESALERS, JOBBERS and PREMIUM HOUSES

Trouble Lights

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.

25% Deposit, Balance C.O.D.

Sheldon Cord Products 2549 W. 5th Ave. Chicago 24, Ill. Phone: Nevada 2-3898

LARGE HEART & ROUND DISCS

With 24" Neck Chain, hand polished Gold or Hot Nickel Plated

\$3.00 doz.

Ladies' Idents, bulk... \$13.50 per doz. Carded \$14.40

Men's Idents, bulk... \$15.00 per doz. Carded \$16.50

Made of Brass.

A. LEONARD & CO. MFG. JEWELERS 51 Bassett Street Providence 3, R. I.

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Originators of the All Aluminum Idents. 7739 SO. AVENUE, CHICAGO 19, ILLINOIS Phone Waterfall 8-8855

DAY AND NIGHT SERVICE

DON'T FAIL THEM

Bulk Op's Success: Pleasing Children

By BILL MASLOWE

CHICAGO, Nov. 19.—He is secretary of the National Vendors' Association. An active, jovial fellow, he is also the founder of the S & S Vending firm here, and the father of five sons and a daughter.

With his son, Anthony, "number three" boy better known as Tony, he operates about 1,000 bulk gum and charm venders in Illinois, Indiana and Wisconsin. He set up his two older sons, Joe and Mike, in the bulk gum vending business in 1947. (The Billboard, November 12.)



TONY SPARACINO PHIL SPARACINO

That is Phil Sparacino. In addition to keeping up with the activities of his daughter, Margaret, a stewardess with the B. & O. Railroad, and his two younger sons, Julius, a freshman at Notre Dame, and Steve, a junior in high school, Phil keeps a close eye on his own bulk vending business as well as that of his two older boys. He's always ready to lead a hand.

In relating the success of the S & S Vending company, Phil says with a smile: "Remember, it's a kid's business, and you gotta please the youngsters to get their business. The equipment must be kept clean. The inside of the globe must be kept polished as well as the outside. Above all, keep the mechanism in good working condition at all times, otherwise the youngster who failed to get his ball of gum tells his friends: 'Aw, I put my penny in that lousy machine and nothing came out. It's a gyp.'"

"And there," Phil pointed out, "you can lose a lot of business just because you became a little careless, or hurried too much in servicing your machine." Describing the servicing of S & S venders, Phil pointed out that his son Tony does all this work, covering between 150 and 175 outlets a week. He travels between 600 and 800 miles, leaving home early Monday morning and returning late Thursday or Friday.

Highway Stops
"Our stops are all on the main highways, usually on the outskirts (Continued on page 99)

Industry Plans Big Peanut Ad Drive in '56

WASHINGTON, Nov. 19.—Beginning January 1, 1956, the peanut industry is going to step up its advertising and promotion campaign, William F. Seals, president, National Peanut Council, announced this week.

More money will be spent in advertising and publicizing peanuts during the year because of the huge crop of 845,000 tons now being harvested, he stated.

In the push for greater sales, Seals said there would be tie-in promotion campaign with makers of salted peanuts, peanut candies and peanut cookies. Highlight of the drive will be National Peanut Week March 4 thru 10.

Congress, Seals pointed out, made peanuts one of the nation's six basic commodities under Federal Farm Support, and 1955's acreage allotments and marketing quotas were increased 7½ per cent to satisfy growing demands.

PM Head Sees End Of Cig Brand Race

BALTIMORE, Nov. 19.—O. P. McComas, president of Philip Morris, Inc., recently told members of the Baltimore Bond Club that the industry now has approached the peak number of cigarette brands which companies will manufacture and the trade will stock.

He predicted the economic elimination of weaker products and a consolidation and concentration on the stronger brands, sizes and styles.

Vending machine operators this week were hoping that McComas' prediction comes true. The battle of the brands has put increased inventory pressure on operators and has caused serviceable machines of limited columns to be downgraded on locations.

Share of Market

McComas pointed out, tho, that the share of market of filters and kings may continue to grow. He cited 1953 figures which showed that regulars had 70 per cent of the market, with kings accounting for 27 per cent and filters for only 3 per cent.

Currently, said McComas, regular brands account for only 52 per cent of consumption, while kings have risen slightly to 28 per cent and filters have jumped to 20 per cent.

For the vending operator, all this probably means that dual and triple pricing is here to stay, that higher profits on premium-priced brands will continue, but that there will be fewer brands to worry about.

Actually most of the newer cigarette venders are geared to handle the current situation—as far as capacity, selectivity and pricing. As long as the selectivity picture doesn't get any more complex, equipment being made today should be around for a long time.

'55 SUMMER PLUS-SALES REPORT

Ops Hike Seasonal Income: Place Venders at Fairs, Parks, Pools

CHICAGO, Nov. 19.—Vending machines are appearing more frequently each year at fairs, parks, pools and other outdoor events—and with good reason.

Because despite the problems of providing and servicing vending equipment for outdoor shows—whether they are provided by concessionaires, vending machine operators or show management—venders do make conveniently available snacks and beverages with a minimum of personnel, and are profitable.

Soft drinks, ice cream, milk, candy and fresh fruit are among the products which are being vended thru machines at outdoor events with success.

A total of 72,221 half pints of milk were sold thru venders at the

eight-day New York State Fair in September. Thirsty fairgoers bought 29,419 half pints of white, 42,802 of chocolate milk from 23 machines strategically located on the fairgrounds.

Fruit: \$225 Daily

Fresh fruit was vended from machines for the third straight year at the Michigan State Fair, with daily grosses from two machines, placed at high traffic locations, about \$225 each. For a dime, customers had a choice of apples, pears and plums.

Milk venders were used for the first time at the Wisconsin State Fair last year and despite a highly publicized "All the Milk You Can Drink for a Dime" booth, one of three machines dispensed three full loads daily. However, the vending operator, who provided and serviced the machines last year, Carl Millman, president of Automatic Merchandising Corporation, Milwaukee, did not provide machines this year because, altho chocolate milk sales were good, white milk sales were relatively poor because of the promotion booth. As he explained: "It's pretty tough to compete with giveaways, and with milk

practically free—all you can drink for a dime. So it would hardly pay us to install machines and pay a commission, too."

For Ops: Ads

But besides the profit involved, vending operators—including Millman—quickly agree that machines provide for them an excellent means of advertising. At the Wisconsin State Fair last year, for example, Millman reported that dozens of qualified queries were made by visiting factory and school officials.

The same is true at ball parks or swimming pools, also where a maximum number of people are exposed to the machines and the service provided by a vending operator. This past season Herb Geiger, head of Geiger Automatic Sales Company, Milwaukee, increased the number of ice cream machines at the Milwaukee County Stadium to six, added a number of milk venders as well because of fine business during the 1954 season with just three ice cream units.

Machines don't replace hawkers or other food concessionaires but merely supplement them in Geiger's stadium operation. Despite the problems—too many people all wanting to buy at one time, balks at a 15-cent price, headaches of changemaking, overhead of vending personnel at stadium and special conditioning of equipment for ball park use—Geiger is satisfied with (Continued on page 98)

Herman Wolf Dies; Head of Central Vend.

PHILADELPHIA, Nov. 19.—Funeral services for Herman Wolf, 48, head of the Central Vending Machine Service Company here, were held Thursday (17) at the Asher-Bershtler Funeral Parlor.

Wolf had recently returned from the annual convention of the National Automatic Merchandising Association in Chicago and went (Continued on page 98)

LOST CIG ART FADES FROM CONN. SCENE

NEW LONDON, Conn., Nov. 19.—Progress cannot be stopped, and so New London today is strictly a city for tailor-made cigs.

Because of the disappearance of the "roll-your-own" cigarette experts, and repeated blows by hurricanes—1938, 1944, 1950 and 1954—the city's lone cigarette plant, and the only one in the U. S. A. owned by Braunstein Freres, Inc., of Paris, France, quietly bowed from the local scene last week.

Located on the New London waterfront since 1937, the plant was purchased by the U. S. Tobacco Company of New York. It had employed about 20 women.

The special cigarette paper processing equipment is to be moved to Nashville, Tenn., where U. S. Tobacco has a plant.

New Lennox Model \$1,000; 4 Selections

CHICAGO, Nov. 19.—A new 1,000-cup, 4-selection soft drink cup vender priced at \$1,000 was unveiled at the NAMA show by Lennox Manufacturing Company. Called the V-1000, it features the same construction, ice refrigeration and type of operation of the firm's original 2,000-cup machine introduced last year.

Deliveries on the new model are still a number of weeks off, depending upon the speed with which Lennox can gear volume output.

The V-1,000 has four sirup tanks; positive-throw sirup pump and a 20-gallon sirup capacity. It is 68 inches high, 27 inches wide and 24 inches deep. The cabinet is mounted on casters.

Drink selection, as in the larger model, is made automatically by push button.

Continental Adds Crown and King to Cig Vending Line-Up

CHICAGO, Nov. 19.—Two new models—the Corsair King and the Corsair Crown—have been added to the cigarette line of the Continental Vending Machine Corporation, Westbury, L. I., N. Y.

Operators at the NAMA here saw both units for the first time last week. The 20-column king has a capacity of 820 packs and, like the standard Corsair 20, vends regular, king-size or box-type packs at three price selections.

In design and operation it is similar to the Corsair 20. King dimensions are 60 inches high, 30 inches wide and 14 inches deep. Tentative price is \$325, with 1956 production planned.

The Corsair Crown, designed for the Canadian market, is a 15-selection machine—13 box and two pouch—with a 480-pack capacity. Tentative list price is \$325, with 1956 production planned.

A new feature on the Corsair 20 is a Liggett & Myers illuminated sign on which the operator gets \$7.50 a year per machine.

According to Continental, some 3,000 Corsairs are now on location, less than 20 per cent on Continental-owned operations.

A feature of the Continental exhibit was the testing equipment which operated the machine automatically—at the rate of 520 packs an hour—and displayed the mechanical functions in action.

Apco Preems Snack Shoppe Vending Facade at NAMA

NEW YORK, Nov. 19.—Apco, Inc., broke its vending machine facade—the Snack Shoppe—at the NAMA show in Chicago last week with a six-column front for hot drinks, cold drinks, milk, ice cream, sandwiches and candy on display.

Mel Rapp, Apco executive vice-president, said the units will probably sell for from \$100 to \$125 a column. He added that a six-column front can be installed on a location in four hours.

Panels are made with permanent color finishes, with each unit 36 inches wide with an over-all height of eight feet. Basic minimum unit is four columns. Production is set to get underway in 30 days.

The Automatic SnakShoppe Junior, a unified battery of three vending machines to be sold as a package under a common-front sign, also bowed at the convention.

Units are a four-selection cold drink vender, a four-selection pastry vender, and a seven-selection hot drink vender, with four selections of coffee, and hot chocolate, tea and soup. The package is 62 inches high and 62 inches wide.

In addition, all cabinets in the Apco line have been redesigned in two-tone colors, and selectivity on hot drink machines has been increased to include soup and tea. Coffee may be vended for 5 cents and hot chocolate for 10 cents in the same machine.

Conn. May Get Cig Tax Hike Due to Flood

BRIDGEPORT, Conn., Nov. 19.—Connecticut smokers may soon be paying 4 cents tax on a pack of cigarettes to help finance the State's flood disaster recovery program. Currently, the tax is 3 cents on a pack of smokes.

An over-all tax program to raise about \$30,000,000 in two years was being prepared by Gov. Abraham Ribicoff, who told legislative leaders at a special conference here that it would be about \$3,000,000 short of the goal set by the State Flood Recovery commission.

A spokesman for the Democratic majority in the State Senate said Governor Ribicoff's program will be fully supported by that body.

Distribs Ship Xmas Charms

CHICAGO, Nov. 19.—Don't look now, but it's later than you think. In just 35 days Christmas will be here.

And heralding the yuletide's approach are Chicago distributors of charms, who began shipments of a variety of seven Christmas items to operators thruout the Midwest.

Tom King, King & Company, announced his firm is shipping a variety of colorful miniature ball ornaments and is expecting to add other items to his line.

Seven different Christmas items are being handled by Jack Nelson, Logan Distributing Company. The seven which can be vended in bulk gum or capsule machines are jingle bells, candle holders and candles, Santa Claus rings, Christmas bells, ball ornaments, gold cross and chain, and Christmas buttons carrying the season's greetings.

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

SIDMOR VENDING CO.
2137 Fifth Avenue
Pittsburgh 19, Pa.

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

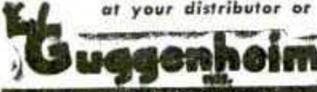
H. B. HUTCHINSON JR.
860 North Ave., N.E.
Atlanta, Georgia

Christmas Tree ORNAMENT CHARMS

\$15.00 per thou.

- VACUUM PLATED
- 2 COLOR MIRROR FINISH
- KIDS WILL DECORATE TREE WITH THEM

LABELS AVAILABLE at your distributor or



Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL 5-8393

NEW IMPROVED PENNY-NICKEL ATLAS MASTER



Write for full information to

EXCLUSIVE NAT'L SALES AGENT

Penny King Company
2538 Mission St.
Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Send 35c for regular sample kit of charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

COINMEN YOU KNOW

Chicago By KEN KNAUF

OPS, DISTRIBS, MFRS. ATTEND FOUR BIG MEETS. Coin machine manufacturers, distributors and operators from all parts of the nation attended four Chicago meetings and met with local manufacturers and distributors at their headquarters. Coinmen attended the National Automatic Merchandising Association annual convention at the Conrad Hilton; the Music Operators of America executive meeting at the Morrison Hotel; the National Coin Machine Distributors' Association meeting at the Morrison, and the National Vendors' Association board of directors meeting at the Congress Hotel.

Among those attending the NCMDA meet were Al Schlesinger, managing director, Chicago; Harold Lieberman, Lieberman Music Company, Minneapolis, president; Gil Kitt, Empire Coin Machine Exchange, Chicago, vice-president; Irvin Blumenfeld, General Vending Sales Corporation, Baltimore, secretary; J. D. Lazar, B. D. Lazar Company, Pittsburgh, secretary.

Lou Wolcher, Advance Automatic Sales Company, San Francisco; Ron Rood, Rood Distributing Company, Orlando, Fla.; Max Hurvich, Birmingham Vending Company, Birmingham; John Bilotta, Bilotta Distributing Company, Newark, N. J.; Joe Mangone, All Coin Amusements, Miami; Ted Bush, Bush Distributing Company, Miami; Wally Finke, First Coin Machine Exchange, Chicago; Sam London, S. L. London Music Company, Milwaukee; Bill Marmer, Marmer Distributing Company, Cincinnati; Hy Branson, H. M. Branson Distributing Company, Louisville; Don Moloney, Donan Distributing Company, Chicago; K. A. O'Connor, O'Connor Distributors, Inc., Richmond; Ed Ravreby, World Fair, Inc., Allston, Mass.; Ben Axelrod, Morris Novelty Company, St. Louis; Kenneth Brake, Rock City Amusement Company, Nashville; Charles Robinson; Louis Bennett; Harvey Carr, editor of the Coin Machine Journal; Hilmer Stark, general manager, coin machine division, The Billboard, and Bob Dietmeier, editor, coin machine division, The Billboard.

Among those attending the NVA executive meet were Moe Mandell, New York, president; Harry Bell, Chicago, vice-president; Phil Sparacino, Chicago, secretary; Milton T. Raynor, general counsel; Bernard K. Bitterman, Kansas City, Mo., honorary president, and directors Meyer Abelson, Pittsburgh; Paul Crisman, Chicago; Herman Eisenberg, Cleveland; Samuel Eppy, Jamaica, N. Y.; Bill Falk, Freeport, N. Y.; Robert Guggenheim, New York; Les Hardman, Rio Piedras, Puerto Rico; Rolfe Lobell, Chicago, and R. R. Whitehead, Atlanta.

With the group at the MOA executive meet were George A. Miller, president; William Blatt, director, Supreme Distributors, Inc., Miami; Martin C. Britz, vice-president and treasurer, Great Falls, Mont.; Albert S. Denver, vice-president, New York; Howard Ellis, director, Coin-A-Matic Music Company, Omaha; Norman Gefke, director, Sioux Falls, S. D.; William E. Hullinger, director, Hullinger Music Company, Delphos, O.; Max Hurvich, director, Birmingham Vending Company, Birmingham; Sidney H. Levine, legal counselor, New York.

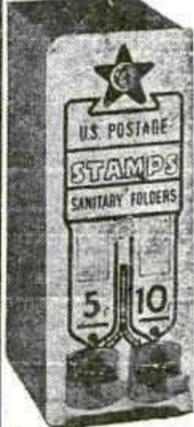
Larry Marvin, director, Sacramento, Calif.; Les Montooth, director, Peoria, Ill.; Jack Mulligan, director, Music Vend Corporation, Youngstown, O.; Victor Ostergren, director, Gary, Ind.; Clinton S. Pierce, first vice-president, C. S. Pierce Music Company, Brodhead, Wis.; A. Lewis Ptacek Jr., director, Manhattan, Kan.; J. Harry Snodgrass, national secretary, Border-Sunshine Novelty Company, Albuquerque, N. M.; James Tolisano, director, Hartford, Conn.; J. Wallace, director, Clarksburg, W. Va.

Among the large crowds attending the NAMA convention were: Sam E. Rich, vice-president in charge of sales for the Sweets Company of America, Hoboken, N. J.; Clarence Brainerd, general sales manager, Federal Sweets & Biscuit Company, Clifton, N. J.; Bill Holt, vend division sales manager, Stewart's, Inc., Memphis; Ed Dalton, assistant sales manager, Peter Paul, Inc., Naugatuck, Conn.; Ken F. Fox, general sales manager, Clark Bros.' Chewing Gum Company, Pittsburgh; Jane Mason, of Leaf Gum Company, Chicago; Al Erlich, sales promotion manager, Chunky Chocolate Corporation, Brooklyn; Springer Simpson, district sales manager of the D. L. Clark Company, Pittsburgh, and Harry A. Shenkman, president, Lord Byron Corporation, New York; Sam Lewis, Frank Menceri, Chester Gore, Exhibit Supply Company, Chicago; Paul Huebsch, Bill Coan Jr., J. H. Keeney & Company, Chicago.

Los Angeles By JOEL FRIEDMAN

POOL GAMES CONTINUE SALES RAMPAGE. The flood of business distributors and operators are both doing with pool games continues to be the talk of this area. Pool grosses continue to be extremely high, say the operators, and tho a host of major firms now have their version

SCHOENBACH STAMP VENDORS
Folder Type



ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

FREE!

HELMCO-LACY DISPENSER
LIST PRICE IS \$109.50 when you sell

Palmer House HOT CHOCOLATE

OPERATORS—AGENTS—DEALERS DISTRIBUTORS WANTED

The finest quality hot chocolate syrup made. MONEY-BACK GUARANTEE TO DEALERS IF NOT COMPLETELY SATISFIED. Franchises available in certain territories. No equipment to buy.

Write for complete information and FREE sample of choc.



PALMER HOUSE PRODUCTS, Inc. Suite 725-26 Plymouth Bldg.
Minneapolis 3, Minn. Phone: Fillmore 8141

DuGrenier Exhibits 5-Pack Cigar Unit

CHICAGO, Nov. 19.—Arthur H. DuGrenier, Inc., Haverhill, Mass., displayed its new Five-Pack Cigar Vender at the NAMA show here last week.

The unit, currently in production, lists for \$209.50. It vends five packs at two prices—any combination of 25, 35, 50 or 60 cents. A built-in humidifier is standard equipment.

Features are an inset-tilted mirror with heavy chrome trim, an empty signal that locks the column automatically and full windows for package display. Changemaker is optional at extra cost.

Dimensions are 61 inches high, 29 inches wide and 13 3/4 inches deep. Weight is 265 pounds. The four columns hold 25 five packs each. Cabinets come in 10 standard colors and four woodgrain finishes.

America's Best VICTOR Standard TOPPER 1c BALL GUM VENDOR \$12.50 Each



\$12.00 Each 100 or More
30 day money-back guarantee if not satisfied.

1/3 deposit on all orders. Write for lowest prices on filled capsules. Immediate delivery.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

GIVE TO DAMON RUNYON CANCER FUND

Precision-Built for PROTECTION & PROFITS!

ACORN
The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR



- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

Western Office OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.
Eastern Sales Office M. J. ABELSON 2033 Fifth Ave. Pittsburgh 19, Pa.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for:

ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS 750, 9A

Also Available:
• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 240 Cap.	\$ 90.00
Crusader, 8 Cols., 340 Cap., Vends 25c & 30c	150.00
Crusader, 10 Cols., 400 Cap., Vends 25c & 30c	160.00
Diplomat, 8 Cols., 340 Cap., Vends at 25c & 30c	160.00
President, 8 Cols., 340 Cap., Vends 25c & 30c	135.00
Uneda Model E, 6 Cols., 180 Cap.	\$ 75.00
Uneda Model A, 8 Cols., 240 Cap.	90.00
Uneda Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

DuGrenier Candyman, 74 Cap.	\$ 67.50
Stoner Candy Prewar, 160 Cap.	135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50
Rowe Candy Merchant, with changemaker, 7 Cols., 158 Cap.	165.00

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

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

ROWE IMPERIAL 6 Cols., 180 Cap. ONLY \$75.00

NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise.

Effective January 16, 1956, new prices on all Victor Vendors are as follows:

5-STAR BABY GRAND
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER
Less than 25 cases, \$53.00 per case of 4.
25 cases or more, \$51.00 per case of 4.

TOPPER DELUXE
Globe Style or Topper Deluxe, Half-Cabinet Style. Less than 25 cases, \$60.00 per case of 4.
25 cases or more, \$57.00 per case of 4.

SUPER V
Less than 25 cases, \$74.90 per case of 4.
25 cases or more, \$70.00 per case of 4.

KING SIZE TOPPER DELUXE
Less than 25 cases, \$61.00 per case of 4.
25 cases or more, \$59.00 per case of 4.

All prices F.O.B. Chicago.

Expand your routes now!

See your nearest Victor distributor

VICTOR VENDING CORP.

5711 W. Grand Ave. Chicago 39, Ill.

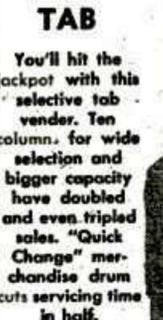
Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave. Cleveland, Ohio
To 1-6715
Write for prices.

THERE ARE BIG PROFITS IN
GUM
GET YOUR SHARE WITH
Northwestern

PACKAGE GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidrome" display top attracts sales.



TAB
You'll hit the jackpot with this selective tab vender. Ten columns, for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



BALL
More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.



Also **NORTHWESTERN**
49 NUT VENDER
Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.



WIRE, WRITE or PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION
848 East Armstrong Morris, Illinois

GIVE TO DAMON RUNYON CANCER FUND

Outdoor Milk Units Boost Nat'l Sales

DETROIT, Nov. 19.—The outdoor milk vender is becoming one of the nation's outstanding "salesmen" in the drive to increase the consumption of milk in the United States.

That fact was pointed out clearly in a national wire service survey just completed by Pure-Pak Division of Ex-Cell-O Corporation, one of the country's largest manufacturers of machines for packing milk in waxed paper cartons.

Quick, efficient service, plus availability of milk at all hours of the day, has encouraged greater individual consumption of milk, the report concluded.

George D. Scott, vice-president of the Pure-Pak Division, stated the poll was restricted to outdoor operators of venders capable of handling only quart and half-gallon paper cartons of milk.

No Last Sales

Operators, according to the survey, generally agreed that venders make milk available for consumption that otherwise would be lost; that venders supplement rather than supplant normal milk outlets—neighborhood and chain stores and home deliveries.

Significantly, the operators declared: "Venders do most business in the hours when stores are closed—during the night and on holidays and weekends."

Oak Rubber Bows Disney Balloon Vender at Conv.

CHICAGO, Nov. 19.—The Oak Rubber Company, Ravenna, O., introduced its new 250-capacity balloon vender, which dispenses colorful Walt Disney character balloons, at the National Automatic Merchandising Association convention in Chicago last week.

The balloons vend for 10 cents and are in sanitary-sealed cellophane package with string for tying. The machine is priced at \$450 and is equipped with a coin slot that takes a dime or two nickels and rejects slugs. W. R. Collette, president, said.

Features include an actual size illuminated "balloon" bubble with flasher and "free air" service to blow up balloons. The heavy duty air compressor is guaranteed for one year and operates on a 1/2 horsepower motor.

The machine is 62 inches high, 28 inches wide and 18 inches deep. Shipping weight is 172 pounds.

MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1¢ & 5¢ Comb.	\$12.00
N.W. #29 1¢ Porc.	7.95
N.W. #23 1¢ Porc. B.G.	4.50
Master 1¢ Bulk Porc.	4.50
Master 5¢ Bulk Porc.	4.50
Master 1¢ & 5¢ Bulk Porc.	4.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mide.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #T1 Mide.	8.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Vendor's Mix	.75
Pistachio Nuts, Shell	.45
Cashew Whole	.61
Cashew Butts	.57
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.45
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 260 lbs. minimum, prepaid, per pound	.30
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted	
Complete line of Parts, Supplies, Standings, Globes, Bracelets, Charms, Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

STAMP FOLDERS, Lowest Prices.... Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ONGacre 4-6467

VENDING BOOM CITED BY ABCB

MIAMI, Nov. 19.—According to the American Bottlers of Carbonated Beverages, which held its national convention here this week, the nation now has about 750,000 cup and bottle soft drink venders. Three years ago, according to ABCB, the figure was only 100,000.

1955 Summer

Continued from page 96

the operation and the additional sales volume it gives him.

But besides the volume, he, too, is conscious of the public relations value of such a location as the stadium.

Pools offer a good opportunity for vending machines also. One Midwest vending operator's daily average sales thru two ice cream machines were 400 bars (500 on Saturdays and up to 800 on Sundays and holidays) and 150 half-pint cartons (weekends and holidays 200 cartons) from one milk unit.

Venders have received a good reception by pool management because they eliminate the necessity for pool officials to invest in special electrical, water and refrigeration equipment, in addition to necessary counters in the case of counter concessions.

A number of operators have found that for the two-and-a-half-month-pool season, the high volume of sales and the normal commission rate make pools profitable as a summer outlet.

Community and county fairs have also proved profitable events for vending machines. A study made by the Department of Agricultural Economics at Clemson College, Clemson, S. C., revealed that milk vending was profitable for local fairs.

A machine vending both white and chocolate milk was installed at a Farm and Home Week Fair this year on the college campus for the purpose of testing sales. The site was selected by researchers because in many respects it was similar to community and county fairs held annually thruout the State, drawing 10,000 to 12,000 during a three-day period.

The machine averaged 345 half-pint cartons a day. E. Evan Brown and B. J. Todd, agricultural economists conducting the study concluded in their paper on the test: "Based on results obtained from this study, it appears that locations such as community, county and State fairs offer excellent opportunities for fluid milk sales for short periods. Milk venders (vending operators) who have machines that are not on a permanent location can utilize fairs to good advantage in promoting the automatic merchandising of fluid milk."

Herman Wolf Dies

Continued from page 96

directly to a Philadelphia hospital for an operation. He died Wednesday morning (16) on the operating table.

A veteran of 30 years in the vending industry, Wolf broke into the business as an 18-year-old cigarette operator. Fifteen years ago he organized the Central Vending Machine Service Company in partnership with William Goldberg. His partner survives.

Central specializes in rebuilding and repairing cigarette and candy machines and does conversion work.

Wolf leaves a widow, Rose; two sons, Jack and Murray, and a daughter, Mrs. Diane Weinstock. Mrs. Wolf lives at 5254 Berks Street.

Hoffman Names Peltz

NEW YORK, Nov. 19.—Joseph J. Peltz has been elected a director of the United States Hoffman Machinery Corporation, parent company of APCO, vending machine manufacturer. He had been president of the Hoffman Machinery Credit Corporation, a U. S. Hoffman subsidiary.

Peanuts

The supply of peanuts on September 30 totaled 353 million pounds, according to the Agriculture Department. This figure includes imported peanuts still on hand, but excludes stocks on farms and shelled oil stock. Supplies in the same position a year ago totaled 320 million pounds. Shelled peanuts used in making candy, salted peanuts and peanut butter totaled 47,459,000 pounds compared with 48,797,000 pounds in September, 1954. Peanuts used in each of the major products were running slightly below a year ago.

CIGARETTE and CANDY MACHINES
Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!
STONER 8-COLUMN CANDY, 160 capacity, prewar model ... \$110.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model ... 165.00
STONER 6-COLUMN CANDY, 102 capacity, postwar model ... 95.00
ROWE CANDY 8-COLUMN, 120 capacity ... 60.00
NATIONAL 9-18, 162 capacity ... 75.00
UNEDA 6-COLUMN CIGARETTE, king size ... 50.00
DUGRENIER V.D. CIGARETTE, king size ... 55.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30¢ conversions available at \$20.00 extra.
NATIONAL VENDING
300 Furman St. Brooklyn, N. Y.
Triangle 5-1857

VICTOR'S TOPPER
1/4 BALL GUM MACHINE, \$12.50 each.
\$12.00 100 or more.
TIME PAYMENT TERMS
in lots of 8 or more. Payments as low as \$5 weekly.
Write for details.
ROY TORR
LANSDOWNE, PA.



RECONDITIONED VENDORS
All Machines Completely Checked and Ready for Location—Order With Complete Confidence.
BULK VENDORS
Silver King 1¢ or 5¢ \$ 8.50
Victor V—Cab. type 9.50
Victor V—Globe type 8.50
Acorn 5¢ 10.00
DuGreiner, 4 Col. 14.50
DuGreiner, 6 col. 17.50
Mills, 6 Col. 17.50
1/2 deposit, balance C.O.D.
RAKE
COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Something New...
TWENTY-FIVE GIMMICK MIX
Consisting of
Grocery Charms
Silver Footballs
Gold Birds
Gold Bugs
Bowling Pins—Silver
Small Luminous Bulbs
Electric Fans
Plastic False Teeth
Plated Gold Fairy Tales
4-Leaf Clover—Gold
Gun & Holster
Plated Monkeys
Horseshoes—Gold
Home, Sweet Home
Plastic Hot Dog
Bride & Groom—Plated
Miniature Stamps
Ivory Monkeys
Paper Shooters
Skeleton-in-Closet
Gold Slippers
Sparkle Rings
Man-in-Tub
Binoculars
Series #45—Plated
\$9.00 per 1,000
f.o.b. Jamaica, N. Y.
Or: At Your Distributors.
A Gimmick Mix rich in content, effective in appeal, priced to your liking.
SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.
World's FIRST and LARGEST CHARM MANUFACTURER

Ops Formula: Pleasing Kids

• Continued from page 96

of the cities and towns. So we lose little time in traffic tieups," he said.

There are few, if any, tavern locations serviced by S & S, Phil said, again pointing out: "It's a kid's business and our venders are located in grocery stores, barber-shops, hobby and drugstores, 5 and 10-cent stores, shoe repair shops and filling stations.

"We try to build our business on a foundation of friendship. We become friends of the location owners and their help. Send out birthday cards and little gifts occasionally, and try not to compete with regular sales," Phil explained.

Little remembrances go a long way toward building thriving outlets, he revealed, and with stops located along the main highway, his son has time to pause at each and gossip with the help.

Phil explained his son has made it a habit to stop at the same hotels or motels regularly, when he runs

short of clean globes, or must repair venders, the hotel or motel offer him their facilities.

"This accommodation, especially the use of equipment for washing globes has helped us no end," Phil disclosed. "It has also opened new locations for us as the proprietors see we are careful about the condition of our machines."

Tony leaves his suburban home in Westchester, Ill., about a 45-minute drive directly west of Chicago about 7:30 a.m. on Mondays. His station wagon is loaded with 10 to 12 cases of 100 count gum, 2 to 4 cases of charms, about 20 extra venders, and from 20 to 25 refill globes.

While Tony services the routes, Phil, his wife, Bessie, and the children, clean and refill the globes Tony brought back the previous week. Phil does the repair work and all the ordering for the firm.

New Look

A veteran of more than 20 years in the business, Phil Sparacino is particular about the appearance of his venders, and this year had most of his machine chrome plated so they would catch the eye of the youngsters.

"Children are just like grown-ups," he asserted, "and like to try out new, gleaming equipment. They feel more confident of getting full value for their penny when a machine sparkles."

Phil recalled it was back in 1937 that he entered the bulk gum vending business on Chicago's South Side with 15 machines. In those days you paid a solicitor 25 cents for each stop he secured and there were plenty.

"It was a thriving business then," Phil said, "and if the venders were not emptied in a week, the stop was not considered so good. A far cry from today."

Sons Help

As soon as his older sons learned their way around the city, Phil said they helped him service outlets until the war began. Shortly after they entered the services, Sparacino sold his routes.

However, toward the end of the war he re-entered the business, and when his cousin dropped out of the enterprise, he took in his sons and retired a few years later.

Retirement was not for the elder Sparacino, and around 1950 he and Tony entered the business together with 200 stops turned over to them by Joe and Mike.

WHAT THE HECK, NO PRETZELS?

PITTSBURGH, Nov. 19.—

Oh well, it had to come to pass in this age of automation. And who can kick, that is, if it brings back the nickel beer? But conversation will be missing.

Yep, it was disclosed at the Pennsylvania Liquor Dealers' Convention that a vending machine is being perfected to dispense beer—and at a nickel.

That is what Herman Buffington, Punxsutawney, Pa., and Louis Sanjenis, Puerto Rico, told the gathering. Said Buffington:

"You put in a coin, press a button, and there's your perfectly measured beer. And it may only cost a nickel."

Explaining, he added, the machines draw a perfect glass, exactly 7 inches of beer with a 1-inch head. Its steady handling of the brew cuts down on spillage, normally incurred in dispensing it by usual methods, and thus cut costs.

And, according to reports from the convention, the machine exhibited did just that. It taps beer from a regulation keg, but offers no back talk or friendly conversation.

Curtiss Markets 5-Cent Hickok Bar

CHICAGO, Nov. 19.—Curtiss Candy Company of Chicago, and the Wild Bill Hickok Merchandising Division, Delira Corporation, Los Angeles, announced the signing of a licensee agreement whereby Curtiss will package its 5-cent Caramel Nougat bar under the Hickok label.

The bar, a malt-flavored chocolate covered nougat, will be introduced in North and South Dakota, Wisconsin, Minnesota and the Upper Peninsula of Michigan, according to the announcement.

A likeness of Wild Bill Hickok and his sidekick, Jingles, appears on the side panel of the new wrapper together with a premium offer of a pair of spurs, a deputy marshal badge and identification card.

Curtiss, according to the announcement, will launch a full-

R-M Launches Strong Consumer Mag Drive

HATBORO, Pa., Nov. 19.—Rudd-Melikian, Inc., is currently spending what must be a record sum for a vending machine manufacturer in consumer advertising—most of it aimed at the potential location.

The firm has launched an intensive magazine campaign in Time, Fortune, U. S. News and World Report, the Wall Street Journal, Office Management, Management Methods, Factory Management and Mill and Factory.

According to Jim Wickersham, R-M advertising manager, these publications reach 40,000,000 subscribers, many of them at the management level.

C. C. Mokum

Advertising is based on the cartoon character C. C. (Complete Control) Mokum, created by Al Capp, Li'l Abner artist, for R-M. Mokum is used in connection with the controlled coffee break.

The advertising program is more than an institutional one. According to Wickersham, location leads have been coming in ever since the ad series was started.

In a joint statement, Lloyd K. Rudd, president, and K. Cyrus Melikian, executive vice-president, said, "The type advertising we are running in national publications will bring greater stature to automatic merchandising by reaching

the largest segment of top management. Many of the inquiries we have received have been signed by presidents and vice-presidents of the top companies in the country."

Operator Tie-Ins

Wickersham pointed out that operator tie-ins play an important role in the campaign. A promotion package has been formulated which, Wickersham said, requires little effort on the part of the operator.

The package includes a direct mail campaign with complete instructions for its effective use, a record with four radio commercials, a series of newspaper mats which are replicas of national ads—dated to run on the days the various national ads appear—and calling cards printed on miniature Time covers and posters for application on doors of operator trucks.

All material in the package is based on national advertising, including the Al Capp cartoons of C. C. Mokum. The operators began their direct mail and advertising drives October 10.

SENSATIONAL CAPSULE
OHIO'S IMPORTED SPAGHETTI BALLOON

Only 1/4" wide, 10" long, but watch it blow up to an AMAZING 6 FEET LONG. It's a real hit for kids and grown-ups and a real value.

BULK PRICE (Instructions included) **\$2.00** (Box of 200)

IN CAPSULES (Instructions included) **\$4.25** (Bag of 250)

Prepaid Shipment Write for Free Samples.

OHIO GUM SUPPLY CORP.
WICKLIFFE, OHIO

BALL and VENDING GUMS

AT BIG SAVINGS!

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

VICTOR'S TOPPER

1/4 BALL GUM MACHINE.
\$12.50 each.
\$12.00 100 or more.

AMERICA'S FINEST BALL GUM VENDOR

30 day money back guarantee if not satisfied. No questions asked.

Write for FREE 22-page catalog.

1/2 deposit on all orders.

PARKWAY MACHINE CORP.
715 Ensor St., Baltimore 2, Md.

FOR TOPS IN PROFITS

VICTOR Standard TOPPER

CASES OF 4 **\$50.00**

30-Day Money Back Guarantee If Not Satisfied

1/2 Deposit on All Orders
Write for Our Specials on CANDIES—BALL GUM—NUTS—CHARMS

SIDMOR VENDING CO.
2137 Fifth Ave., Pittsburgh, Pa.
Tele.: Atlantic 1-2540

Rumba! Mambo! Cha Cha! Samba

"Maracas"

Sensational item! These miniature plastic maracas work like the real thing—have pellets that make them rattle in the South American way that's sweeping the country! Young and old will enjoy them. They're designed with loop for attaching key chain. Has many uses. **\$10.50 per M**

Two-tone plastic in many color combinations. For bulk and capsule vending.

ORDER TODAY—RATTLE AND ROLL WITH PRICE MARACAS!

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. / Cortlandt 7-5147-8

All the news of your industry every week in The Billboard . . .

COINMEN YOU KNOW

• Continued from page 97

of pool games on the market, little price cutting appears to be going on. There even are some operators who believe the games will have a longer run of popularity than was predicted earlier.

Bill Yedland returned from a hunting trip in Utah showing pictures of the buck and doe he bagged. . . . Paul and Lucille Laymon, Paul Laymon Company, were entertaining visitors from Washington. . . . Phil Robinson, Chicago Coin regional representative, is scheduling a trip to the home office right after Thanksgiving Day. . . . Hank Tronick, Minthorne Music Company, returned from New York after a week's stay there, where he celebrated his parents' golden wedding anniversary. As per usual, Hank was swamped with orders upon his return, and once again is burning midnight oil.

Al Silberman, Badger Sales Company, predicts this year's business for the firm will top all previous marks, with all forms of coin-operated equipment selling exceptionally well. Joe Duarte, head of the export department at Badger, is busier than ever, he says, keeping up with coin machine shipments to the Far East. . . . Mary and Kay Solle, Bill Leuenhagen's Record Bar, getting the Christmas stock of records in shape in preparation for the annual flood of orders from operators. . . . Hymie Rosenberg, H. Rosenberg & Company, reports shuffle conversions continue to move well, the Hymie has a number of surprises he'll spring shortly. . . . Jack Simon, Simon Sales Company, is off to Las Vegas for a short hop and then due back in town.

The success enjoyed by Minthorne Music in distributing the Telefunken line of radios has prompted President Jean Minthorne to set up a separate division with Bob Weber to head the sales organization. New entity will have its own warehouse, office, sales, shipping and service facilities at a building leased by Minthorne on Venice Boulevard. Minthorne firm handles exclusive distribution for Telefunken in the 11 Western States.

Paul and Lucille Laymon, Paul Laymon Company, doing the town this past week with visits to Disneyland, Marineland and the other local sights. Occasion was a visit by friends from Sunnyside, Wash. . . . Tom Sams, AMI regional representative, visiting with Bill Happel and Al Silberman at Badger Sales this week. Operators who want to give up smoking, see Al Silberman since he apparently has the answer. . . . Joe Duarte, head of Badger's export department, keeping up to date with the headlines these days with those trouble spots in South America of vital concern to his end of the coin machine business.

Phil Robinson, Chicago Coin regional representative, calling for more and more pool games from the factory with sales in this area going way beyond expectations. . . . Herman Paster due to take over his desk at Badger Sales Company before the end of the year. . . . Sam

1956 NATD MEET SET AT CHICAGO

NEW YORK, Nov. 19.—The 1956 convention of the National Association of Tobacco Distributors will be held March 11-16 at the Conrad Hilton Hotel, Chicago. The meet will mark the debut of NATD's study, "Successful Methods of Distribution—What It Takes."

scale advertising and promotional campaign to introduce the bar in the area. Trade and consumer advertising, radio and point-of-purchase material will be utilized.

VICTOR STANDARD TOPPER

Case of 4, **\$50**

4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms . . . **\$61.00**

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

10-Cent Play Forges Ahead At Slow, Steady Pace in N. Y.

City 45% Dime; Westchester Nears Saturation; N. J. and Long Island Lag

NEW YORK, Nov. 19.—Dime play is making fairly steady, tho hardly spectacular progress in the New York metropolitan area. In the city itself, an estimated 45 per cent of the boxes are now operating on a dime, with the great bulk of the conversions taking place since spring.

Bright spot in the picture is Westchester County, where about 90 per cent of the units are straight 10 cents. Still holding out for 5-cent play are Long Island and Northern New Jersey.

In New York, Manhattan and

Brooklyn have been making the greatest strides in 10-cent play, while the Bronx, Queens and Staten Island have been lagging.

Transient Stops

Spots most easily converted are transient locations, mostly midtown Manhattan bars, where a fair portion of the patronage is tourists. Toughest conversion stops are the neighborhood bars, where a regular clientele nurses dime beers and watches the purse strings fairly closely.

Toughest of all to convert are

the teen-age stops. Either the youngsters just won't go for the dime, or the location owner thinks they won't. But, at any rate, operators have been making little attempt at conversions at these locations.

New York operators are pretty much agreed on one point—the conversion effort has little chance unless equipment on the location is upgraded when the price is upped. When the same old box is on the location, the customers rebel at the dime.

Reversal Hurts

Many Gotham operators took the dime-play plunge and then got cold feet and switched back to a nickel. In most cases where this reversal took place, the operators have regretted the switch back to the nickel more than they did the initial change to the dime.

Typical is one Manhattan operator who converted a few stops on his route to 10-cent play, then discovered that gross revenue on these converted stops were lower than they were at 5-cent play.

So he decided that dime play was a mistake and he reconverted to a nickel. Then the roof really fell in. Play remained about the same as it was at a dime, but revenues were cut in half. Now, the operator wants to switch to 10-cent play once more, but he doesn't dare.

Long Run

Where the operators have stuck to their guns, perseverance has paid off. While the take generally falls off for the first two weeks after conversion, it usually is back where it was within a month, and thereafter is substantially higher.

Dime play has caused little changes in programming. At the outset, operators substituted EP selections for 45 singles in an effort to convince the customer that tho he was paying a dime instead of a

(Continued on page 103)

UMO Rips Jingles; Scores MOA Action

(Editor's Note: See editorial entitled "Criticism and Action" commenting on remarks made in the article which follows).

DETROIT, Nov. 19.—The United Music Operators of Michigan sharply criticized the Music Operators of America for its sponsorship of a commercial advertising program for juke boxes. At the same time, UMO announced it would give MOA full support in its public relations efforts.

At their monthly meeting at the Wayne Hotel, UMO members voiced strong disapproval of the program, according to Roy Small, UMO conciliator, who declared: "We believe that the program to place advertising jingles on records played on juke boxes would be detrimental to the juke box business. We are greatly disturbed by the project and see it as an attempt to victimize juke box customers."

Small continued: "There would be no control over the advertising. It might well result in trouble with local authorities, educators may well object and it would result in a loss of good will for the music operator thru no fault of his own. It would almost surely result in decreased earnings."

He said that a similar program had been tried in Detroit 17 years

ago and that it was wholly unsuccessful.

Commenting on UMO's attitude of forming a record corporation of National Juke Box Music, Inc., and restricting stock purchasing rights to MOA members only, Small said, "We believe that such a corporation will not succeed without the full support of all music operators."

UMO offered its full support of MOA's proposal to co-operate with the Winter Safety Driving League in urging operators to play a tune called "Please Take Care of Yourself" on their machines.

"We would be very happy to co-operate with this safety program

(Continued on page 103)

Ray Kennedy, Redd Exec, Set to Retire

BOSTON, Nov. 19.—The retirement of Ray C. Kennedy, treasurer and office manager for Redd Distributors, Wurlitzer outlet here, was announced this week. Kennedy first became associated with Si Redd in Sterling, Ill., when Redd operated the Northwestern Music Company in 1942. When Redd moved to Boston 14 years ago to take over the Wurlitzer distributorship, Kennedy remained in Sterling to manage Redd's interests until they were sold.

Kennedy then joined Redd in Boston and has remained there until this week. He and his wife will return to his home town of La Porte, Ind., where he has bought a house on a half acre of land. Kennedy plans to indulge in his hobby of gardening.

A testimonial dinner for him is planned. Before entering the music machine business, Kennedy was comptroller of the Sterling (Ill.) Brewing Company.

Breese Named Veep of Bally Recording Co.

CHICAGO, Nov. 19.—Orchestra leader Lou Breese, who will be featured on Bally's first record release (The Billboard, November 12), has been named executive vice-president of Bally Recording Company.

Ray Maloney, president of Bally Manufacturing Company, said that Breese would take over the responsibilities of the new post immediately. Breese was previously filling in as a.&r. man of the new Bally subsidiary.

The first two tunes to be released on a Bally label will be "Robert E. Lee," and "Mexicali Rose."

Trans-World to Name U. S. Distrib for Juke

CHICAGO, Nov. 19.—Trans-World Trading Corporation today announced plans for the appointment of a national distributor to handle U. S. sales of its new 32-selection, 45 r.p.m. juke box.

According to Joe Caldron, president, the selection will be made before the first of the year. Headquarters of the domestic representative will be in Chicago.

It was originally announced the new phonograph would be sold principally as an export. However, Caldron revealed a domestic sales campaign is being planned.

A 30-day delay in production due to dye manufacturing diffi-

culties was also disclosed by Caldron. Production, he said, has now been scheduled to begin about the middle of December.

List price of the juke box is \$475 f.o.b. factory, Caldron stated, with the phonograph to be made by the Atlas Manufacturing Company, located near Green Bay, Wis.

To be known as the "Atlas Festival," the juke box features includes two high fidelity speakers and a restacking record mechanism. It is 52 inches high, 27 inches wide, 18 inches deep, and weighs 250 pounds. It has a blond wood cabinet with chrome panels across the base and on the selector panel.

EDITORIAL

Criticism and Action

There can never be too much constructive criticism within any industry. But criticism without a constructive basis—however well intended—can lead to internal bitterness and accomplishes little for the industry.

In an article which appears elsewhere on this page, the Music Operators of America is criticized on certain counts and pledged co-operation on others by the United Music Operators of Michigan.

To the extent that UMO engages in constructive criticism MOA should feel encouraged and UMO should be applauded.

But when the Detroit group needles MOA for what it calls in effect "talk and no action," it is in fact pointing a finger—not only at MOA—but at itself as well.

UMO is to be complimented on its outstanding public relations efforts with youth programs in Detroit. Its interest in the activities of MOA is exemplary, and its pledged co-operation of the national group's public relations efforts is encouraging.

But no group—however hard working in its own area—should criticize what it calls a lack of action in MOA when, as UMO admits, no more than three of its members belong to MOA.

As we have said before, MOA is doing a magnificent job considering its limited budget. It's a tribute to MOA's leadership that it has managed as much as it has. But as MOA's officers and board of directors would be the first to admit, there remains much more to be done.

And judging from the great success MOA is having in its current membership drive, an overwhelming majority of operators want to see it get done.

The way these operators intend to get action is to join MOA.

This is the way members of UMO can, too. UMO has proved itself to be a live-wire organization. They have accomplished a good deal, public relations-wise, in Detroit. But they can do even more for themselves and the industry by giving their active support to MOA as well.

Witsen Buys Polak, Groenteman Share

Ex-Partners, in Turn, Get Belgian Amuse. From Witsen; BAC to Handle At.-Pa. Export

PHILADELPHIA, Nov. 19.—Abe Witsen has purchased the interest in the International Amusement Company and the Scott-Grosse Company held by Sal Groenteman and Al Polak. In turn, Witsen has sold his ex-partners his interest in the Belgian Amusement Company, Antwerp.

In the wake of this disclosure, Groenteman announced that BAC has formed an independent alliance with the Atlantic Pennsylvania Corporation, local Seeburg distributor, for the export of APC used juke boxes.

Groenteman and Polak, now sole owners of BAC, will maintain headquarters in Antwerp, with a U. S. purchasing office at 334 N. Broad Street here. The company will export games and music around the world, but the emphasis will be on Europe.

Better Service

Witsen, who is now sole owner of IAC and SCC, said the transactions will enable his firms to give greater service to customers abroad, "for without a specific tie with one company in Europe, we will be able to give better and more equitable service to all buyers of coin machine equipment."

MAYOR REQUESTS RMSA TO SET FOOTBALL SHOW

CHICAGO, Nov. 19.—In answer to Mayor Richard J. Daley's request, officials of the Recorded Music Service Association today are preparing an elaborate program of entertainment to be presented at the championship football game between Chicago's parochial and public school teams December 3 at Soldier Field.

Phil Levin, president, and Carl Greene, vice-president and program chairman, announced that outstanding entertainers will appear on the 30-minute shows before and during half time.

Emceeding the program will be leading disk jockeys Jim Lounsbury and Jim Mills.

Witsen added that the workshop in the Philadelphia headquarters has been enlarged and two more mechanics have been added to the staff, bringing the force here to 35 persons.

Due to be set up soon is a special customer service department to handle inquiries on schematics, circulars, photographs and equipment prices.

The firm will continue to handle juke boxes, shuffle alleys, bingo and Arcade equipment. Officers are now Abe Witsen, president; Harry Witsen, vice-president and treasurer, and Harry H. Hunn, secretary.

'Love' Leads For 3d Week On MOA Seg

NEW YORK, Nov. 19.—For the third consecutive week, the Four Aces' version of "Love Is a Many-Splendored Thing" on Decca was chosen as the nation's most popular juke box tune on "National Juke Box," an ABC radio network program prepared by the Music Operators of America. The selection was made tonight (19) at the regular weekly session.

Speaking for the West Coast operators, George A. Miller, MOA president, nominated "Moments to Remember" with the Four Lads on Columbia as "going strong" and "Pepper-Hot Baby," with Jaye P. Morgan on RCA Victor as "most promising."

East Coast nominations, given by Al Denver, head of the Music Operators of New York, were "Autumn Leaves," with Roger Williams on Kapp as top tune, and "A Woman in Love," with Frankie Lane on Columbia, as the comer.

J. Harry Snodgrass, Albuquerque, N. M., operator, presented the selections of the Southwest operators. They were "Shifting, Whispering Sands" with Billy Vaughn on Dot as favorite disk, and "No Arms Can Ever Hold You" with the Gaylords on Mercury as the one to watch.



The speed you need for the fast-play spots



Take six people—any six, as long as they're at an AMI location. They are there to enjoy good companionship and good music... they choose their own companions and they want to choose their own music. So each of the six patrons drops coins in the AMI juke box and presses a few eye-level and uncomplicated selector button arrangements. Before too many minutes have passed, each patron has heard his favorite recordings and goes back for more. Everybody's music of his choice within a matter of minutes, and he hears it with the startling realism that is AMI-Fidelity. You're happy and the location is happy because AMI play is fast play... and fast play means a continuous jingle of coins like sleigh bells on a frosty evening.

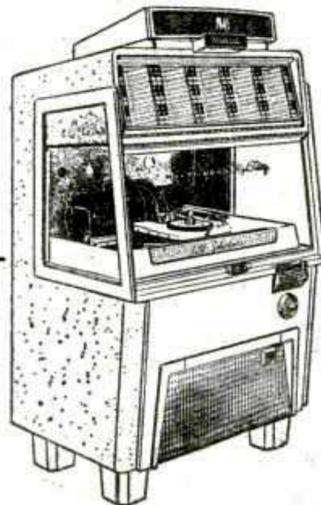


It's the number of plays that pays off... get the maximum number of plays per hour with AMI.



AMI

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927



Incorporated

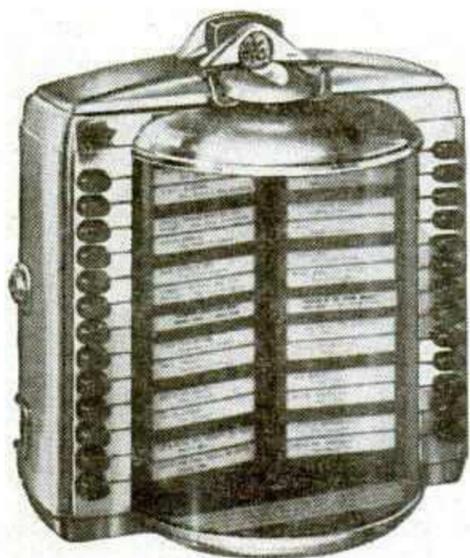
1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

AMI Model "G"—120, 80, 40 selections

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palatgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

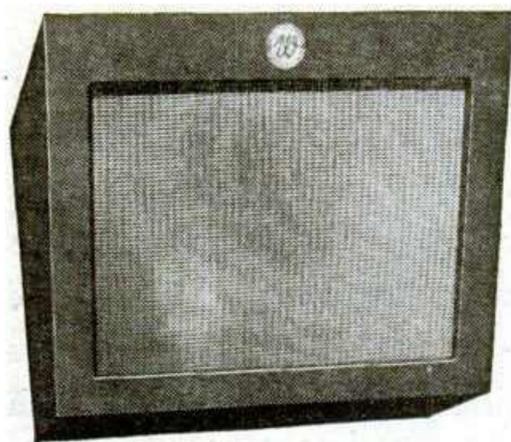
TOP EARNING TRIO

BASIS OF THE WURLITZER ENGINEERED MUSIC SYSTEM



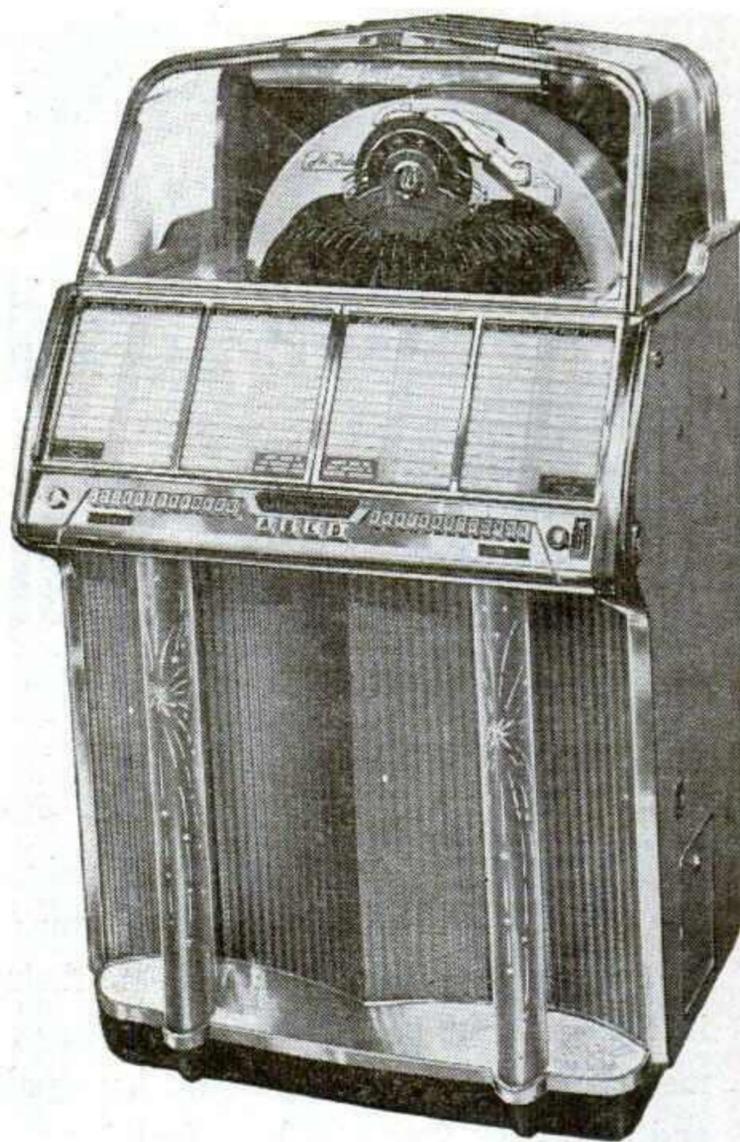
THE WURLITZER 104-SELECTION WALL BOX

Proven trouble-free. Features four rotating panels with 12 double title strips and two single attention-getting strips for all-time favorites. Beautiful chrome-plated, die-cast case with fast, single button selection.



WURLITZER HI-FIDELITY SPEAKER

One of three Wurlitzer Wall and Corner Speakers. Finished in Plexitone Gray to harmonize with any decor. Each with heavy duty matching transformer and volume control.



THE WURLITZER 1800

This wonderful Wurlitzer has proved to be the world's most wanted phonograph.

**The Wurlitzer Engineered Music System
provides complete patron convenience with full music coverage
that encourages customers to come more often,
stay longer and spend more—to the mutual
profit of operator and location owner.**

WURLITZER THE OFFICIAL
MUSICAL INSTRUMENTS IN *Disneyland*



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Established 1856

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 21—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
- November 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- November 27-30—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.
- December 5—United Music Operators' Association of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- December 5—Anthracite Music Operators' Association monthly meeting, Wilkes-Barre, Pa.
- December 6—Washington Music Merchants' Association, monthly meeting, Seattle.
- December 6—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- December 6—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- December 7—Retail Amusement Association of Canton, O., monthly meeting, Massillon.
- December 9—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.
- December 9—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

10-Cent Play Forges Ahead

Continued from page 100

nickel, he was getting twice as much music, and therefore the same value for his money.

But now, most 10-cent play machines stick pretty much to singles in programming. On 78's, of course, EP selections are out of the question.

200 Selection

About the only exception to widespread EP programming is the new Seeburg 200-selection box. According to operator estimates and to Atlantic-New York, Seeburg distributor in the area, about 250 of the 200-play boxes are on location in New York and in Westchester County. About another 100 estimated are on location in Long Island and Northern New Jersey.

All of these units are on dime play, and EP programming has been fairly heavy.

The only major exception to the rule that dime play is okay in transient stops but risky in neighborhood bars is in Harlem. Here the locations are almost solidly 10 cents and the trade is almost solidly neighborhood.

Stumbling Block

One of the biggest stumbling blocks to dime play here is the concentration in locations in small geographical areas. If three bars on the same block are on dime play and the fourth holds out for a nickel, there is a possibility the dime play will fail. Here's how it works:

The location owner is more interested in doing a good bar business than he is in increasing juke box commissions. The juke box, he feels, attracts patronage and brings in some extra revenue. But the bar business is his bread and butter.

If the neighboring bar offers music for 5 cents, the location is afraid of the dime lest it drive customers to the nickel location. Dime play has its best chance when it is established solidly in a neighborhood.

Dime Minimums

While dime play has made no inroads in teen-age stops, some operators have established 10-cent minimums—two tunes for a dime and five for a quarter—with fair success.

Northern New Jersey is slightly more than 10 per cent on dime play—with virtually all of the 10-cent locations recipients of new juke boxes. There has been little concerted effort on the part of the operators to push for 10-cent play. But, as new machines replace old ones, the tempo will be stepped up, and dime play will probably predominate by 1957.

Another factor that should accelerate dime play here is the cost

of doing business. Dick Steinberg, head of the Music Guild of New Jersey, points out that "economics is a hard teacher" and that operators may be forced to get the dime or perish. Steinberg maintains that many operators can't meet their replacement costs at nickel play.

Long Island

Long Island is about the weakest link in the metropolitan New York dime play chain. Nassau and Suffolk counties are almost solidly nickel, except for a few top locations on which have been placed new equipment.

Dime play is solidly entrenched in Westchester County, where more than 90 per cent of the locations get 10 cents. According to Carl Pavesi, president of the Westchester Operators' Guild, two conditions must be met before an operator ups the price—a newer piece of equipment must be substituted, and about 40 per cent of the selections must be EP's.

Pavesi added, tho, that once the location goes dime, most of the operators cut down on the number of EP selections. Dime play, he continued, has obviated the need for minimum guarantees or front money.

Straight Commission

He explained that an operator will come out all right on a straight 50-50 split with 10-cent play. Even on marginal locations, he went on, no front money is necessary. On these stops, said Pavesi, a readjustment of the commission structure, giving a bigger end to the operator, will keep both operator and location happy.

One location owner had been complaining to Pavesi that he feared customers would go to other bars when he switched to a dime. Pavesi's answer was "Where will they go?" Every other bar and restaurant in the area was on dime play.

Westchester started dime play in the fall of 1954, a few months before New York. The job is pretty well complete there, and collections are running about 30 per cent per location ahead of what they were last year.

Bright Hope

Despite the setbacks in New York, the slow progress in New Jersey, and the virtual lack of progress in Long Island, most operators are convinced that dime play will be the rule—not the exception—in the New York area within a year.

For one thing, there are few stops that will amortize new equipment at 5 cents. For another, operators here are very much aware of what has happened in Westchester County. For a third, they've made their mistakes—just changing the coin chute without bothering to change the box, selecting conversion locations haphazardly—and the smart operators won't make them again.

But, most important of all, when they've stuck with the dime, they can take a look at the books and see fatter profit figures. And that's the clincher.

UMO Rips Jingles

Continued from page 100

in the public interest, which we feel is very worthwhile," said Small.

"UMO is very eager to also cooperate in a second Miss Juke Box program. We feel that such a contest provides the juke box industry with fine publicity. But we do feel that Miss Juke Box of 1955, Sonny Graham, was not properly promoted from a public relations point of view. We feel that public appearances should have been arranged for her. UMO has done much to publicize her on its own," he said.

Small said that, thru his group, Miss Graham is currently appearing at the Club Manhattan in Detroit, and that he and Mrs. Small accompanied her to Toledo, where she appeared on disk jockey Fred Mitchell's WOHO program; to Cleveland for Bill Randall's WORE program and to Erie, Pa., where she also appeared on Jay Young and Miss Lillian Egnot's WERC disk jockey program.

Finally, Small said, UMO wishes to make it clear that MOA does not speak for its group. He said that "no more than three UMO member operators" belong to MOA and that he doubts more will join if MOA does not make good on its proposals.

Continued from page 99

Ricklin and Gabe Orland, California Music Company, busier than ever with the heavy rush of seasonal requests from music operators. . . . Hymie Rosenberg, H. Rosenberg & Company, continues to work on his "surprise," which he hopes to unveil shortly. . . . Jack Dolan, Sierra Distributors, back from a sales tour of Northern California. . . . Lawrence Reya, San Bernardino operator, visiting along Pico this week. . . . Bob Bard, Bard Distributing Company, became the proud father of a boy here recently. . . . Ed Sarazan in from Whittier this week. . . . Tom Wall, California Games, back from a trip to Sun Valley.

Boston

By CAMERON DEWAR

NAMA PARLEY DRAWS LOCAL MEN. A number of Hub men were in Chicago for the NAMA convention. . . . Bill McConnell, of Automatic Merchandising Corporation, was on the program committee. Bert Stier, of the same firm, took part in the automatic feeding service discussion. . . . Ed Ravreby, of World Fair & Associated Amusements, took a banker friend to advise him on a speech he will make on financing. . . . Louis B. Riseman, of Mystic Automatic Sales Company, also attended. . . . Charles Wertheimer, of the Mardi Gras Arcade, attended to look over the new machines being shown. . . . Adam Young, of Nashua, N. H., also was on hand.

Irwin Margold reports business good with the Seeburg V-200. He sent Salesman Dan Brown and Service Manager Bob Burke as Trimount Automatic Sales Corporation representatives to the showing held November 10 at the Hotel Vermonter, Burlington, Vt. . . . Irwin says 10-cent play is going ahead with a rush in the Green Mountain State.

The engagement party for Ed Ravreby's daughter, Ruth Mae, has been postponed until November 20. It will be an afternoon affair at the Ravreby's Gardiner Street home in Brookline. More than 200, including many coinmen, are expected to attend. . . . Ed reports United's (Continued on page 107)

THE MARKET PLACE

for the

COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

CLASSIFIED
ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screens, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-de3

Help Wanted

SALESMAN, DISTRIBUTOR — EXPERIENCED calling on clubs to sell new outstanding non-coin operated machines. Terrific money-makers. Low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Sq., N. Y. C.

Routes for Sale

ROUTE ESTABLISHED 25 YEARS. SOUTH-west Minn. 125 units, 50 music, at 45 p.m., 35 bowlers, 20 bingo, 30 misc. units. \$37,500 half cash, balance terms. Box M-149, c/o Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$3 up. Established over 28 years. **MACK H. POSTEL**, 2952 Milwaukee Ave., Chicago 18, Ill.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes for Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

Casola Heads Campaign For '56 March of Dimes

ROCKFORD, Ill., Nov. 19—Louis Casola, of the Mid-West Distributing Company here, has been appointed co-chairman of the March of Dimes campaign for the Rockford area and a member of the board of directors of the National Foundation for Infantile Paralysis.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on location of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated October 22, 1955)

Table with 4 columns: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top 3 items for each category.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

Table with 4 columns: BALLY, GOTTLIEB, UNITED, WILLIAMS. Lists top 3 pinball games for each manufacturer.

PINBALL GAMES

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists various pinball games and their prices.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists Chicago Coin pinball games.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists Genco pinball games.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists Gottlieb pinball games.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists United pinball games.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists Williams pinball games.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists various pinball games from manufacturers like Lu Lu, Nifty, etc.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists pinball games from Richmond and Games, Inc.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists pinball games from manufacturers not listed.

ARCADE EQUIPMENT

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists various arcade equipment like ABT Challenger, Air Raider, etc.

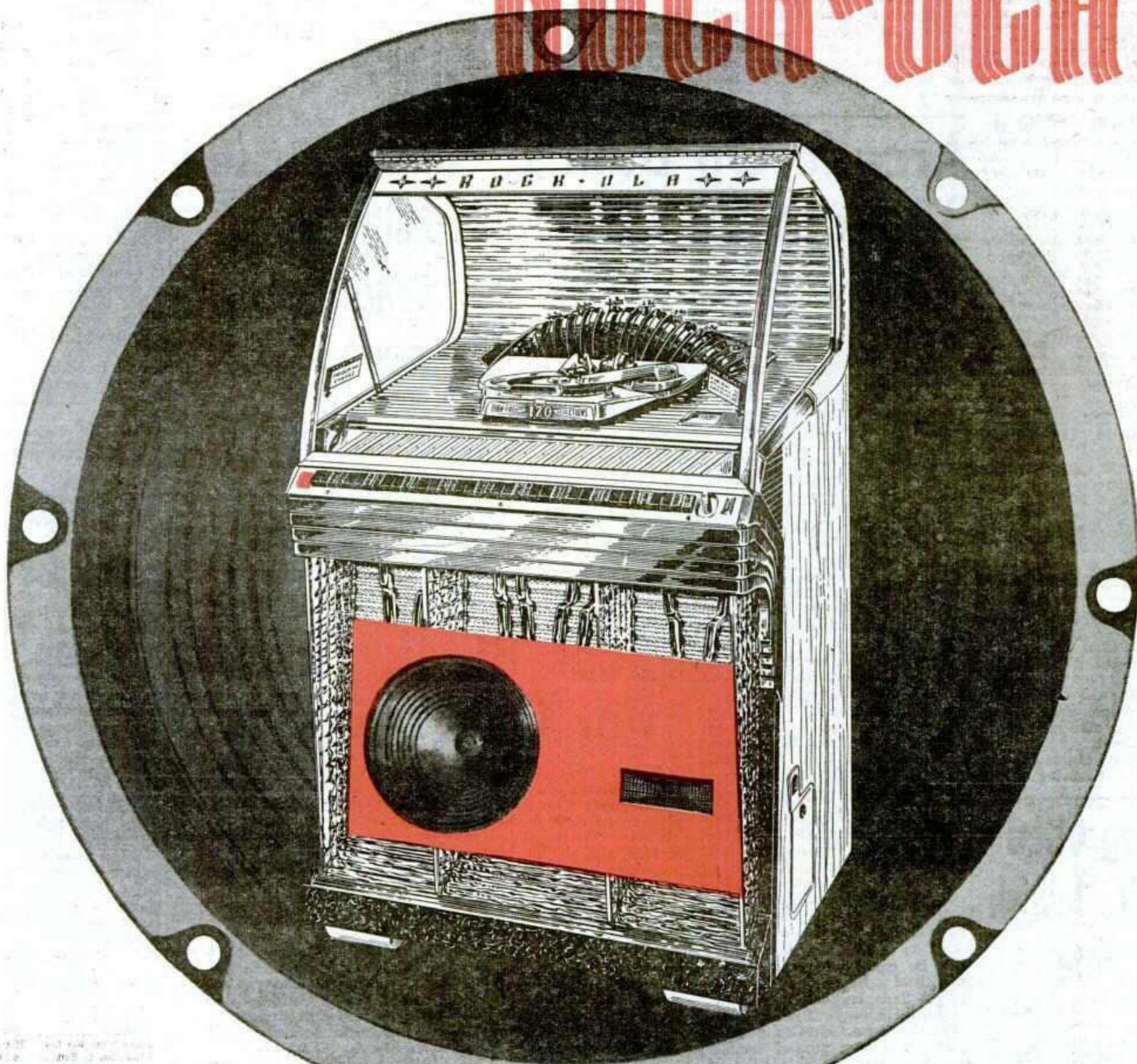
MUSIC MACHINES

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists various music machines like AMI Model A, Rock-Ola 120 Fireball, etc.

Table with 4 columns: HIGH, LOW, Times Adv't'd. Lists various vending machines like King-Bowler, League Bowler, etc.

(Continued on page 115)

ROCK-OLA



The Giant 15" ROCK-OLA Speaker, largest in any coin-operated phonograph, is acoustically matched with the heavy cast, rectangular horn loaded compression drive unit to carry the true and complete range of HI-FIDELITY Tones from the exclusive ROCK-OLA Tru-Tone Amplifier to give your players the best.



ROCK-OLA MANUFACTURING CORP. • • • 800 N. Kedzie Ave., Chicago 51, Ill.

16 NAAPPB Coin Exhibitors To Show Game, Arcade Units

CHICAGO, Nov. 19. - An impressive array of new coin-operated amusement games and Arcade equipment will go on parade at the National Association of Amusement Parks, Pools and Beaches meet at the Hotel Sherman here beginning Sunday (27), featuring exhibits of 16 firms.

It's the top coin machine show of the year from the Arcade and amusement game standpoint, and it runs from Sunday thru Wednesday (30).

One of the highlights of the show from the coin machine view will be the annual rivalry among manufacturers for the coveted Henry A. Guenther Award for the "most meritorious new piece of coin-operated equipment."

Competing for the award will be 16 coin machine and related product exhibitors: A.B.T. Manufacturing Corporation, Chicago; Auto-Photo Company, Los Angeles; Capitol Projector Corporation, New York; Dodgem Corporation, Exeter, N.H.; Exhibit Supply Company, Chicago; Genco Manufacturing & Sales Company, Chicago; Harvard Automatic Machine Corporation, Lorain, O.; International Mutoscope Corporation, Long Island City, N.Y.

J. H. Keeney & Company, Chicago; Mike Munves Corporation, New York; National Rejactors, Inc., St. Louis; Philadelphia Toboggan Company, Philadelphia; Scientific Machine Corporation, Brooklyn; Selmix Dispenser Corporation, Long Island City, N.Y.; Standard Metal Typer, Inc., Chicago; Williams Manufacturing Company, Chicago.

A number of firms are unveiling new coin-operated pieces to the trade for the first time at the show. Exhibit Supply will display two brand new amusement games—Twin Champ, an auto racing unit, and Circus Target.

Circus Target features shooting ping pong balls at moving targets.

Wolberg Cited At N. Y. Jewish School Fete

CHICAGO, Nov. 19.—Sam Wolberg, co-head of Chicago Coin Machine Company here, was honored at the Sherman Hotel Sunday night (13) at the annual dinner held in behalf of the Jewish Theological Seminary, New York.

Wolberg was awarded the Solomon Schechter Award, named for the seminary's second president. It was the initial presentation of the award.

The citation hailed Wolberg for having "thru ceaseless efforts and unwavering loyalty shown his devotion to the great institutions which Solomon Schechter inspired."



SAM WOLBERG

Twin Champ is played on an eight-foot long table. The game includes a steering wheel at the head of the table with which balls are guided down the length of the table to pockets which determine which auto moves ahead. The number of buttons on the table that the ball rolls over on its way to the pockets determines the number of advances that the auto will make. The game can be played by one or two players.

Sam Lewis, Exhibit president, said that the firm would also display its new Deluxe Skill Pool, coin-operated pool game; its Vend-A-Record, musical record vending machine and its Vaccumatic, double column card vender.

Scientific Machine Corporation, with six booths at the show, will introduce a new roll-down game, "21". Five rubber balls are rolled by the player down a Formica

(Continued on page 113)

Arcade Op Builds 34-Acre Fun Park

To Cost \$250,000, Have 70 Coin Units, Kiddieland, Minie Golf, Live Animals

By BEN KNAUF

CHICAGO, Nov. 19.—A prominent Chicago Arcade operator with a quarter-century in the coin machine business is adding a new twist to the current Arcade expansion move to outlying amusement centers. He's not only branching out to the hinterlands with an Arcade, but he's also building a \$250,000 amusement center in which to place it.

At least part of the Midwest's answer to Disneyland, the 34-acre amusement center to be called "The Enchanted Forest" is designed to combine nature's wonders with the man-made mechanical thrills of a modern amusement park.

The project is the brain child of Ted Kruse, partner of a large 50-piece-plus Arcade in Chicago's Illinois Central Station at Randolph and Michigan—a station landmark for well over a decade. Other Kruse business interests include a pinball route in Chicago's suburbs.

May Hit \$500,000

Kruse, who expects the total cost of the venture may hit \$500,000 within a few years, has had the park project in mind for years, has been looking for a suitable site for three years. "We finally found a spot that the timber marks somehow passed by," he remarks.

As its name indicates, the park will be located on a stretch of forestland bordering Indiana's Dunes State Park at the junction of busy Highways 20 and 49 and Waverly Road. The State Park, one of the most popular summer resorts in the area, is located on Lake Michigan, 15 miles east of Gary, Ind., and 50 miles south-east of Chicago.

Kruse, who expects the park to draw around a million visitors a season, will personally supervise it. His partners in the venture are James Marzano, owner of a cocktail lounge at the IC Station, and Joseph Karras, of Michigan City, Ind.

Spring, '56 Opening
Opening date for "The En-

World Wide Named Distrib For Brunswick

CHICAGO, Nov. 19. — World Wide Distributors was appointed this week distributors for Brunswick-Balke-Collender pool game replacement accessories.

Brunswick-Balke-Collender is one of the nation's largest suppliers of pool game equipment. Currently it is providing coin machine manufacturers with parts, including pool games, cues, and table felts, for the new coin-operated pool games.

Len Micon, World Wide sales manager, said the firm will make available to operators "a complete selection of pool game accessories."

chanted Forest" is slated for next spring. Activities are already well under way.

Under the shade of big virgin timber — oak, walnut, hickory, beech, birch — will be running deer and antelope, saddle ponies, Kiddie Train, a Merry-Go-Round, Ferris Wheel, wading pool, Santa's Workshop, picnic facilities, amusement Arcade, Pizza restaurant, and a host of other surprises. Some of the trees are 2½ to 3 feet in diameter.

(Continued on page 108)

NEED NEW GAMES

Sees Bleak Future For City Arcades

(Editor's Note: A large Arcade operator presents a gloomy picture for the downtown-type Arcade in the article below. We publish our interview with him not because we agree with him but because we feel his views are worthy of notice in the face of a spotty national Arcade picture (The Billboard, November 19). The Billboard invites the opinions of its readers on the questions raised by the article. Send letters to: The Coin Machine Editor, The Billboard, 188 W. Randolph Street, Chicago 1.)

Starlet New United In-Line Pinball Game

CHICAGO, Nov. 19.—Starlet, a new in-line pinball game featuring a rotating mechanism that transforms one backglass card to eight, is in production at United Manufacturing Company.

The third coin played lights up the "roto" feature. This is put in action by the player pressing a button on the cabinet molding which controls the inside square of the backglass card. It rotates, clockwise, eight numbers on the inner ring of the card.

The "roto" action can be put in motion after the player has shot the third or fourth ball, depending on which panel is lighted.

Another panel registers horizontal in-line scores separate; other panels register horizontal 3-in-line scores as 4-in-line, and horizontal 4-in-line scores as 5-in-line.

Regular in-line game features include number selection, eight balls next game, carry-over, name, and advancing scores.

UNITED NEXT WITH COIN POOL GAME

CHICAGO, Nov. 19.—United Manufacturing Company is coming out with a new coin-operated pool game.

Bill DeSelm, sales manager, said this week that the firm is "going into immediate production" on pool games.

United becomes the 10th U. S. coin machine manufacturer to bow a new coin pool game to be marketed in this country.

DeSelm said United's decision to enter the pool game field was based on the success these games are having on locations and the promise they hold for the future.

Bally Ships Beach Beauty, New In-Line Pin

CHICAGO, Nov. 19. — Beach Beauty, a new in-line pinball game featuring "wild numbers" that can be moved into position for better in-line scores, was shipped to distributors this week by Bally Manufacturing Company.

The game is provided with three cards—one large center card and

(Continued on page 112)

Chi Coin Ships Match Play Shuffle Model

CHICAGO, Nov. 19.—Chicago Coin Machine Company increased production this week on its large shuffle bowler with the shipment of All Star Team Bowler, match play companion model to Bowling Team.

All Star Team Bowler features a new idea in match play. Instead of the usual number match at the end of the game, the player tries to match his score with the number of strikes made during the game. If five strikes were made, for instance, he would try for a score ending with the digit "5."

All Star Team Bowler and Bowling Team are large-size models with the large-type pins and puck. The games permit up to 10 players to compete with one team against an opposing team, and accumulate scores that can be held for from one to five-game series.

Following the regular bowling score system, each player's score in each frame is recorded on "bowling score sheets" on the backglass.

Frontiersman New Gottlieb 5-Ball Game

CHICAGO, Nov. 19.—D. Gottlieb & Company shipped to distributors this week Frontiersman, a new five-ball pinball game.

The single player game features a large center hole that lights up for free plays and flashing arrows that shoot across the backglass.

Lighting up four spots of one color on the playfield lights the center hole for top scores and free games. Hitting any of four targets on the playfield also lights the center hole. Making roll-overs advances colored spots of each color.

When any four spots of one color are lighted a "flaming" Indian arrow advances across the backglass and lights up backglass numbers from 1-5 for free games. After all five numbers are lighted the player gets five free games. The lighted numbers are held over from game to game.

Frontiersman is equipped with three ball-bumpers, two ball-kickers, and two button-operated ball flippers.

Ed Seidman Dies

BALTIMORE, Nov. 19. — Ed Seidman, salesman for the Chris Novelty Company here, died Friday (11) in his office. Heart ailment was listed as cause of death.

A MOVE TO STICKS

Arcades Mushroom In New Locations

CHICAGO, Nov. 19.—A big potential growth in the Arcade business appears to lie in expansion to newly developed outlying amusement centers and Kiddielands, and in such other seasonal locations as beaches, drive-in theaters, in some all-round spots such as airports. That's the direction of future growth this year's summer season points to.

And operators who have operated Arcades in seasonal locations for years have been busy refurbishing their locations and adding new equipment.

Herb Tekip, Arcade manager at Riverview Amusement Park, Chicago, tore down one of three Arcades in operation there and re-

placed it with a new 60-by-50-foot Arcade with a transparent front of colored plastic to begin this past summer's business.

Multi-colored electric lights 20,000 watts strong sparkle from behind the front to attract customers. Trick mirrors from the Funhouses at the park were moved into the Arcades as an added attraction. Some 45 new games, including .22 rifle units, a large Williams bull-dozing game, a Mutoscope Drive-mobile, as well as new Exhibit card venders, were added to bring the total of coin machines in operation to 300. Older machines were sold to make room for the new units.

(Continued on page 109)

COINMEN YOU KNOW

Continued from page 103

Pixie is going big. . . Jerry Flatto, of Boston Record Distributors, has been told by his doctors to take life a bit more easy. Jerry is just out of the hospital where he had a thoro going-over. He has been going great guns with his new personal management business.

Making the rounds in the Hub recently were Mark Cheval, of Boston; Al Yorjeweicz, of Brockton; Malcolm Wallace, of Newport, N. H.; Bill Hamil, of Concord, N. H.; Martin Oliver, of Portland, Me.; Jim O'Conner, of Danielson, Conn.; Irving Taube, of Manchester, N. H.; Jerry Maloney, of Springfield; Flint Newton and Pete Suma, from Bristol, Conn.; Connie Pocius, of South Boston, and a delegation from the Mandi Amusement Company in Portland, Me.

Milwaukee

By BENN OLLMAN

DIME JUKE PLAY PROGRESSES. Dime music play, on a slow but steady increase here, keeps gaining more adherents among coinmen. Doug Opitz, of Hilltop Coin Machine Company, recently added another dime play spot, as did Joe Pelligrino and Bob Puccio, of P. & P. Distributors. Both firms admit they feel general dime play is a long way off. "But there are a few spots here and there that are ready for it," says Pelligrino.

Among the local coinmen taking off to visit the NAMA show were Joe Beck, Mitchell Novelty, and Ken Kulow and Dog Opitz, of Hilltop Coin. . . Dick L. Wall and M. J. Holloway Company sales manager John Hoerman spent a week traveling together thru Northern Wisconsin. "Candy vending way up North has slowed down for the winter," says Dick Wall, "as it does every year when the lake ports close." . . . A trio of Capitol Record items are heading the list of top tunes on the Banaco Music Company juke boxes, according to disk buyer Alice Antczak. Tunes are: "Sixteen Tons," by Tennessee Ernie; the Paulette Sisters' "You Win Again" and Frank Sinatra's "Love and Marriage."

Paul Bartnik, Banaco Music boss, returned from his final flight of the season up to his hunting camp in Canada. "No more trips until this coming spring," says Bartnik. . . Orville Carnitz, road salesman for the Badger Novelty Company, loaded up his specially outfitted Ford station wagon and headed up to Northern Wisconsin and Upper Michigan to sell some more Rock-Ola juke boxes. Carl Happel, his boss, says that this year's sales totals are way ahead of last year's figures. Happel attributes the surge in sales to the gratifying acceptance by coinmen of the new Rock-Ola music machine and generally good economic conditions all over the territory. . . M-G-M Records now has a new sales representative in the Milwaukee territory. Mrs. Renata Schutz is her name. The first fem sales rep in the territory, she is replacing Jim Nelson, now with a Chicago camera firm.

Detroit

By HAL REVES

VENDING HEAD TRIPS TO CHICAGO. Charles J. Morgan, conciliator for the United Vendors' Association, was in Chicago for the NAMA convention. . . William Venettis, who established a cigarette vending route on the West Side as the City Vending Company about a year ago, has moved to Harper Woods, East Side suburb. . . Julius Miodowski, a newcomer to coin operation, has started a route of cigarette and ball gum venders in Dearborn, Wayne, Inkster and nearby West Side suburban areas, with headquarters in Dearborn. Firm is the M & H Vending, a partnership with Samuel Roy Hutchison. Hutchison himself operates a diversified route northeast of the city in Macomb, Oakland and St. Clair counties as Hutchison Vending, with candy, cigarette, nut and Kleenex venders.

Dale Sauve and Tony Sanders, new partners of Grande Amusement, 7525 Grand River, just got back to town from Chicago. . . Both amusement machine operators and distributors enjoyed taking in the convention held by the National Automatic Merchandising Association. . . Others present at the convention were Carl Hopkins, of Hopkins Vending; Marv Jacobson, of Central Vending; Mr. and Mrs. Floyd Joyce, of Joyce Vending, and Warren Ayres, of Vendo Cigarette Company.

Need New Games

Continued from page 106

same bill all the time, Wertheimer points out." And this, he says, is what the manufacturer of amusement games expects the city operator to do.

New Types

Wertheimer sees a need for more and different types of games, since after the patron has played around the Arcade a few times he begins to lose interest and go somewhere else for his amusement. This added to the fact that the huge overhead is steadily mounting leaves the business in a state of "petering out."

The greatest need is for new designers who will create more variety in the types of games. "In short," says Wertheimer, "we need more games for less money." The only solution he sees would be for a firm like U. S. Hoffman Machinery Corporation to go into the manufacture of games for Arcades, since it would need a concern of this type which could produce enough to give a greater turnover than is at present available.

While he considers the new type of ray gun highly successful, the operator sees a time, not very far away, when they, too, will have lost their appeal. Wertheimer says the business is going nowhere but down and he figures he went down as much as 25 per cent from the previous season.

He points out that no new city Arcades have been opened here in the last seven years and he finds the only way he can survive is to add lunch counters, novelty and gift sections.

"Don't get me wrong," says Wertheimer. "I'm one of the greatest boosters for the amusement game business, which I feel is only in its infancy. But when it comes to the city Arcade—that's doomed."

Joe Ash says . . .

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Joe Ash says . . .

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Bally King Pin	Write	Chi Coin Deluxe Bull's-Eye Baseball	\$299.50
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Chi Coin Bliker	Write	Exhibit Sportland (Moving Target)	199.50
Chi Coin Bonus Score	Write	Keeney Sportsman (Moving Target)	199.50
Bally Jet Bowler	\$350.00	Genco Quarterback	Write
Bally Magic Bowler	400.00	Genco Champion Baseball	Write
Bally Champion	275.00	Genco Tournament Pool	Write
Chi Coin Starlite	225.00		
Keeney Century	250.00	PINBALLS	
Keeney Pacemaker	100.00	Miami Beach	Write
Keeney Bonus	225.00	Gaytime	\$445.00
United Rainbow	225.00	Gayety	345.00
United Cascade	85.00	Palm Springs	175.00
United Clover	75.00	Beach Club	125.00
United 6 Play Star	65.00	Yacht Club	95.00
Un. Deluxe Comet Targette	275.00	Hi Fi	175.00
WHILE THEY LAST—LIKE NEW		Atlantic City	75.00
5 Chi Coin Criss Cross Target	\$175.00	Surf Clubs	195.00
		Ice Frolic	175.00
		United Triple Play	325.00
		Beauty	125.00
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Double-U Showing Set for Nov. 21-23

BALTIMORE, Nov. 19. — The Double-U-Sales Corporation will hold a special showing of the new-

est United bingo game, Starlet, Monday thru Wednesday (21-23). Leo Galinski, Al Tholke and Johnny Casola, of the United Engineering staff, will be on hand to explain the game to operators and answer their questions.

Arcade Op Builds Fun Park

Continued from page 106

Brush has been cleared from the area. Trees are spaced from 8 to 10 feet apart over most of the park. About five acres of the park will be devoted to animals, including 200 head of deer of which 15 will be white. Visitors will be able to walk among the animals which run free thru the woods, feed them, and take pictures.

Kiddie Train

A pond full of swans and a separate wading pond of 50 foot diameter, one foot deep, will be attractions for the kiddies. The Miniature Kiddie Train will run thru the park on a mile-long track.

A 100 by 30-foot Arcade is under construction. This will have overhead doors opening at all sides and will house some 70 coin-operated devices, including a shooting gallery, coin-operated gun games, baseball games and kiddie rides.

Also under construction is a Santa Claus workshop, where "Santa" will reside the summer long with a big line of toys to sell to visitors.

A family attraction will be 200 picnic benches, fireplaces, and free parking space for up to 3,000 automobiles. Free-to-use playground equipment will include swings and slides for the moppets.

For action seekers will be a golf driving range, baseball batting range and miniature golf course.

For those who don't pack their own picnic lunches, a Pizza restaurant serving pizza pie, Italian sausage, hot dogs and hamburgers will offer something to take to the picnic benches. The restaurant will be leased by the park owners.

At the entrance of the Enchanted Forest will be characters from the "Land of Oz," a lion, woodsman and scarecrow, which will direct visitors to the various park attractions. A Storybook Lane will lead to other characters from children's make-believe land.

With roads, buildings and attractions now under construction, the owners plan to open the park

about May 15. Appearances of celebrities and special attractions are planned for the opening. Work began on the project about three months ago.

Kruse figures the shade of the trees will be a real advantage to the park during the hot summer months.

The owners expect to run the park from May 1 to November 1 of each year, keeping it open daily from 10 a.m. to 10 p.m. Admission, which will include access to most of the park attractions, is expected to be 50 cents a person.

A number of concessions will be rented out. The park will open with eight or nine large mechanical rides, according to Kruse. Train and pony rides will consist of scenic trips thru the forest area. Unusual landscaping and floral exhibits will be featured thruout the park.

One of the park's natural attractions is an Indian "guide tree," which was used by the early Indian inhabitants as a marker directing the way to a trading post. The tree was bent into a bow with its top anchored to the ground. Since left to its natural growth, the tree now stands as a historical landmark.

Edolite Bows New Features On Pool Game

DETROIT, Nov. 19. — Edolite Products here this week announced added features to its Ten-Hi coin-operated pool game, and a new line of pool game parts.

The Ten-Hi game is now available with hinged top, locks at each end of the table, and a lamp attachment for lighting at locations.

Isador Edelman, Edolite head, said the firm was now selling parts for coin pool games, including balls, cues, table bumpers and cloth.

A special playfield kit with above parts included lists at \$39.50, according to Edelman. A set of balls lists at \$19.50, 10 balls to the set; cues sell for \$2.

A new shuffle bowling game conversion unit, consisting of fly-away pins will be available in the near future.

9 Distrib Staffers Complete Model G Schooling at AMI

GRAND RAPIDS, Mich., Nov. 19.—Nine distributor servicemen completed AMI's factory supervised service school here, Bill FitzGerald, advertising and sales promotion manager, announced.

It was the first service school session to be held at the plant since last spring and the first factory instruction to be held on the new AMI Model G. Classes were conducted by Al Mason and Cliff Biting, AMI service engineers.

Instruction covered tips on service problems, audio and engineering developments, a tour thru the AMI plant and other technical details for men who already have a working knowledge of an automatic phonograph.

FitzGerald also announced that a second fall service school has begun and that applications were being taken for future sessions.

Finishing the week-long course last Friday were Lloyd K. Kelley, Southern Automatic Music Company, Indianapolis; Albert J. Piazza, Southern Automatic Music Company, Louisville; John Neafus, B & B Novelty Company, Kansas City, Mo.; Richard Delacroix, Dixie Coin Machine Company, New Orleans; A. G. (Tony) Leal, Corpus Christi, Tex.; Walter Zucker, Runvon Sales Company, Newark, N. J.; Philip Schachter, General Sales Company, Baltimore, and Marttis Weisner, David Rosen, Inc., Philadelphia.

Trimount Into Va. For Seeburg Show

BURLINGTON, Vt., Nov. 19.—Trimount Automatic Sales Corporation held a formal showing of the new Seeburg Model V-200 at the Hotel Vermonter here recently for operators thruout the State.

The event marked the sixth Trimount showing held along the Eastern Seaboard. Previous unveilings were held in Boston, Providence; West Springfield, Mass.; Augusta, Me., and Manchester, N. H.

Dan Burn and Bob Burke, salesman and service manager of Trimount respectively, acted as hosts for the event staged here.

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 United Venus, High Score 375.00
 United Ace, Match Score 275.00
 United Rainbow, High Score 245.00
 United Leader, Match Score 235.00
 United Olympic, High Score 120.00
 United Team, Match Score 235.00
 United League, High Score 195.00
 United Imperial, Match Score 185.00
 United Royal, High Score 180.00
 United Classic, Match Score 130.00
 United Olympic, High Score 120.00
 United Clover, Match Score 110.00
 United Cascade, High Score 110.00
 United Super 85.00
 Chicoin Hollywood 495.00
 Chicoin Holiday 410.00
 Chicoin Criss-Cross Bowler 260.00
 Chicoin Starlite 245.00
 Chicoin Super Frame Bowler 235.00
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Arcades Mushroom in Sticks

Continued from page 106

Devon Amusement Center, large edge-of-town Chicago fun spot, added a touch of carnival atmosphere to its operations this summer with a tent Arcade filled with new-model coin games.

Combined with the Arcade at the 22-acre area are two golf driving ranges, two miniature golf courses, baseball and softball batting ranges and a rifle range.

The amusement center draws kiddies, adults and teen-agers, the teen crowd being the most avid patrons, according to Carl Feldmann, owner. The carnival atmosphere has been added mainly in answer to teen-ager demand. Dancing to juke box music at outdoor concrete dance floors helps draw the young set.

A relatively new development in the outdoor field are Arcades located at drive-in theaters. This gets the folks to come in early for the movies and gives them something to do while they wait for the flickers.

Stanford Kohlberg, owner of the Starlite Drive-In, Oak Lawn, Ill., calls his Arcades there "the best thing we have out here" to supplement receipts from the movies.

Games at the Starlite include guns, baseball units, shuffles and kiddie rides. In addition to the Arcades, the Starlite features a miniature golf course, a golf driving range, ice-skating rink in operation during the winter, and a separate Kiddieland.

What Walt Disney has done with the traditional Penny Arcade is now one of the top attractions at the highly touted Disneyland, new \$17 million park which opened in July.

Disney created a turn-of-the-century Penny Arcade filled with 97 revamped penny machines. Equipment includes everything from grip-testers to old-time juke boxes.

Airports have long been a "dream location" for the nation's Arcade operators. As a result, many airports now have special game rooms filled with coin-operated equipment.

Airports in Washington, D. C.; Milwaukee, Detroit; Kansas City, Mo.; Minneapolis and other large cities have installed coin amusement machines to offer passengers and visitors on-the-spot recreation.

The \$3,200,000 main airport building at General Mitchell Terminal, Milwaukee, the nation's newest air center, has installed a special game room filled with some 25 pieces of equipment.

Among the games are shuffle bowlers, photomatic, coin baseball and basketball units, recording machine and kiddie rides, including, of course, a coin-operated airplane.

Airports, along with the hundreds of new golf lands, batting ranges, archery ranges, drive-in theaters and other outdoor amusement centers opening annually, point to giant steps for the coin machine industry of the future.

Moppets are getting increasing attention at outdoor Arcade spots. The Long Beach Penny Arcade, Panama City, Fla., made its first bid as an attraction to kiddies this spring. Guy Churchwell, operator of the beach Arcade, found new kiddie rides moved in this year highly profitable.

As another new attraction, Churchwell offered play on four juke boxes on the beach, all new machines enclosed in waterproof

housings, flanking four 60 by 20-foot cement dance floors. Juke play here is probably on a par with that anywhere in the Southland, Churchwell believes.

The beach spots are sources for a good many Arcade innovations. Harry Batt, operator of the large Pontchartrain Beach Arcade, New Orleans, infused new life into "old-timer" amusement games and combined them at the Arcade with new models, bringing top play.

Included are punching bags, electric shock units, fortunetellers, an 1898 Puss and Boots game and a 40-year-old prize fighter unit. The old pieces have been completely rebuilt.

Over 300 machines are included in the Arcade line-up, with the addition of from 15 to 30 new models each season. As has been

the case with many beach Arcades, the most popular units have been fortunetellers, photo machines and pinballs.

The Arcade is located in the center of an asphalt-paved mid-way which extends some 1,600 feet along the beach with three entrances convenient for amusement park patrons, bathers out on the beach and picnickers.

Beaches are the key to success for Arcade operators in Canada during the summer season. The major Arcades in the country—Sunnyside, Wasaga Beach, Port Dover, Burlington, Crystal Beach and London—are operated at beaches.

Tops among the games at Canadian beaches are gun games, boxing machines, photo machines and voice-recorders. Arcade operators use free juke box music to draw the trade. The young set especially enjoys playing the Arcade games while listening to their favorite hit tunes.

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Un. Royal	170	Yacht Club	95
Un. Olympic	95	Spot Light	70
Un. Classic	125		
Un. Deluxe	65		
Un. Cascade	85		
Un. Targette	245		
Un. Comet	300		
Genco Shuffle Pool	85		
Keeney Diamond	195		
Keeney Domino	\$110		
Keeney Century	295		
Keeney Carnival	95		
Keeney 10 Player	75		
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10TH FRAME	69
KEENEY	
BIKINI	\$195
DIAMOND	215
PACE MAKER	125
DOMINO	110
CARNIVAL	85
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DELUXE LIGHT	\$365
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DEL. TARGETTE	285
TEAM	225
CHIEF	195
ROYAL	175
OLYMPIC	95
STAR 10TH FRAME	75
DELUXE	55
GENCO	
MATCH POOL	\$125
SHUFFLE POOL	85
BALLY	
MAGIC	\$375
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Guggenheim Picks Graff, Whitehead

NEW YORK, Nov. 19. — Karl Guggenheim, Inc., local charm manufacturer, this week named distributors for Texas and for Georgia and the Carolinas. They are Everett Graff, Graff Vending Service, Dallas, and R. R. Whitehead, R. R. Whitehead Distributors, Atlanta. Bob Guggenheim, president of the charm firm, said sales of the Christmas Tree Ball have hit the 2,500,000 mark. The item was placed on the market six week ago.

SUPPLIES IN BRIEF

Candy

Confectionery sales, including chocolate products, declined 28 per cent from June to July when total manufacturers' sales reported were \$47,134,000, according to the Commerce Department. Manufacturer-retailers' estimated sales in July, 1955, were 37 per cent below June, 1955, and 12 per cent under July sales last year. Poundage estimates were virtually the same as last

year's level, but dollar sales were 2 per cent higher. Bar goods were down 2 per cent, but poundage sales of package goods retailing above 50 cents per pound were up 4 per cent compared to last year.

Tobacco

Total tobacco supplies this year are well over the expected demand for 1955-56. This year's record flue-cured tobacco crop was about three-fourths marketed by mid-October. Prices averaged 51.7 cents per pound compared with 52.3 cents in the same period last year. According to the Department of Agriculture, cigarette output in calendar 1955 may total 415 billion—three per cent above the 1954 level. Output of smoking tobacco for pipes probably will be up a little. Cigar consumption for 1955 is expected to exceed 6.1 billion—nearly 2 per cent above 1954. Consumption of chewing tobacco continues to decline.

Sugar

Sugar deliveries by the end of the first week in October were 266 thousand tons ahead of last year. Agriculture Department has announced that due to continued strong demand, total sugar quotas would be increased to 8,400,000 tons effective October 8. Raw sugar, duty paid, averaged 6.06 cents per pound in New York during the first half of October.

Chocolate

Use of chocolate in food products increased in the third quarter of 1955 after progressive declines over the last year due to high cocoa bean prices, Commerce Department reports. Despite the increased use of chocolate in the third quarter, the comparatively smaller use during the first half of the year probably will hold total consumption for the calendar year below that of 1954. Manufacturers' stock of cocoa beans again increased in 1955. Supplies for 1955-'56 are estimated slightly above the favorable 1954-'55 crop.

HOTTEST ITEMS

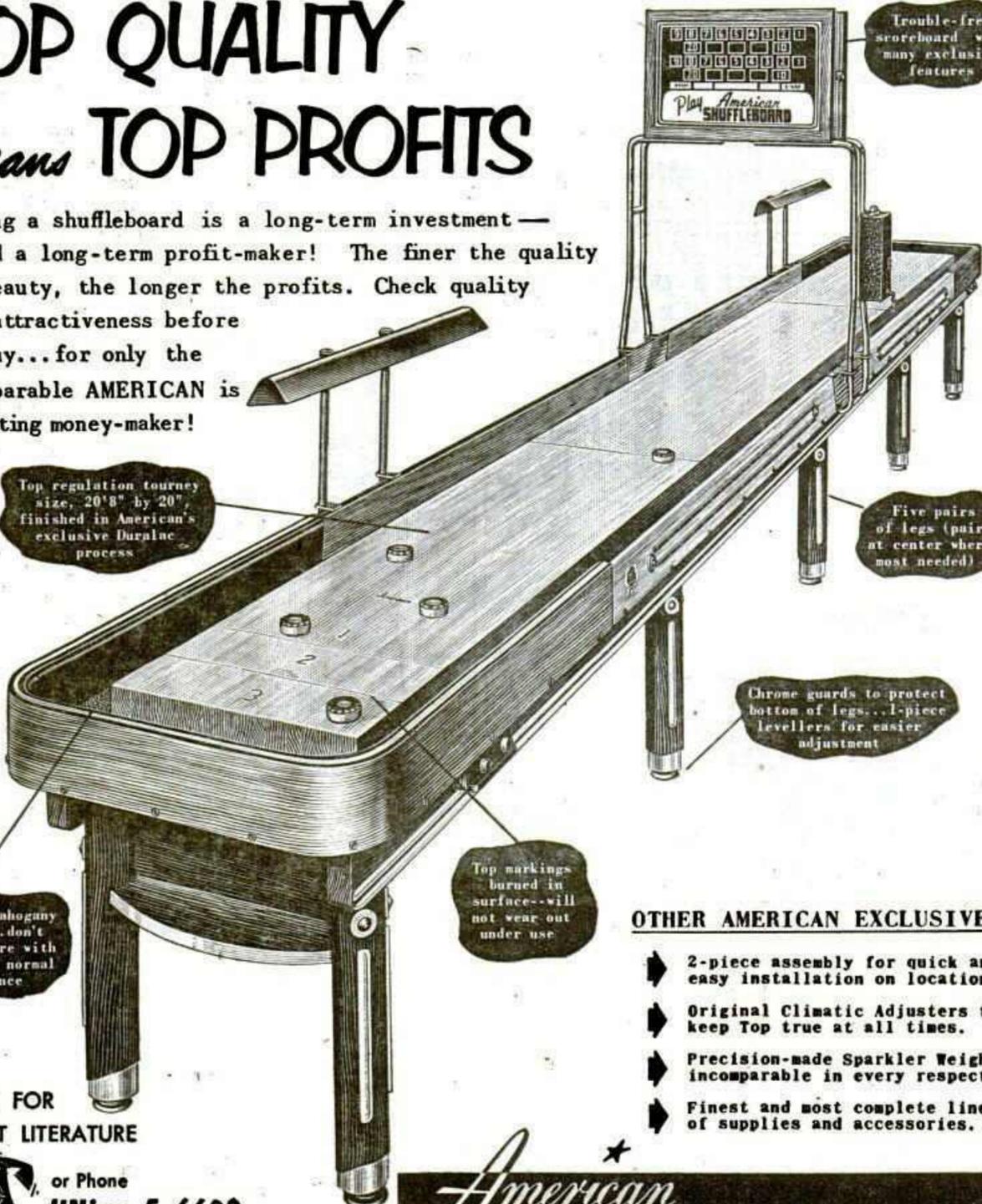
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 - Keeney Cigaret Venders..... 100.00
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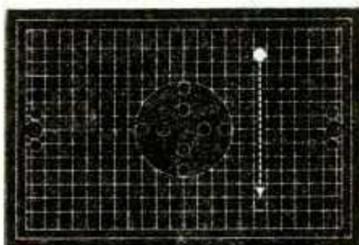
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Write for prices.



BALLY MANUFACTURING COMPANY service school at T. B. Holliday Company, Columbia, S. C., drew nearly 100 operators and servicemen from the area. Group above attended the two-day session November 8-9.

Beach Beauty

Continued from page 106

two smaller "super" cards. Numbers on the cards are half of a green category and half red.

"Wild numbers," 1 to 7, correspond to the top row of ball holes on the playfield. Numbers 1 to 3 are red, 4-7 are green. All ball holes on the playfield are colored red or green, and correspond to the backglass card numbers. The center card has 25 numbers, the "super" cards each have 9 numbers.

Players attempt to make in-line scores in either red or green number categories. "Wild numbers" can be used to fill in in-line scores

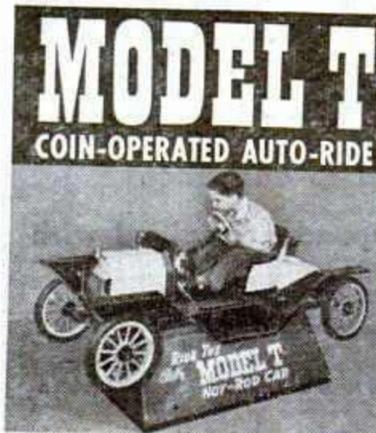
on either green or red sections of the cards.

The player turns a knob on the cabinet molding to move "wild numbers" into selected spots on the backglass cards. Number selections can be made up to the time the fourth ball is shot, or, if the selection panel is lighted after this, selections can be made before shooting the next ball thereafter. Up to eight balls can be played.

A special panel lights up to make numbers wild over the whole backglass, whether numbers are red or green.

Red and green arrows light the way to selection panels. Other in-line score features are advancing scores, corners score 300, and extra balls.

Earn More Money with Bally Kiddie-Fun Equipment

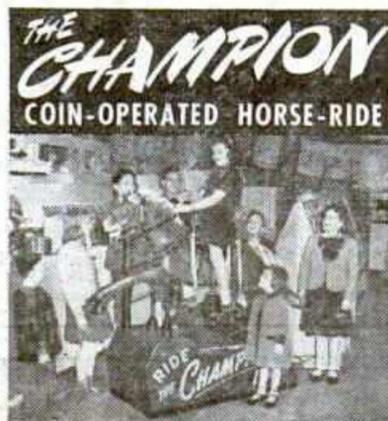


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Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



THE CHAMPION COIN-OPERATED HORSE-RIDE

THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

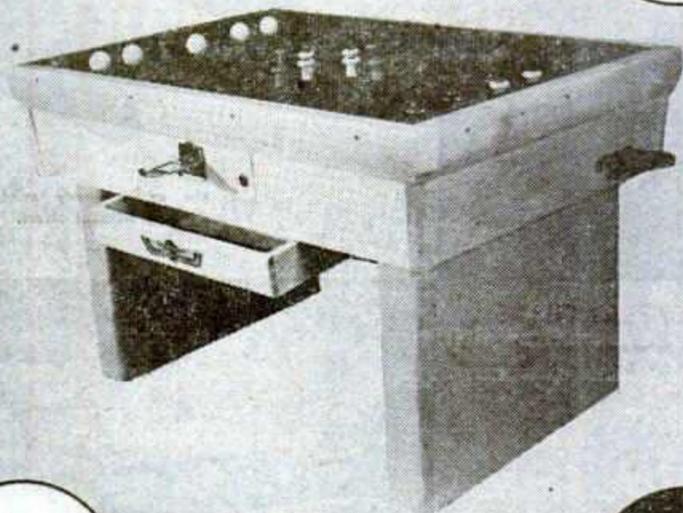
FINEST HARD MAPLE CONSTRUCTION

LIKE MONEY IN YOUR SIDE POCKET

LIVE RUBBER CUSHIONS

Valley's BUMPER POOL

GENUINE RUBBER BACKED BILLIARD CLOTH



LIVE RUBBER CUSHIONS

SERVICE FREE

FINEST BALLS

SOMETHING NEW HAS BEEN ADDED

CADILLAC OF POOL GAMES

PROVEN MONEY MAKER

ONLY OFFICIAL TOURNAMENT BUMPER POOL

WIRE, WRITE, OR PHONE FOR COMPLETE DETAILS AND PRICES.

VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH. PHONES 8587 or 8588

NAAPPB Exhibitors' Showings

Continued from page 106

playfield. Object is to make "21" either by a combination of balls up to five or by two balls entering the Ace hole and a picture hole (King - Queen - Jack) respectively. Score is automatically totalized, a bell rings when "21" is made and the machine lights up.

Scientific Line

Max Levine, Scientific president, said the firm will show its complete line of roll-down games, including Bing-O-Reno, 3-In-Line, Pokerino and "21".

Genco Manufacturing & Sales Company will present a new coin-operated electric rifle game, Super Big Top. The new gun has moving targets, a new match play feature and, according to Avon Gensburg, vice-president, all the play appeal of its predecessor, Big Top. Along with Super Big Top at the exhibit will be Genco's two coin-operated pool games, Tournament Pool and Deluxe Tournament Pool.

Williams Manufacturing Company, winner of the Henry A. Guenther Award at the show last year for its Select-A-Train, coin-operated electric train game, will display its new Jolly Joker and Royal Crown roll-down card games and its Sidewalk Engineer, coin-operated bulldozer game. Sam Stern, Williams executive vice-president, said this week the firm is working on other new products, but was

not sure they would be ready for display at the Parks show.

Coin Changers

A.B.T. Manufacturing Corporation and National Rejectors, Inc., will show their lines of slug rejector mechanisms, automatic coin changers and other products.

Auto-Photo Company will display its latest coin-operated photo machine; Capitol Projector Corporation will show its picture machines; Dodgem Corporation will have on display its coin-operated baseball game, Bull-Pen.

Harvard Automatic Machine Corporation, and Standard Metal Typer, Inc., will exhibit their metal typer units. International Mutoscope Corporation will show its Photomat and other new products.

Mike Munves will display some of its line of Arcade machines; Philadelphia Toboggan Company will feature its Bowl-O, roll-down bowling game and Skee Ball, roll-down target game. Both units are non-coin-operated. Selmix Dispenser Corporation will show its soft drink dispenser machine.

The coin machine exhibitors will

Bally Skeds Mass. Area Op School

BROOKLINE, Mass., Nov. 19.—Redd Distributing Company, Boston, will act as host for a Bally Manufacturing Company service school at Brookline, Mass., November 28-29.

The school will be held in the Sheraton Room of the Beaconsfield Hotel, Brookline. Sessions will start at 1:30 p.m. and run to 8 p.m. each day.

Bob Breither, Bally field engineer, will conduct the schools, open to operators and servicemen throughout the area.

Si Redd and Bob Jones, of the Redd organization, will be on hand to greet the visitors and will serve a dinner at each day's session.

be among 100 firms slated to display their products at the show, the 37th annual NAAPPB convention. Paul H. Huedepohl, NAAPPB executive secretary, reported all exhibit space was sold out. Exhibit halls will be open daily beginning at 10 a.m. Sunday (27).

ARCADE SPECIALS

Genco Wild West (Crisis Cross)	\$395.00
Genco Rifle Gallery	225.00
Genco Sky Gunner	150.00
Genco 2 Pl. Basketball	225.00
Genco Total Roll	95.00
Exhibit Sportland Gun	250.00
Scientific Pitch 'Em & Bat 'Em	150.00
Seeburg Shoot the Bear	125.00

UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3529

Pla-Pool

Marvel's Sensational Bumper Pool Games—2 Sizes . . .

Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

- 3 or 4-sided play
- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72" x 36" x 32" Regular Model, 52" x 36" x 32" Regulation Size Cues
- Table Top on Hinges With Lock
- Cash Box Inside, also with Lock
- Attractively Finished Cabinets
- A&T Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- Immediate Delivery

MARVEL MFG. CO.

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CHICAGO 47, ILLINOIS
Tel.: Dickens 2-2424

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EXCLUSIVE NATIONAL DISTRIBUTORS
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POOL GAME REPLACEMENT ACCESSORIES

ALL TYPES POOL GAMES

IMMEDIATE DELIVERY!
LOWEST PRICES!
CALL NOW!

- | | |
|---|--------|
| SOLID RED 2 1/4" DIA. BALL | \$3.45 |
| SOLID WHITE 2 1/4" DIA. BALL | 3.45 |
| RED BALL w/DOTS, 2 1/4" DIA. | 3.55 |
| WHITE BALL w/DOTS, 2 1/4" DIA. | 3.55 |
| DELUXE CUES, 48" LENGTH w/Fibre Point and Leather Tip. Ea. 3.25 | |
| CLIK CHALK, Box of 12 | .50 |
| DUPLEX METAL CHALK HOLDER. .12 | |
| GREEN CORD, Yard | .11 |
| CUE REPAIR KIT | 5.75 |
| CHROME LEATHER CUE TIPS, 12 MM. Pkg. of 25 | 1.25 |
| SEAFOAM GREEN TABLE COVER | 4.95 |
| RUBBER CUE BUMPERS, Pkg. of 12. .15 | |
| 2-OZ. PLASTIC BOTTLE GLUE | .35 |
| MAJESTIC RUBBERBACK CLOTH. Only | 16.95 |
| ECLIPSE CUSHION OR RAIL CLOTH, 5ft. | 8.25 |
- TERMS: 50% DEPOSIT WITH ORDER
MINIMUM ORDER—\$5.00.
DISTRIBUTOR TERRITORIES AVAILABLE!

BINGO GAMES

- | | | | | | |
|------------------|-------|--------------------|-------|---------------------|-------|
| GAYTIME | \$425 | SURF CLUB | \$195 | YACHT CLUB | \$ 85 |
| GAYETY | 295 | ICE FROLICS | 210 | BEAUTY | 125 |
| BIG TIME | 485 | PALM SPRINGS | 185 | FROLICS | 125 |
| VARIETY | 325 | DUDE RANCH | 150 | BRITE SPOT | 125 |
| HI-FI | 175 | BEACH CLUB | 145 | ATLANTIC CITY | 85 |
| PALM BEACH | 65 | CONEY ISLAND | 75 | SPOTLITE | 45 |

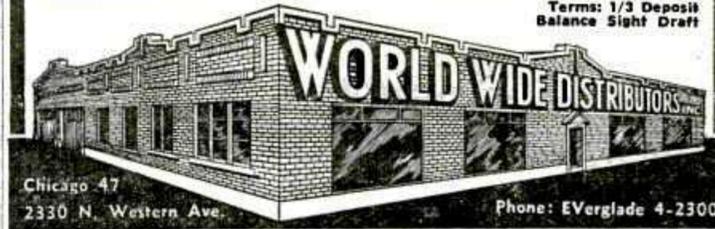
5-BALL GAMES

- | | |
|------------------------|-------|
| SWEET ADD-A-LINE | \$245 |
| GYPSY QUEEN | 225 |
| LADY LUCK | 165 |
| HAWAIIAN BEAUTY | 140 |
| GREEN PASTURES | 135 |
| JOCKEY CLUB | 135 |
| PINWHEEL | 110 |
| 3 DELUCES | 235 |
| SPIFFIRE | 185 |
| THUNDERBIRD | 145 |
| SKYWAY | 145 |
| DEALER | 110 |
| BIG BEN | 125 |
| SILVER SKATES | 65 |

SHUFFLE GAMES

- | | |
|------------------------|-------|
| DELUXE CAPITOL | \$425 |
| DELUXE CLIPPER | 410 |
| DELUXE LIGHTNING | 385 |
| DELUXE VENUS | 350 |
| DELUXE COMET | 315 |
| DELUXE TARGETTE | 265 |
| BLINKER | WRITE |
| HOLLYWOOD | 425 |
| HOLIDAY | 375 |

Terms: 1/3 Deposit
Balance Sight Draft



Chicago 47
2330 N. Western Ave. Phone: Everglade 4-2300

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A WIDE, OPEN TRAIL

FRONTIERSMAN

4 LINE-UP
ADVANCING TARGETS!

...TO GREATER EARNINGS...

WITH
GOTTLIEB'S

Lighting up 4 spots of same color lights center hole for SPECIAL and EXTRA SPECIAL.

Hitting any target 4 times lights hole for SPECIAL.

Spotting rollover advances color lights.

Lettered bottom rollovers advance corresponding target lights.

HOLD OVER FLAMING ARROW FEATURE

totals number of times player lights 4 spots of same color.

SUPER SPECIAL

awarded when 5th number of ARROW FEATURE is lit.

3 Hi-Speed Pop Bumpers.

2 Cyclonic Kickers.

2 Super Powered Flippers.

High Score to 7 Million 900 Thousand!

Amusement Pinballs

as American as Baseball and Hot Dogs!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

SEE IT AT YOUR DISTRIBUTOR NOW!

NEW MODEL!

NICKEL DISPENSERS

READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington

\$9.95 EACH



Patented
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Pending

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ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

Bruce B. Bryan, Detroit Op, Dies

DETROIT, Nov. 19.—Bruce B. Bryan, coin machine operator for about two decades, died November 11. He was formerly a partner with Erwin Baldrige, who subsequently operated an Arcade at Island Lake, in the firm of Baldrige & Bryan, and also a principal owner of the Batter-Up Company, manufacturing a well-known amusement game in the mid-'40's. He since operated a stamp vending route, making his headquarters in Highland Park, Detroit suburb. He is survived by his widow, Eva.

Bally Pin Pool Gets New Look

CHICAGO, Nov. 19.—Three new features have been added to Pin Pool, new Bally Manufacturing Company coin-operated pool game.

New features are: 1. Cross-lines on table that permit player to move ball for three-side play. 2. Rail-markers on table edge to help player gauge bank shots. 3. Two-way built-in leveler for visual leveling of table.

NOW READ THIS!!

- AMI E 120 \$445.00
- Wurlitzer 1450, 45 rpm 250.00
- Williams Circus Wagon Write
- Williams Big Ben 89.50
- Williams Four Corners 35.00
- TWO GAMES FOR \$29.50:
- Shoo Shoo, Shantytown, Trinidad, Super Hockey, Williams Star Series, King Pin, Round Up.
- Send for complete bargain list.
- ODCO, INC.
- 1100 Broadway Albany 4, N. Y.

NOW DELIVERING NEW REGULATIONS—PIXIE—MARATHON—HUNTER

BINGOS	UNITED ALLEYS	GUNS
ABC \$ 75.00	5 Player \$ 40.00	Bear Gun \$150.00
Atlantic City 90.00	DeLuxe 40.00	Bonus Gun 325.00
Beach Club 150.00	Cascade 75.00	Coon Gun 175.00
Cabana 135.00	Olympic 85.00	Carnival Gun 295.00
Protics 110.00	Comet 325.00	C.C. Pistol 50.00
Hi Fi 185.00	Capital 425.00	Dale Gun 50.00
Havana 175.00	Clover 75.00	Gun Patrol 125.00
Mexico 195.00	Rainbow 225.00	Six Shooter 125.00
Nevada 195.00	Target Skill 250.00	Sky Gunner 150.00
Palm Beach 85.00	Venus 385.00	Silver Bullet 95.00
Spot Life 40.00	Chief 195.00	Write for complete list new and used Arcade Equipment.
Singapore 225.00	Lightning 335.00	SPECIAL CLOSE-OUTS—NEW
Stars 65.00	Speedy 250.00	United Capital
Tropicana 250.00	Leader 225.00	United 5th Inning
Tropics 180.00	League Bowler 195.00	United Super Slugger
Yacht Club 110.00	Mars 325.00	United Derby Roll
Write for special price—immediate delivery	Ace 225.00	Write for special prices.
VALLEY BUMPER POOL	Royals 125.00	
CIGARETTE VENDORS	Clipper Write	
Ajax 8-Col. Electric, new \$125.00	C.C. Super Triple \$345.00	NOVELTY GAMES
Mercury 9 Col., new 215.00	C.C. Triple Score 95.00	Hot Rods \$50.00
Lehi 12 Col., new 225.00	C.C. 10th Frame 75.00	Steeple Chase 50.00
Super Six, new 115.00	Cris Cross 175.00	Toss Down 50.00
Super Nine, new 155.00		Spark Plug 50.00
National 930, used 95.00	MUSIC	Hay Burners 50.00
Electro 8 Col., used 125.00	AMI E-120, used \$495.00	Jalopy 50.00
National 950, used 110.00	AMI F-80, new Write	
PX 10 Col., used 115.00	AMI F-80, used 645.00	SHUFFLE BOARD
Keeney Elec., 9 Col., used 135.00	AMI F-120, new 695.00	SCORE UNITS
PX Electric 85.00	AMI F-120, used Write	Genco, Monarch, Edelman, Rock-Olas, \$75.00 each.
All new Equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.	AMI D-40 225.00	VENDERS (Used)
5-Col. Mills Candy \$88.00	AMI D-80 235.00	50 5¢ Sanitary Napkin \$15.00
4-Col. Uneseda Candy 65.00		50 5¢ Victor Rockets 10.00
Ship. Stamp 23.50	COUNTER GAMES, USED	40 5¢ N. W. Jets, Caps. 10.00
	Advance Shocker \$15.00	20 1¢ Baby Grands 7.50
	Zigzag Skill 20.00	15 N. W. 33 1/2 Ball Gum 4.50
	Pistol Target Skill 15.00	10 Columbus 1¢ Nut .. 4.50
	Merc. Grip Scales 20.00	5 Masters 4.50
	Got. 3-Way Grippers 20.00	Adv. 10¢ Comb., new.
	Whiz 20.00	Write for Special Deal
	Gypsy 18.50	Andico Coffee, new \$495.00
	Gypsy Fortune Teller 10.00	Andico Coffee, used 250.00
	S.K. Grip Vue 20.00	Mills Single Drink, cup 150.00
	Smiley 10.00	
	Three-of-a-Kind 18.00	
	ABT Challenger 20.00	
	Adv. Shockers, new \$24.50	
	Kickers & Catchers, new 49.50	
	Ship. 5¢ Wizard 19.50	



Cleveland Coin MACHINE EXCHANGE, INC.

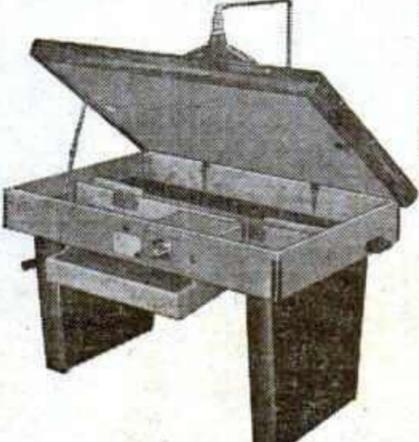
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

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TO FIT ANY AND ALL LOCATIONS
Keeney's
"FASCINATION POOL"



REGULAR SIZE
52" L. x 36" W. x 32" H.
OR
JUMBO DELUXE
(18 inches longer)
3-Sided Play!
Keeney's Original **HINGED TOP!**



Celeste Ravel
MISS ILLINOIS 1954-55
Recording artist likes to play Keeney's FASCINATION

- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- Piano finish Mahogany Moulding
- Formica Side Rails
- White Diamonds on Side Rails

J. H. *Keeney* & CO., INC.
2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

Exclusive Chicago Distributor for the BEST in POOL GAMES!
CUE-STAR by FISCHER -- \$209
 BRAND NEW COIN POOL Marked for play from 3 or 4 sides!
IMMEDIATE DELIVERY!
 CHARLEY PIERI
Monarch Coin Machine, Inc. Get Our List, New-Used Games, All Types
 Lincoln 9-3996-7
 2257 N. Lincoln, Chicago 14, Ill.

Price Index

Continued from page 104

	HIGH	LOW	Times Adv'd
Rowe Diplomat Electric (8 col.)	160.00	160.00	5
Rowe Imperial (8 col.)	90.00	90.00	5
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	5
Sanitary Napkins 5c.	15.00	15.00	5
Seeburg Sicum 200 Sel.	350.00	350.00	1
Silver King, 1c.	8.50	8.50	9
Silver King, 1c Ball Gum.	7.45	7.45	4
Silver King 1c Mdse.	7.45	7.45	2
Silver King, 5c.	8.50	7.45	6
Silver King Hot Nut.	9.50	7.50	3
Stoner Candy (6 col.)	135.00	90.00	6
Stoner Candy (8 col.)	165.00	110.00	4
Uneda (6 col.) Cigarette	50.00	50.00	1
Uneda (8 col.)	90.00	90.00	1
Uneda Model A.	90.00	85.00	4
Uneda Candy (6 col.)	65.00	65.00	5
Uneda Model E (6 col.)	75.00	50.00	6
Uneda Model E (8 col.)	80.00	75.00	2
Uneda Model 500 (9 col.)	100.00	100.00	5
U-Select-It	52.50	52.50	2
Victor Model V, 1c Cabinet.	9.50	9.50	2
Victor Model V, B/G Wheel.	9.50	8.50	8
Victor 1c Baby Grand	7.50	7.50	2
Victor Rocket 5c.	10.00	10.00	5

ROCK-OLA 1438 COMET \$575
 WURLITZER 1100 155
 A. M. I. MODEL "A" 125

RECONDITIONED—REFINISHED LIKE NEW!
 Terms: 1/2 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY
 A Quarter Century of Service.
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

MUSIC	ARCADES
AMI Model A \$119.00	Chicago Coin Home Run \$200.00
AMI Model B 175.00	Chicago Coin Super Home Run 225.00
AMI Model C 195.00	Wms. Deluxe Baseball 150.00
AMI Model D-80 275.00	Exhibit Shooting Gallery 145.00
AMI Model E-120 325.00	Genco Wild West 395.00
AMI Model F-80 675.00	United Carnival Gun 225.00
AMI Model F-120 750.00	
Seeburg 147M 65.00	
Seeburg M100A 345.00	
Seeburg M100B 495.00	
Seeburg M100BL 525.00	
Wurlitzer 1015 65.00	
Rock-Ola 1438 Comet 475.00	
Rock-Ola 1434 Fireball 195.00	

CHICAGO COIN BOWLERS	UNITED BOWLERS
Score-a-Line Write Flash \$250.00	League \$210.00
Gold Cup 110.00	Olympic 90.00
Triple Score 90.00	Cascade 75.00
Double Score 75.00	10th Frame 50.00
Name 40.00	Match 45.00
Super Match 55.00	Cris Cross Target 195.00
10th Frame 50.00	
Match 45.00	
Cris Cross Target 195.00	

1/2 deposit with order, balance C.O.D. or sight draft

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 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : 5Uperior 1-4640)

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10 VARIETIES	5 UNITED HAVANA
10 UNITED MANHATTAN	5 UNITED TAHITI
10 UNITED TROPICANA	5 UNITED MEXICO
10 UNITED SINGAPORE	5 UNITED TROPICS

KIDDIE RIDES
 ● America's Largest Stock
 ● 100% Guaranteed!
 ● Easy Trades—Liberal Terms

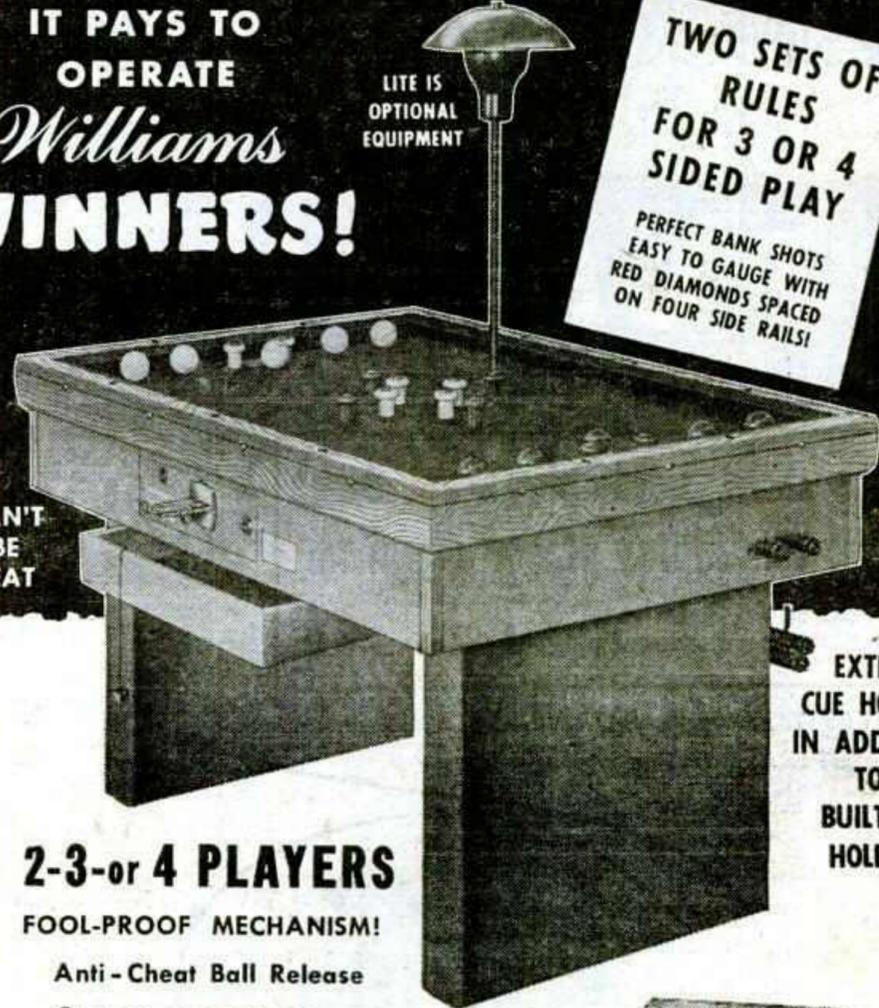
GUNS—GUNS—GUNS
 13 BALLY BULL'S-EYE
 15 UNITED DELUXE BONUS
 20 EXHIBIT SHOOTING GALLERY

ATTENTION, ALL DISTRIBUTORS: Trade us your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040 Cable Address: REDINC
 Exclusive Distributors for **WURLITZER—BALLY—UNITED**

All Locations
LARGE or SMALL
 invite you to install
Williams DE LUXE
BANK POOL
 FEATURING
3-SIDED PLAY!

IT PAYS TO OPERATE
Williams
WINNERS!



LITE IS OPTIONAL EQUIPMENT

TWO SETS OF RULES FOR 3 OR 4 SIDED PLAY

PERFECT BANK SHOTS EASY TO GAUGE WITH RED DIAMONDS SPACED ON FOUR SIDE RAILS!

CAN'T BE BEAT

EXTRA CUE HOOKS IN ADDITION TO BUILT-IN HOLDER

2-3-or 4 PLAYERS
 FOOL-PROOF MECHANISM!
 Anti-Cheat Ball Release
2 COIN OPERATION!

3 Designed for or 4 SIDED PLAY!
First WITH THE HINGED TOP!

SILENT BALL-DROP
 PROTECTED CASH BOX

OPERATE *Williams*
REGATTA
 NEW 5-BALL SCORE BUILD-UP!
HIGH SCORES!

OPERATE *Williams*
CIRCUS WAGON
 LUXURY 2 PLAYER WITH NUMBER MATCH
 ● BONUS POCKET Buildup!
 ● Bonus Scoring!
 ● Multi-Tilt!

OPERATE *Williams*
JOLLY JOKER
 HIGHEST EARNINGS!
 LOWEST PRICE!



See YOUR WILLIAMS DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

The "FORWARD LOOK" in 5-BALL CABINETS!

COINMEN YOU KNOW

Twin Cities

By JACK WEINBERG

HEILICHER BROS. TO MOVE SOON. Amos and Danny Heilicher, of Minneapolis, operators of Advance Music Company and Heilicher Bros., Inc., distributor for Mercury records in this area, will move within three weeks from 1313 Second Avenue, South, to their new three-story headquarters at 119 Ninth Street, North, where they already operate their Columbia-Midwest Company, Columbia label distributorship. The building, which the brothers bought earlier this year, has 40,000 square feet of space and will house all their coin machine and record operations. The Columbia and Mercury distributorships will continue under the Heilicher banner but remain separate operations as heretofore. The new quarters will provide ample parking space for customers, Amos Heilicher said.

Operators & Distributors, Attention

WANTED

ANY QUANTITY

GENCO, WILLIAMS, UNITED and EXHIBIT GUNS
GOTTLIEB & WILLIAMS PIN GAMES

Clean up your inventory for the First of the Year

WE NEED
250 SEEBURG MIOOA'S

-Send in Complete Lists-

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and Genco Distributors

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

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Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
147	\$ 75	1015	\$ 95
148	95	1100	125
M100C	595	1400-1450	250
AMI		ROCK-OLA	
A	\$125	1428	\$ 95
D-40, 45 R.P.M.	225	1436 FIREBALL 120, 78 R.P.M.	275
D-80, 45 R.P.M.	345		

WALL BOXES

SEEBURG 3W5, 5c, 10c, 25c, 3-wire	\$12.95
SEEBURG 3W2, 5c, 3-wire	4.95
WURLITZER 3020, 5c, 10c, 25c	9.95
WURLITZER 4820, 5c, 10c, 25c	14.95
WURLITZER 5204, 104 Selections	22.50
WURLITZER 219 Stepper	9.95
WURLITZER 252 Stepper	22.50
AMI 40 Selection Stepper	14.95
WURLITZER Speakers 4000, 4006, 4007, 4009	9.95

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WESTERN EXPORT

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GENCO'S DeLuxe TOURNAMENT POOL

PLAYED FROM 3 SIDES

FOR CRAMPED LOCATIONS

CAN ALSO BE PLAYED FROM 4 SIDES

The ONLY 3-side-play Pool Game
that eliminates player arguments

- NO SQUARES ON TABLE
- DEFINITE SPOTS for ball placements when moved

GIVES YOU 50% MORE LOCATIONS
TO OPERATE IN!

TABLE
AGAINST WALL

SAVES 60 Sq. Ft. of Floor Space

The
ORIGINAL
POOL GAME
designed for
TABLE LIGHT

HINGED
PLAYFIELD
FOR EASY
SERVICING

DUAL LEVELING GAUGES!

Visit us at the
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BOOTH
NOS. 92-93-94

STILL DELIVERING REGULAR OFFICIAL TOURNAMENT POOL

INSTRUCTION CARDS
for 4-sided Regular and
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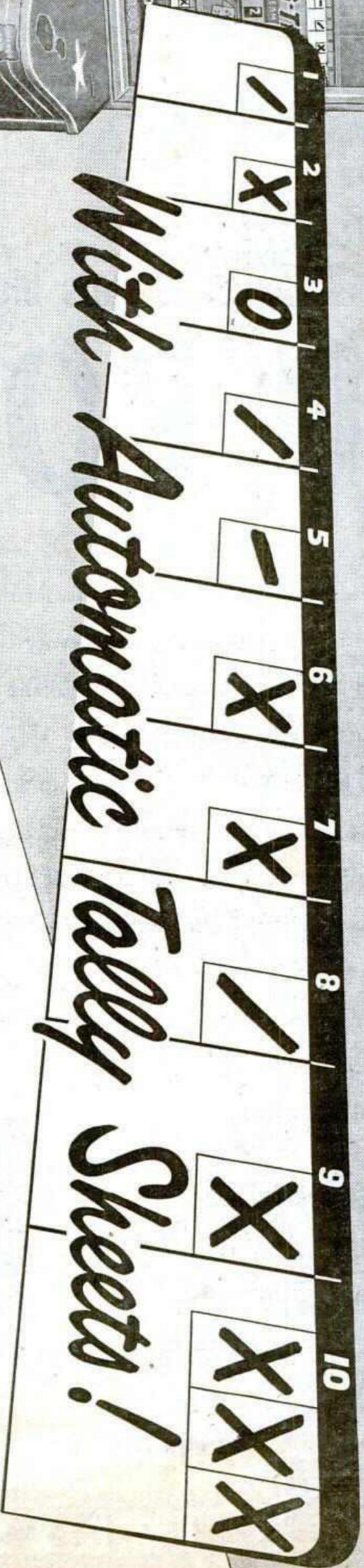
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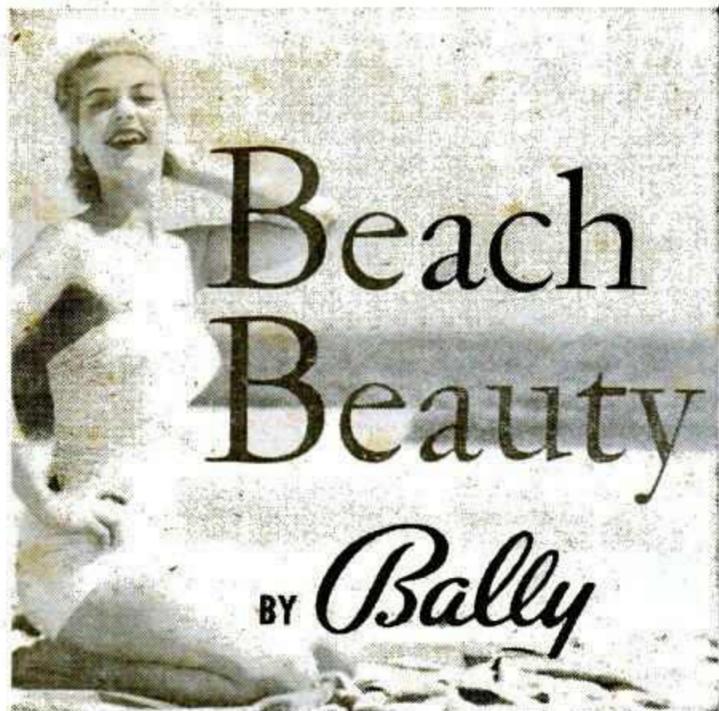
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PAGE 109

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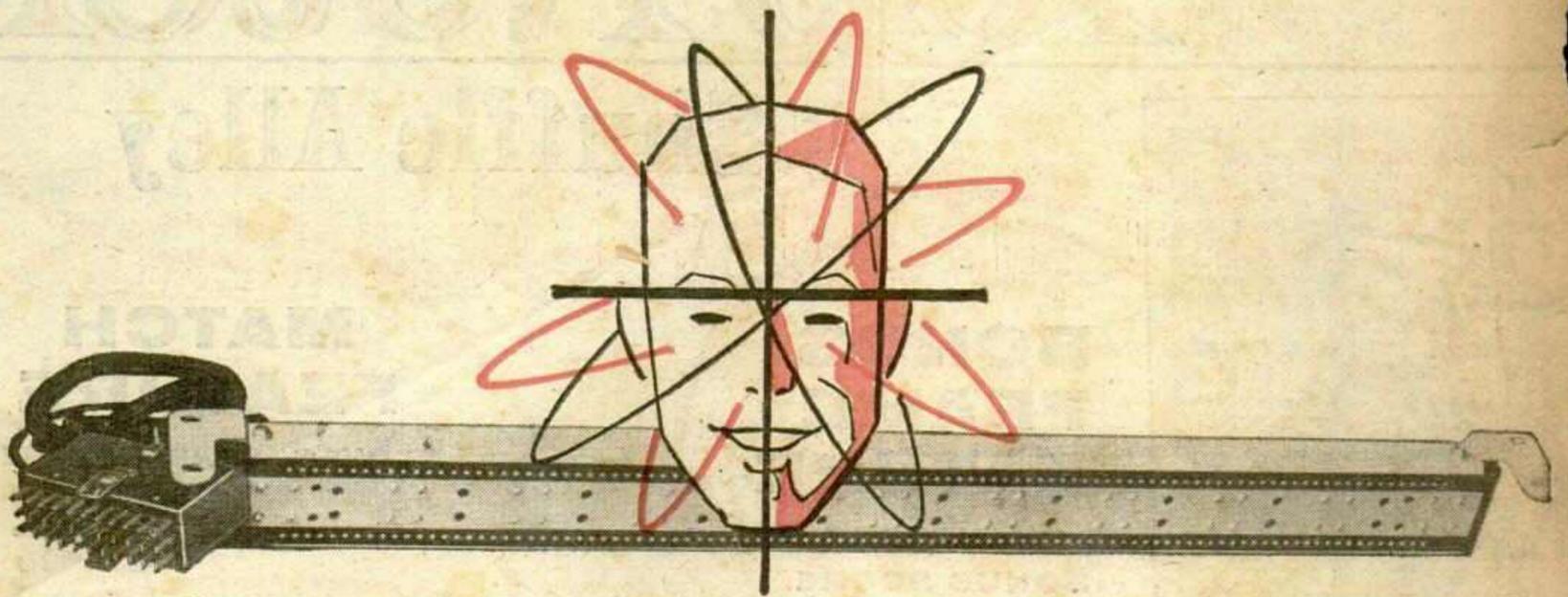
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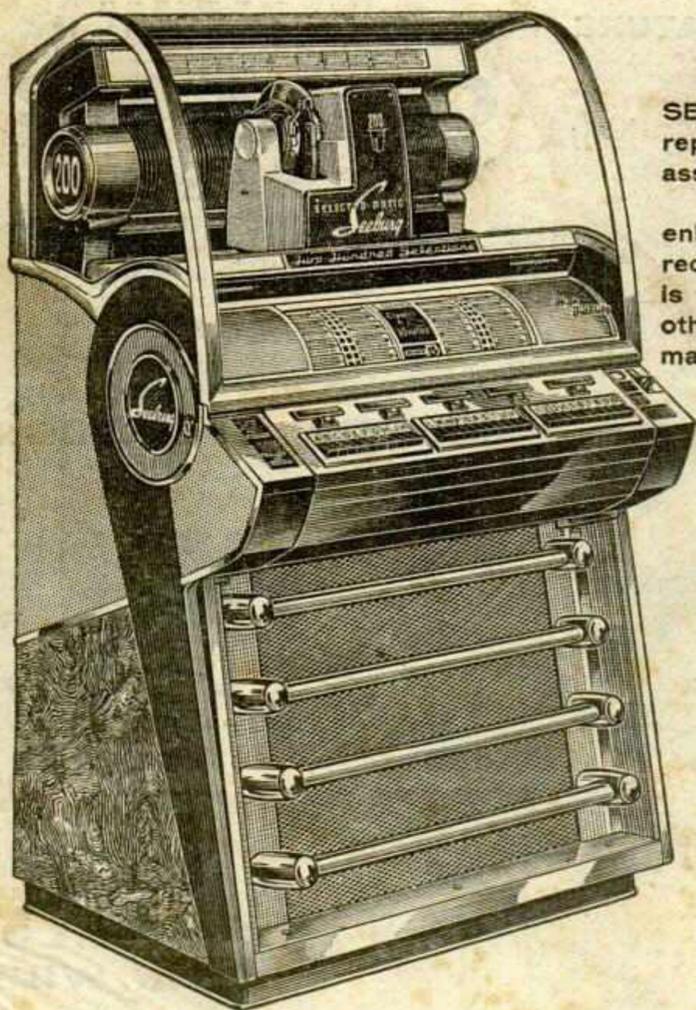


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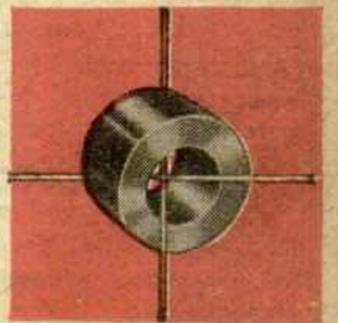


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