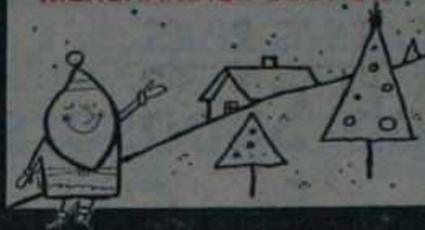


# The Billboard

THIS ISSUE  
CONTAINS THE...

Begins on  
Page 73

1956 CHRISTMAS  
MERCHANDISE SECTION



OCTOBER 13, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Santa and Mickey Mouse Great Pals

\$60,000,000 Due From Disney Items In Banner Yule; Crockett Out for Now

By IRWIN KIRBY

NEW YORK—Santa Claus has made another early appearance in the lives of gift merchandise creators and wholesalers, with advance indications pointing to a lush holiday season in all the nation's retail outlets. As usual, standardized gift items will be snapped up in huge numbers, but a noticeable switch — "Crockett kaput, Mickey Mouse gut"—represents millions of dollars in pre-season purchases by retailers.

This is the eve of the "second season" for men who provide prize items for midways at parks, fairs and carnivals during the warm months. But they won't be handling any Davy Crockett items. Nary a one.

Late Last Year

Coming along in 1955 in October, too late to turn out salable tie-in items for the Christmas season, Walt Disney's "Mickey Mouse Club" video show has been the source of considerable activity since then. The campaign, pointed strictly at the final quarter of the 1956 calendar year, is expected to reap some \$60,000,000 in retail sales.

This resurgence of Mickey Mouse items, ranging from lollipops at two for a penny to a \$49.95 RCA Mickey Mouse record player, is a cinch to put past merchandising efforts to shame—Elvis Presley items included.

Davy Old Stuff

There will be some minor turnover of Crockett coonskin caps and the like, but this will be old stuff from last winter's overstocked supplies. As he came in, with a bang, that's how quick he went out. The demise of Crockett toys and other tie-in pieces resulted from a lack

## Items Inspired By Cartoons

NEW YORK—The Disney merchandisers aren't letting any grass grow under their feet this year. With old-time cartoon figures being born anew thru exposure on the "Mickey Mouse Club" TV show, a parallel popularity is being expressed for kid products keyed to the characters—toys, watches, soaps, linens and the like.

Manufacturers have been busy turning out Snow White and Seven Dwarfs pieces lately. Re-issue of the film will cause a flurry of interest in households, and in order to stir sympathies of retailers, a private showing of the movie will be held Saturday (13) at the Beekman Theater, here, for store executives and—their kids.

## STARS IN NIGHT CLUBS TURN TO RECORD SELLING

MIAMI—Night clubs are moving into the record retail field here, with acts peddling their new disks in several night spots, and with one club—Bill Jordan's Bar of Music—marketing its own label, Jordan Records.

Joe Mooney, who recently signed with Atlantic, plans to sell his LP's at his restaurant, the Grate. The Vagabonds, recently pacted with RKO-Unique, push sales on their disks at their own club here, and Ted Lewis and Sophie Tucker both peddle their platters in club appearances.

The most unusual night club-record deal is that set up by ex-deejay Freddy Marshall, (formerly with WMIE here) who is readying a series of "After Dark" LP's spotlighting night club talent of key U. S. cities, with each act owning a percentage of the packages, which will be sold as souvenirs in local night clubs.

Marshall's first LP, "Miami After Dark," features his narration and eight Miami night club names, including Michael Strange, at the Black Magic; Audrey Boone and Betty Dixon, of the Bonfire; Goldie Goldfield Quartet, Lucerne; Natale Fields, Fontainebleu; and the Paragons, the Dream Bar. The cover spotlights a photo montage of 10 Miami club marquees.

Marshall, who operates out of the Spector and Greenspan office at the Ainsley Building

(Continued on page 17)

## U. S. Navy and Video Programmers: One Hand Washes Other

Navy Helps Develop and Promote Programs; Shows Aid Recruiting

By DENNIS McDONALD

GUANTANAMO BAY, Cuba—In a "one hand washed the other" type of co-operation, television and the U. S. Navy have solidified a strong working relationship which is to the benefit of both.

Television programming has certainly been doing a job for the Navy in helping to get its story before the public. Such programs as "Navy Log" on a continuing basis and Ed Murrow's "See It Now," "Robert Montgomery Presents," "The Miracle" series and many others on specific assignments have helped the Navy with a serious recruiting problem.

Return on ABC

"Navy Log," which is sold by CBS-TV Film Sales and debuts this fall on ABC-TV Wednesday (17) after a run on CBS-TV last season, particularly has stimulated the public's interest in the Navy. A recent survey conducted by the Navy of some 200 recruiting centers asked recruiters specifically if the program had any effect on recruiting activity. About 90 per cent replied that the program stimulated considerable interest.

Since this recruiting problem is a serious one with the Navy, particularly on the junior officer level, the department has gone all-out to co-operate with TV film pro-

ducers, networks and other interests. The Navy has no cash budget for publicity and promotion and therefore it finds that by giving generous assistance to programmers they are also helping themselves.

In the story department for "Navy Log," for instance, the Navy has made its files in the Bureau of Naval Personnel available to the producers. Story ideas, in fact, come primarily from the Navy and the facts are researched in the files and the log books for authenticity. After the writers have written the story, the script is again checked for accuracy of detail. This sort of assistance seems due for extension, too, since both the sponsors, U. S. Rubber and Pall Mall, have indicated a desire for even more emphasis on the documentary aspect of the show.

"Annapolis" Show

Also with Ziv-TV now turning out "Men of Annapolis," the Navy expects here, too, to give the same co-operation given "Log," since the department shows no partiality to any one film producer in giving story ideas or research assistance.

The Bureau of Naval Personnel is not alone in assisting programmers with problems. Likewise the Chief of Information, Navy department, the public relations division, lends assistance. Screen credits are also given to the Department of Defense, which comments on the script's authenticity. Also, if any story line crosses other divisions of the Armed Forces, the Navy submits the scripts to them for detail checking.

Aside from the script assistance, the Navy has also been generous in making its facilities available

(Continued on page 13)

## Army Helps 'West Point'

NEW YORK—Until last week the U. S. Navy was the only branch of the Armed Forces represented authentically on the TV networks. With the debut of the "West Point Story" last Friday (5), however, the Army has followed the Navy's lead in giving co-operation to TV film producers interested in presenting story lines based on fact.

The Phil Silvers show, of course, has been on the networks some time, but neither Silvers, the public nor the Army has ever accepted his stories for real.

## NEWS OF THE WEEK

### Cost of Network TV Prompts Sponsors to Spread Risk . . .

The costs of network TV sponsorship is now so high that advertisers have decided they have to spread the risk. General Foods has put up four of its network shows for co-sponsorship, and Nestle is doing the same with one. . . . Page 2

### Goodly Supply of TV Network Reissues Go Into Syndication . . .

A fair supply of network reissues have gone into TV syndication this fall. But this type of TV film product has not snowballed to the size anticipated by the growth in the past few seasons. . . . Page 8

### Attendance, Midway Records Into Discard at Tulsa Fair . . .

The Tulsa (Okla.) State Fair tossed many records into the discard by shooting over the half million mark attendance-wise, setting up a new one-day record of 132,584 and a new midway gross figure. . . . Page 61

### Victor Sharpens Dealer Sales Aids; Emphasizes Role of Tape . . .

RCA Victor is getting ready to launch new, pre-conceived versions of its Save-on Records and Personal Music Service plans for dealers.

Bonus and bargain coupons are designed to build store traffic thruout the year. Stock problems simplified by certificate-order plan. Pre-recorded tape assigned an important role. . . . Page 15

### Diskeries Emphasize Albums in Christmas Merchandising Push . . .

The record industry will concentrate on package merchandise this Christmas. Most of the major labels are inclined to shy away from the seasonal pop single race, while putting big promotional drives behind new yuletide albums and best selling Christmas catalog LP items. . . . Page 16

### DEPARTMENT AND FEATURES

Amusement Games . . . . .	81	Music Pop Charts—	
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Cover Machine Market . . . . .	91	Radio . . . . .	15
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Letter List . . . . .	86	TV Film . . . . .	4
Merchandise . . . . .	73	TV Film Reviews . . . . .	14
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## CALCULATING RISKS

# Web Sponsors Spread Night Buys for Coverage Protection

NEW YORK—With the new season hardly under way, "spread the risk" has become the rallying cry of the nation's nighttime network advertisers, beset as they are with the difficulty of coming up with hit shows.

Talk in the trade is that virtually any show not in the top 10, that is now sponsored by a single advertiser, is available for shared sponsorship. Incomplete public reaction to the debuts of the new shows so far this season, with no smashing successes as yet, is said to further emphasize the fact that "the show's the thing" and that time periods do not guarantee ratings.

So "spread the risk" has become the password. NBC's is already offering half of "Oh, Susanna," CBS-TV Saturday 9-9:30, to interested potential clients. Its intention is to buy half of another show,

possibly one half of the last third of "Playhouse 90." And any one of four General Foods network properties—Roy Rogers and "77th Lancers," on NBC-TV, 6:30-7:30 Sundays, and "West Point" and "Zane Grey Theater," CBS, 8-9 Fridays—is also half available for sponsorship. There is also a distinct possibility that half of General Foods' "Harem Holiday," NBC Wednesdays at 8, would also be peddled off if another advertiser was ready to buy.

### General Foods

Word at the General Foods agencies is that the advertiser is willing to sell off half of these four properties because of budget problems. The fall season, it is said, is traditionally a bad time to sell grocery products and consequently cutbacks are to be made.

Insiders at the web, however, are inclined to push-push these reasons. They believe that General Foods is hedging on its TV properties and point to the recent sales of half of "Design" and "Gunsake," two of the more successful network shows, by Liggett & Myers as another example of the same sort. L&M then bought half of

Noah's Ark" with the money used for the other stanzas.

Trade talk is also that Procter & Gamble would be most happy to sell half of virtually any of its fully sponsored web stanzas. This would include "Jeannie," "This Is Your Life," Jane Wyman's "Fire-side Theater" and the Loretta Young show. The obvious virtue to sponsors and agencies of using many shows instead of few is that it mitigates against being slaughtered by wrong program decisions. And as network TV continues to increase in cost, as it has been doing over the years—with color TV to add the ante still higher—the risk factor becomes greater.

In addition, using a multi-program attack on the public guarantees advertisers coverage and circulation they do not get by sponsoring a limited number of shows. Consequently, the trend to alternate week sponsorship continues to increase.

Network sales executives believe if the trend does not stop, a TV guide to their advertisers will have to be published so that they will know who is sponsoring what on their weeks.

## BY YEAR'S END

# Axings May Cause CBS Show Shifts

NEW YORK — Two 10:30-11 p.m. cancellations — Tuesdays and Saturdays on CBS-TV—may set off some program shifting about the end of the year on that network. One of the plans being considered is to switch "Gunsake" from Saturdays at 10 p.m. into Tuesdays at 10:30 and to program a new Mitch Miller show, "The Big Record," Saturdays 10-11 p.m. beginning in January.

"The Big Record" is a panel quiz stanza which traces the history of a top record. Miller would function as emcee. Another possibility for the 10:30 Saturday time period is a new CBS-TV property, "Cavalry Patrol," produced by Charles Marquis Warren. Its insertion after "Gunsake," which would then remain at 10, would give the network an hour of adult Western programming.

It is also possible, however, that "High Finance" may remain Saturdays at 10:30 because several sponsors, including Hazel Bishop, are interested in it.

Between now and the end of the year, however, any number of situations may occur which would

call for further checkboarding. "High Finance" was canceled by Merrell. "Do You Trust Your Wife?" Tuesdays at 10:30, has been canceled by Frigidaire, with the virtual certainty that Liggett & Myers, its co-sponsor will cancel too, the program's satisfactory rating may persuade the web to retain it somewhere in its schedule.

# Massive TV Center Planned for Jersey

NEW YORK — Still another massive TV city is being mulled here to centralize the production works. This \$50,000,000 project would be located at the New Jersey end of the Lincoln Tunnel, about 15 minutes from the center of New York City, on a huge plot of land. The guiding spirit behind the project is John Galbreath, multi-million-dollar real estate operator and one of the owners of the Pittsburgh Pirates.

Before any building is done, however, Galbreath intends to sign up two of the networks. He has already submitted the idea to NBC-TV and CBS-TV. Both are considering it among other such projects.

The TV center envisions complete production facilities and is said to be so big that it would dwarf both CBS' TV city in Hollywood and the NBC Burbank TV studios. Restaurants and motels for actors would also be built. Should the idea become a reality, it might mean that the networks would give up their Broadway theaters. But an immediate decision on a

## WEAVER TAKES EUROPEAN TRIP

NEW YORK — Sylvester (Pat) Weaver, former board chairman of NBC, leaves for Europe on Tuesday (16) for an extended trip which, it's understood, will include conferences with groups which have offered him top level posts abroad. However, Weaver is expected to make no decision on his future plans until his return, around Christmas.

Among the many offers he is reported to have received here is the presidency of Loew's, Inc., to fill the post vacated last week by the resignation of Arthur Loew Jr. Apart from job offers, however, it is well known that Weaver has close friendships with many top men in financial circles and has received offers of backing from several of these influential people. Weaver is understood to be considering establishment of his own ad agency.

## Baby Clients To CBS Days

NEW YORK — Gerber baby foods and Johnson & Johnson are taking a ride on the CBS-TV daytime train. Gerber bought alternate quarter hours of "Captain Kangaroo" and "Our Miss Brooks." Johnson & Johnson has also an alternate quarter hour of "Brooks" in addition to an alternate quarter hour of Garry Moore. The Johnson & Johnson daytime buy is its first in many years.

## Fetzer Broadcasting Celebrates 25th Anni.

KALAMAZOO, Mich. — The Fetzer Broadcasting Company, here, celebrated its 25th broadcasting anniversary. It's first station, WKZO radio, was founded in 1931. The company since has established WJEF, Grand Rapids, Mich.; KOLN-TV, Lincoln, Neb., and WKZO-TV here.

# ABC Pix Fete Near to SRO

NEW YORK — ABC-TV is nearing a sellout on its "Afternoon Film Festival" (Monday-Friday, 3-5 p.m.) with the signing of five participating sponsors. New advertisers are Bon Ami, Exquisite Form Brassiere, Norwich Pharmaceutical, Union Underwear and Thomas J. Lipton.

Knapp-Monarch has signed for participations in the web's "Famous Film Festival" Saturdays, 7:30-9 p.m.

## FIRST ONE

# Nat Cole Gets Regular Slot On NBC-TV

NEW YORK — Nat (King) Cole, because the first Negro entertainer to get a regular TV series on a major network. Beginning November 5, the singer goes into the Monday 7:30-7:45 slot on NBC-TV. The show will concentrate on his vocals.

Gordon MacRae filled the slot last spring for Lever Bros. Cole has been a major recording artist thru the years and has also made numerous personal appearances and appeared in many movies.

# Map Williams, Slezak Shows

NEW YORK — CBS-TV is working on two program projects. The network is trying to come up with a half-hour property for Esther Williams. The web's program brass are impressed with the ratings the swimmer and TV star put on her recent NBC-TV spectacular.

Also in the works is a half-hour situation comedy to star Walter Slezak. The show is being written by Howard Teichman, co-author of "Solid Gold Cadillac."

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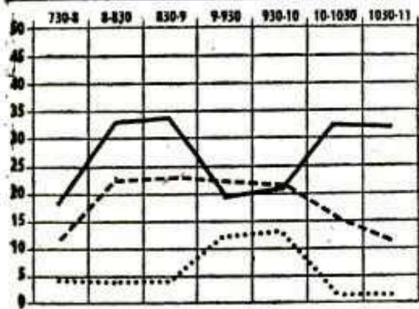
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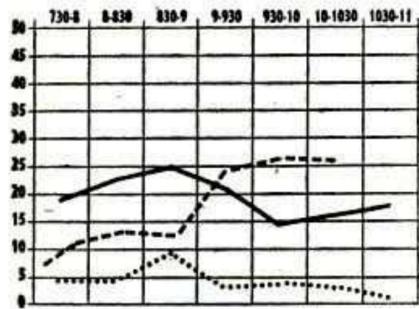
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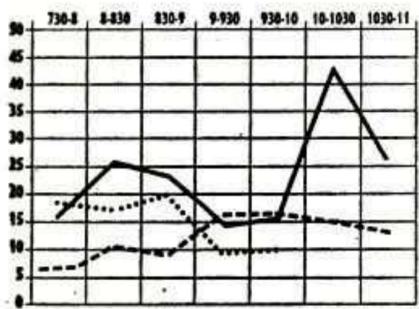
## SUNDAY

CBS was tops from 8 to 9 with Ed Sullivan. But in the 9-10 period, ABC's "Amateur Hour" seemed to eat into the CBS audience, so that NBC, running at a steady level with the "Alcoa Hour," had the top share. At 10 p.m., CBS floated back on top with its quiz shows, "64,000 Challenge" and "What's My Line?" That 9-10 hour is obviously one to watch. One of the most closely competitive in the August report, it will have a new rotating look on NBC this fall.



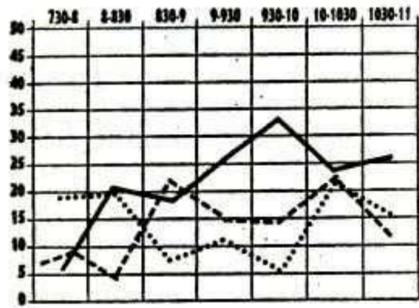
## MONDAY

The August graph is certainly not typical of the traditional audience flow on Monday night. That NBC leadership at 9 p.m., as shown here, is based on the simple fact that CBS' summer replacement for "I Love Lucy" was nowhere as strong as "Lusy" itself. But NBC will have a completely new schedule from 8 to 9:30 this fall. So it is by no means certain that CBS vector will continue to ride quite as high in the 1956-57 season as it did in seasons past.



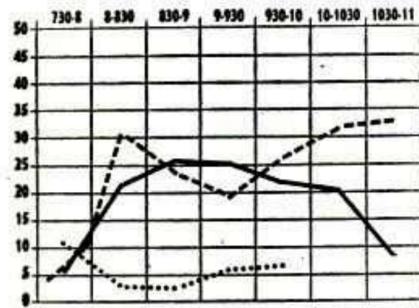
## TUESDAY

That peak at 10 p.m. is, of course, the "64,000 Question." It pulled CBS out of a close competitive squabble in the 9-10 hour. It is apparent from the graph that many viewers turned on their sets at 10 p.m. just to catch "64." That 9-10 melee is strictly a summer phenomenon, since four of the six stanzas in that hour were summer shows only. ABC opened the prime time race on top with "Warner Bros. Presents," but Phil Silvers quickly asserted the CBS at 8 p.m.



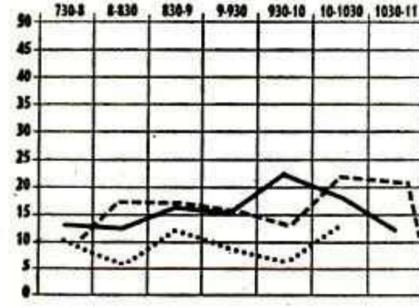
## WEDNESDAY

The Wednesday ratings in August were a real scramble. ABC opened and closed strong with "Disneyland" and the fights respectively. NBC hit peaks with "Father Knows Best" and "This Is Your Life." CBS took its turn at dominance in the middle of the evening with "The Millionaire" and "I've Got a Secret," the latter getting the biggest audience of the night. Each network took at least one turn riding the top and the bottom of the wave. The 10-10:30 slot was a virtual dead heat.



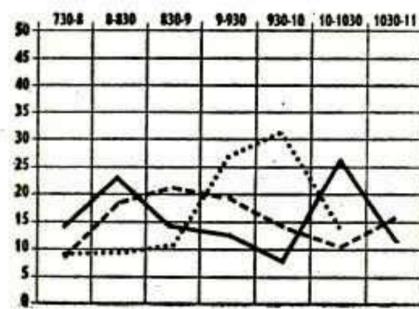
## THURSDAY

This was the third successive evening in which ABC opened on top, this time with "The Lone Ranger." But after that it was NBC's evening except for the 8:30-9:30 hour, when CBS has "Climax." NBC hit its peaks with "The Best of Groucho" and then later with the "Lux Video Theater." When the evening closed, NBC was running stronger than ever with "Lux," while ABC had gone off the air and CBS was touching close to bottom with the "Quiz Kids."



## FRIDAY

Over-all, Friday was the most closely fought night in the August ARB report. But it probably holds few lessons for the season, since the bulk of the programs then on were summer replacements or shows running into cancellations. The slot that seems to rate the greatest attention here is 9:30-10. Here, "Playhouse of Stars" hit the peak of the evening in August. In the seasons "Playhouse" is getting star strengthening under the production aegis of MCA.



## SATURDAY

The high curve of that Saturday night in August was the Lawrence Welk show. But that, of course, was before Sid Caesar entered the schedule. Early reports indicate that the Caesar-Welk hour is going to be nip and tuck this season. The 8-9 hour did not show the vigor in August that will probably be its due in October, when the hour-long Jackie Gleason and Perry Como stand up toe to toe.

## P. R. DUEL

# Steve and Ed Choose Their TV Weapons

NEW YORK—The Steve Allen-Ed Sullivan battle of press releases has led to a more intensive scramble for top talent and creative ideas by the staffs of both shows, according to spokesmen for Sullivan's sponsor, the Lincoln-Mercury Division of the Ford Motor Company, and its agency, Kenyon & Eckhardt.

Feeling from both sources is that Allen has only the next 13 weeks to "make it or break it" and will tighten security measures to keep all gimmicks and themes secret in the hope that originality will bring him healthier ratings. The attack on Sullivan, they feel, was nothing more than a clever press stunt which succeeded in garnering Allen a raft of helpful publicity.

# Tuna to Splash With 'Telescope'

NEW YORK—Another advertiser with a comparatively small budget is betting on prestige documentary shows to create a splash on the national scene. Breast O' Chicken Tuna has purchased "Maurice Chevalier's Paris," the first of the NBC-TV "Telescope" teleumentary series and will offer it in a prime time period sometime this season. It has an option on two other shows in the series.

The buy will cost the sponsor \$240,000, of which \$150,000 is for the hour program and the rest for time. The theory behind the buy is said to be that since the advertiser's budget is limited, the wisest course is to spend it for a single stanza with major impact, rather than on spot. This is the TV advertising technique employed so successfully last season by Shulton.

# Wasserman For Loew's?

NEW YORK — Lou Wasserman, president of the Music Corporation of America, is said to be getting prime consideration for the presidential slot at Loew's, Inc. If selected, he would replace Arthur Loew, who recently resigned. It is not known whether Wasserman would accept the post if offered. Wasserman's ties with MCA are strong, and it is he who is responsible for much of its success. Among others in the running for the top slot is Eric Johnston.

# Bonded Buys Out Video Expediting

NEW YORK — Bonded TV Film Service has bought out Video Expediting and Library Service to become its subsidiary for the trafficking of TV spots.

It has renamed the operation Video Expediting, Inc. Jack Fitzpatrick, president of the bought-out firm, will stay on as vice-president of the Bonded subsidiary.

# Kathi on 'M. Romances'

NEW YORK—Kathi Morris has taken over as hostess-narrator on NBC's "Modern Romances" strip, 4:45-5 p.m. across the board. She will hold down the post for at least three weeks, replacing Martha Scott, who is currently vacationing.

## FALL STRENGTH

# Trendex Indicates Change in Tastes

NEW YORK—Partial Trendex ratings for Monday, Tuesday, Wednesday and Thursday nights last week indicate some interesting programming tastes and switches. CBS-TV's "Robin Hood" at 7:30 weighed in with a strong 22.8 on Monday (1) compared to the 8.4 rating garnered by the combination of Frankie Carle and the "News Caravan" on NBC-TV, and the 5.4 by ABC-TV's "Bold Journey."

An omen of trouble for CBS-TV is provided by the second week's rating of "Lancelot," telecast at 8 p.m., which hit a 15.4 on NBC compared to the 13.8 received by Burns and Allen and the 12.3 by ABC's Danny Thomas. The Tuesday night rating indicate that ABC may not be able to maintain initial supremacy achieved by "Cheyenne" when it programs "Conflict," the once-a-month drama in the "Warner Brothers Presents" series.

At 7:30 Tuesday "Warner Brothers Presents" got a 12.0 with "Conflict," to "Name That Tune's" 13.3 on CBS and the 6.5 of NBC's Jonathan Winters show and its "News Caravan." At 8 Phil Silvers increased the CBS margin with a 20.1 to "Warner Brothers" 14.4 and "Big Surprise's" 11.2 on NBC. The previous week "Cheyenne" averaged 19.1 for its hour.

### Scores at 8:30

At 8:30 the sets switched to ABC, where "Wyatt Earp" received a 22.3. The debut of "The Brothers" got an 18.4 on CBS, and NBC's "Noah's Ark" got an 11.4. At 9 p.m. the debut of the Herb Shriner show on CBS took the viewer's attention. He received a 20.3 to the 18.1 of the "Jane Wyman Fireside Theater" on NBC and the 14.1 of "Broken Arrow" on ABC, a decided loss of audience for that web. And at 9:30 CBS wrapped up the evening when Red Skelton took over with a 29.2. NBC's "Circle Theater" received a 12.1 and ABC's "Cavalcade Theater" an 11.4.

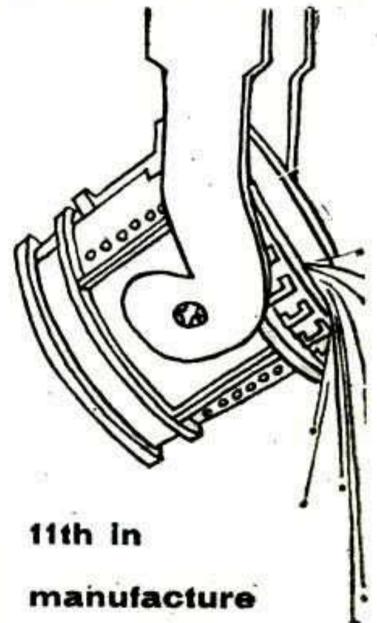
Wednesday saw NBC pick up audiences at 8 p.m. with its debut of "Hiram Holiday." "Disneyland" continued to hold sway 8-8:30 p.m. with a 19.2 for ABC, tho it was down nearly 5 points from the week before.

Godfrey's 14.2 on CBS was better than a 3 point dip from the

week before. NBC's "Hiram Holiday" hit an 11.4 up from a 5.2 the previous week, the last show in the "Press Conference" series. At 8:30 Godfrey got an 18, "Father Knows Best" on NBC a 19.3 and Dunninger a 7.5 on ABC.

### 'Playhouse 90'

CBS' "Playhouse 90" provided the surprises on Thursday. The show teed off with a 27.2 at 9:30 compared to the 18.2 scored by Tennessee Ernie on NBC and the 8.3 by the last half of "Wire Service" on ABC. At 10 "Playhouse 90" dipped to a 22.8, while the first half of "Lux Video Theater" hit 15.9 on NBC and the 6.9 of "Ozark Jubilee" on ABC. At 10:30 "Playhouse 90" went to a 20.2, compared to the 20.3 of the second half of "Lux Video Theater" on NBC.



11th in manufacture of primary metals

Among the television markets foremost in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties ISALES MANAGEMENT "Survey of Buying Power"—May 10, 1956.

# wgal-tv

LANCASTER, PENNA.)  
NBC and CBS

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.

Representative  
the MEEKER company, inc.  
New York Los Angeles  
Chicago San Francisco

number **1**  
 on her  
 first  
 national  
 rating!

the  
**ROSEMARY CLOONEY SHOW**

**YOU TOLD US SO!** . . . when you voted THE ROSEMARY CLOONEY SHOW television's "Best Syndicated Musical Series" . . . and when you snapped up regional sponsorships galore for **FOREMOST DAIRIES, INC., STERLING BREWERS, CLAIROL, BLATZ BEER, A. G. FOOD STORES, BRADING BREWERIES, BLUE CROSS, CHEVROLET DEALERS, CARLING BREWING, MICHIGAN BAKERIES, SAFEWAY STORES, ADMIRAL** . . . plus a host of top local advertisers and stations!

**NOW LOOK WHAT'S HAPPENED!** Rosie's NUMBER 1 of all TV film series (first rating!) with a 17.3 national average in the latest Videodex 284-market survey (August, 1956). "Top 10" local ARB ratings, too!

**the rosemary clooney show** presents 39 of TV's happiest, *highest-rated* half-hours with NELSON RIDDLE and his Orchestra, the HI LO'S, and a dream roster of guest stars like JOSE FERRER, TENNESSEE ERNIE FORD, JANET LEIGH, JOHNNY MERCER, ROBERT CLARY, JULIE LONDON, TONY CURTIS and others. Be happy, go Clooney! . . .

TV's highest rated film series...call **MCA TV** today!





This One  
  
6FT3-YF7-6USN

BOOK'S NOT CLOSED

FCC Asks Parties For UHF Comments

WASHINGTON — Obviously pained by the cool and critical comments submitted last week on its all-UHF proposal, the Federal Communications Commission has issued a reminder Thursday (4) that the book is not closed, and interested parties are requested to go on filing comments on any aspects of a possible UHF changeover.

The vast majority of network, association and individual station comment, as expected, opposed rubbing out of VHF service, even if UHF proved workable on a larger scale as a result of the "crash"

research program now under way at the behest of FCC. Most filers tartly reminded the commission that comment now would be premature, since the up-shot of the research on UHF capabilities could be a long way off—as the commission itself admitted.

Common denominator of the fears was an ardent plea to refrain from any reckless large-scale decisions and to get going on its interim deintermixture proposals to keep UHF alive. "Lengthy research may bring us to heaven," said the committee for competitive TV, "but there is no reason why a large TV, but there is no industry that suffer in purgatory while awaiting that result."

Poll-O-Meter Preps Kick-Off

HOLLYWOOD—The first field tests of the new Poll-O-Meter Rating Service (The Billboard, November 19, 1955) will get under way this month. Ratings are obtained thru use of an electronic device, mounted in a truck, which beams a signal directly at TV antennae, and thereby determines to which channel the sets are tuned.

First tests will be run during presidential campaign speeches by Adlai Stevenson and President Eisenhower, in an effort to see which of the two is attracting the larger audience.

If the test proves successful, the Poll-O-Meter, a development of Calbest Electronics Company, is expected to go into commercial operation following the election.

Celebs to Meet On NBC Show

NEW YORK — NBC-TV will launch a new syndicated show, "First Meeting," October 21 in the Sunday 5-5:30 p.m. slot. David Brinkley will be host for the introductions of famous people to each other.

Origination of the telecasts will move between the Hotel Plaza in New York and a large Los Angeles hotel. "First Meeting" alternates weeks with "Wide Wide World."

Sullivan Chalks Up Top Viewer Count

NEW YORK — Ed Sullivan's September 9 telecast reached the highest number of viewers of any regular show recorded by American Research Bureau. Its audience of 60,710,000 topped the previous ARB record of 58,900,000 for a September, 1955, telecast of "The \$64,000 Question."

Latest ARB results also give Sullivan the No. 1 rating figure of 57.1.

NBC Names Four To Veepee Status

NEW YORK—NBC last week named four new vice-presidents. They are William R. (Billy) Goodheart, in charge of network sales; Charles H. Colledge, for facilities operations, NBC; Jerry A. Danzig, radio network programs, and William K. McDaniel, radio network sales.

At the same time Vice-President Earl Rettig was transferred to treasurer of NBC.

SEGREGATION CUTS BOWL TV

NEW YORK—The segregation issue is influencing a new area, the annual football "bowl" games. Because the ban on Negro players is opposed by Northern colleges, the Sugar Bowl contest is expected to feature two Southern schools. Formerly carried on ABC-TV, the game can't hope to have a national airing, now that its appeal will be limited.

Indications are that the Orange Bowl game faces the identical TV situation. NBC-TV will, however, offer the Cotton Bowl game for national sale.

Agencies Eye TV Budgets of New Accounts

NEW YORK — The potential TV expenditures of two sizable advertisers are about to undergo study by the ad agencies that have just taken over the accounts.

Batten, Barton, Durstine & Osborn has taken over Philco's advertising, following the end of Philco's long-time association with Hutchins Advertising. Except for Philco's sponsorship of the conventions and elections on ABC-TV this year, it has not been so strong in TV lately. "The Philco Television Playhouse," NBC-TV, Sunday 9-10 p.m., was for years a high point in the week's programming. Under the aegis of Fred Coe, it brought many of TV's brightest young writers to the fore. The Philco account is said to be worth at least \$7,500,000. BBD&O gave up the Zenith and Easy Washer accounts in the process of picking up Philco.

Weiss & Geller last week picked up the Sweetheart Soap account. The advertiser, now a subsidiary of the Purex Corporation, has mainly made use of daytime TV. Its advertising was formerly handled by Scheideler, Beck & Werner.

Shulton Firms Its Fall Shows

NEW YORK — Shulton, Inc., has firmed up its fall buys on CBS-TV. It has purchased three half-hours of "December Bride" from General Foods, three half hours of "See It Now," Sundays, 5-6 p.m., and will program a Victor Borge spectacular, as it did last season.

Shulton is also said to have an option on the "Cinderella" spectacular, the first Rodgers and Hammerstein original, which has now been moved back from February to March 31. Julie Andrews will star.

Shulton is said to be very happy over the results it scored last season with its irregular program buys on CBS.

Coke Mulls Music Strip for Teeners

NEW YORK—The Coca-Cola Company is developing and launching a quarter-hour strip idea designed to hit the teen-age market. With a Columbia Records tie-in, the format would showcase new songs and the repertory of Columbia recording talent.

Coca-Cola and Columbia distributors would join forces for local promotion.

TV Commercials in Production

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

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), Type (C-Color), Commercial Producer. Rows include categories like Frozen Foods, Bakery Goods, Food Beverages, Alcoholic Beverages, Food Stores, Supermarkets, and Transportation.

COMMERCIAL CUES

WHAT BLURBS DO YOU LIKE?

With no thought of measuring audience coverage or resulting sales, the American Research Bureau did a special comparison study of the top 25 TV advertisers for the months of May and August. Last May the products ranked in order thus: Piel's, Hamm's, Luckies, Ford, Gillette, Alka-Seltzer, Lincoln, Dodge, Pamper and Winston. Of that list only five remained favorites with the ARB diary keepers in August. Piel's and Hamm's still held one and two positions, respectively, Alka-Seltzer moved to third, Dodge moved up to five and Ford dropped to six. The others fell below the top 10, with Raid Insect Spray, Rheingold, L&M, Pepsodent and Revlon (the last two tied for ninth) taking their places. It is interesting to note that of the May top 10, four of the five to retain preference rely heavily on animation. Also of the new five firms ranking in the top 10 at least half make heavy use of animation.

FESTIVAL FOR CARTOONISTS

The Screen Cartoonists' Guild, Local 841, in co-operation with TV film producers, will hold an exhibition of the animation industry's work at the Grand Ballroom of the Hotel Pierre, New York, on November 26. Known as "Animation One," the exhibit will show the work of 20 firms, with 450 members of the SCG represented. A special 90-minute film will show examples of each studio's specialties. The showing will run from 5 p.m. to midnight.

ID'S...

Francis F. (Sandy) Sanford has been named East Coast sales manager of Teletudios, Inc. . . . Spencer M. Allen, recently resigned from The Chicago Tribune stations, will assume his duties as a veepee of Lewis and Martin Films, Inc., of Chicago. He will head the public relations and sales promotion departments. . . . Marie Worsham has been signed to do commercials on "Big Top," this in addition to the Vaseline blurbs she's doing on "Jim Bowie" and "Cheyenne." . . . Chesterfield is readying its Christmas spot campaign with animated cartoons by Gold-Swan Productions being filmed at ATV Productions. Allen Swif does the voice assignment. . . . Pat Mathews and Irene Wyman have been added to Playhouse Pictures' staff.

'36 Olympics Pix Sold Thru AAP

NEW YORK—In the wake of this year's Olympic coverage, Associated Artists Productions has come up with "Olympic Cavalcade," the longest length film on the '36 Olympics, for TV distribution. It was released theatrically by

Purves to CBS Sports

NEW YORK—CBS-TV's new sports sales manager is Jack Purves, formerly of N. W. Ayer. He was director of the ad agency's sports department. At CBS he replaced Ed Sherick, who has gone into indie packaging.

United Artists. AAP had already closed a number of station sales on the picture last week.



CODE 3 #1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in San Diego: 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5

Portland: 17.8

Seattle-Tacoma: 22.7

San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. Yours still available?

Rating source on request

Write, wire, phone ABC FILM SYNDICATION, INC. 10 East 44th Street New York City OXford 7-5880



EXTRA

SCREEN  GEMS NEWS

EXTRA

PULSE REPORTS:**“CELEBRITY  
PLAYHOUSE”****1<sup>st</sup> AMONG ALL  
SYNDICATED SHOWS\*****FOR AVAILABILITIES CALL****IN THE EAST**Ben Colman  
Plaza 1-4432  
New York, N. Y.**IN THE MIDWEST**Henry Gillespie  
Franklyn 2-3696  
Chicago, Ill.**IN THE SOUTH**Frank Browne  
Emerson 2450  
Dallas, Texas**IN THE FAR WEST**Richard Dinsmore  
Hollywood 2-3111  
Hollywood, Cal.**IN CANADA**Lloyd Burns  
Empire 3-4096  
Toronto, Can.**SCREEN  GEMS, INC.**TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.  
711 FIFTH AVENUE, NEW YORK, N. Y.

\*BASED ON AUGUST 1956 REPORTS ON PROGRAMS IN 10 OR MORE PULSE MARKETS.

## BELOW FLOOD LEVEL

# Network Reissues Flow Into Syndication Market for Fall

By GENE PLOTNIK

NEW YORK — Network reissues have not flooded into the syndication market so far this fall to the extent that might have been expected from the size of this practice last year. There is, nevertheless, a plentiful new supply for the stations and local sponsors that favor this kind of program buy. And, while there is no imminent expectation of a continued influx, the long-range prospects continue to look as promising as ever.

As of this moment, eight rerun series have been put into syndication since the beginning of summer. At this time last year, six reissues had come in since July. One of them, "I Married Joan," was subsequently withdrawn from syndication to be placed on NBC.

The eight most recent reissues are "By Line—Steve Wilson" ("Big Town") from M. & A. Alexander, the Mickey Rooney show from Screencraft Pictures, "Foreign Legionnaire" ("Captain Gallant of the Foreign Legion") from Television Programs of America, "Damon Runyon Theater" from Screen Gems, "Frontier" from NBC Television Films, "Brave Eagle" from CBS-TV Film Sales, "If You Had a Million" ("The Millionaire") from MCA-TV and, the most recent, "TV Reader's Digest" from Bernard L. Schubert, Inc.

"Combat Sergeant," out of National Telefilm Associates, is now technically a network reissue also, altho it actually began syndication sales last spring before it went to ABC-TV as a summer replacement.

These are the shows new to syndication in the 1956-'57 season. In addition, the long standing network-into-syndication series, such as "Ford Theater" to "All Star Theater" and "Dragnet" to "Badge 714," continued to have their syndication supplies replenished.

The most immediate further possibilities for reissue as of this moment seem to be "Medic," out of NBC Television Films, and "Champion," out of CBS-TV Film Sales.

Two factors, working hand in hand, seem most responsible for holding back a runaway snowballing of the reissue supply. The first is the fact that the high talent repayment rates laid down in the Screen Actors' Guild contract of last year make rerun syndication not only more expensive but more risky. The distributor has to make only a few small market sales and he is stuck with a big repayment bite that his total sales may never cover.

The second is the fact that two of the networks have found good use for reruns themselves. NBC-TV has five of them for its "Comedy

Time," 5-5:30 p.m. across the board. And CBS-TV is using the reruns of "Our Miss Brooks" 2-2:30 p.m. across the board.

A network buy of reruns, of course, removes the risk a distributor would be taking in syndicating them. The entire gross is set in one transaction, and it can there and then be set at a level to cover the talent repayments comfortably.

Still another factor that has the reissue momentum slightly is the new determination of some package owners not to be panicked by a cancellation. Three shows

that were canceled shows are not rushed into syndications so fast.

Altho syndication customers are not being thoroughly inundated with network reissues, it is clear that they will have plenty of this kind of product in the seasons ahead. Reissues are the easiest thing to anticipate, since all you have to do is look at what is now on the networks. A quick count reveals close to 50 half-hour film series on the three webs this fall, with many of them controlled by large distributors eager to keep their field forces busy.

## CHARTOCK FILMS

# 8 Gilbert-Sullivan Operettas to Video

NEW YORK — Eight Gilbert and Sullivan operettas will come to TV in a series of 13-hour-long color films to be produced by S. M. Chartock, legit impresario. Production begins in Chile early in December, with the total budget well over \$2,000,000.

Whether the shows will reach TV before or after movie theater runs in 1957 is undecided, but Chartock plans to air them "on any feasible basis" next season. He looks upon the series as a definitive library of G&S productions which will be reshowed many times thru the years.

Martyn Green, former star of the D'Oyly Carte Opera Company and generally regarded as the greatest living G&S interpreter, is set to head the permanent repertory cast. Production costs were raised from

## 'Christian' Sales Hit 30 at WPIX

NEW YORK — WPIX here racks up its 30th fully-sponsored half-hour film with the sale of "Dr. Christian" co-sponsorship to Nestle Company thru Dancer-Fitzgerald-Sample, Inc.

Sharing the Ziv Television series is Mueller Macaroni Products, which has double-booked the show on WPIX and WABC-TV.

## TWO A DAY

# WATV Hits 12.3 Combined Telepulse With 'Valley' Pix

NEW YORK — WATV, the traditional underdog in this seven-station market, kicked off its 20th Century-Fox features last Monday (1) with a resounding 12.3 combined Telepulse for the two airings of "How Green Was My Valley" that day. The first showing had an average 6.7, which will probably put it on a level with the top five or 10 syndicated series in the final October report, and probably not far from the top individual feature film rating on the most established movie shows.

But WATV is selling its 16-run "Famous All-Star Movie" show on the basis of its total or cumulative rating, not on the average of each individual airing. And judging from its 12.3 head start on Monday, it seems assured of exceeding the 50.0 it guaranteed, even allow-

ing for drop-off as the picture is repeated.

Most exciting to WATV as of press time is the new look in its competitive standing. A breakdown of the Pulse share of audience during the hours that "Valley" was on the air Monday reveals it had the third largest share 7-8 p.m., the fourth largest 8-9 p.m., the third largest 10-11 p.m. and the third largest (behind a two-way tie) 11-midnight.

In September, WATV averaged about 1.0 in these time periods, and was seventh in almost ever quarter hour.

The station pulled in two more sponsors for the big features last week. The Ford Dealers and American Tobacco bring to six the number of availabilities sold. There are 10 altogether on "All-Star Movie."

## ROSS TO PLUG NEW TV STARS

NEW YORK — Wallace Ross is launching a campaign to win recognition for TV's more promising dramatic stars via publicity, promotion and agenting from his own newly organized PR firm. Ross points out that the New York pool of talent is of such high caliber that actors are kept shuttling between coasts for the 20 California-originated dramas and the 10 New York originations, yet public recognition for these artists is minimal.

Among the Ross-chosen stars are Lee Philips, Marty Balsam, Tom Poston, Richard York, Jack Warden, John Casavetes, Joe Maross, Betsy Palmer, Nita Talbot, Lori March, Ceoriann Johnson, Patricia Barr, and Kathleen Maguire, all TV "finds." Ross conducted a similar campaign in 1951 for Cloris Leachman, Felicia Montealegre, Hugh O'Brian, Barry Nelson, Richard Derr and Leslie Nielsen.

## Baker Group Says To Buy 'Annapolis'

NEW YORK — The Quality Bakers of America Co-Operative is reported to have recommended sponsorship of Ziv-TV's "Annapolis" to its member bakeries. If the whole association goes along, it could put the show in about 50 markets over the country.

One bakery on the West Coast is reported to have put in a firm

## WAIT AND SEE

# Sponsor Hedges Until 'Grief' Has More Pix

HOLLYWOOD — The purchase of Guild Films' "Captain David Grief" by Standard Oil of California is now said to be contingent on the sponsor's approval of the next six or eight episodes. This degree of caution is rather unusual for a regional sponsor, tho not unheard of.

Standard, familiar with the problems of sea adventures, having sponsored "Waterfront" for two years, seems to want to make sure that Guild can keep up the production level in the face of the production difficulties inherent in

producing a sea story for TV.

This watchful waiting is likely to bring Standard right up to the final curtain of its current vehicle before it gives the final nod on its next show.

The first two episodes of "Grief," which are already in the can, have apparently been well received. Guild is said to have another regional client in the East quite interested.

Pacific Locale  
Producer Duke Goldstone and Director Stuart Heisler left here  
(Continued on page 13)

## DAILY CADDY

# Eyes Have It On RCA-TV 'Eve Theater'

NEW YORK — The competition among the feature film programs in this market becomes more wild as the season matures. WRCA-TV, with its new "Evening Theater," 5:30-6:45 p.m., is now making an all-out effort to cut down the high standing of WCBS-TV's long established "Early Show," 6:15-7:10 p.m.

This week WRCA is starting a "Caddy a Day" contest to lure audiences to its "Evening Theater." Each day it will show a pair of eyes (photographed by candid cameraman Allen Funt all over town) of a different citizen and will tell a clue to his identity. If the citizen looks into his own eyes on "Evening Theater" and mails in his name and address before midnight, he wins a Cadillac. The eyes will be flashed three times during the show, with a different clue each time.

This ambitious promotion is a measure of the hard pitch "Evening Theater" will have to make to catch up to its veteran competitor. According to the September Telepulse, "Evening Theater," which relies heavily on the new United Artists package, drew an average 3.1, while "Early Show" pulled a 7.5.

# Eve Arden Inks 5-Yr. CBS Pact

HOLLYWOOD — Eve Arden, the whacky school teacher of "Our Miss Brooks," may be back on the air next season in a new situation comedy. Miss Arden last week signed a new five-year pact with CBS-TV, the web to finance the pilot for the upcoming series.

Other new production finds TCF-TV prepping a pilot on "How to Marry a Millionaire," previously a theatrical pic. Exec Mike Kraike is supervising the show, with Bob Eisenbach penning the script.

"Black Beauty," also previously a feature, is being converted into a teleseries by Edward L. Alperson, producer who owns the property. Filming is expected before the end of the year.

"Tonight in Havana," based on The Saturday Evening Post stories by Burnham Carter, will be piloted by producer Fletcher Markle. Six scripts have been completed, with filming expected to get under way in Cuba early next year.

## Sales in Upswing On Rooney Show

NEW YORK — Screencraft Pictures, Inc., is getting an upsurge of interest in its Mickey Rooney show.

Five sales in the past week include KATV, Little Rock; WNCT, Greenville, N. C.; KDUB, Lubbock, Tex.; KTAG, Lake Charles, La., and WTMJ, Milwaukee.

## Bob Cinader Joins CNP As Ass't to Bob Levitt

HOLLYWOOD — Robert Cinader has joined California National Productions as assistant to Robert Levitt, general manager of the NBC subsidiary. The former executive assistant at William Morris Agency will concentrate on foreign sales.

# 52 Get Reruns Of 'Frontier'

NEW YORK — The reruns of "Frontier" have been sold in 52 markets so far, largely in direct-to-station deals. Among the major markets sold in the past month are Albuquerque, N. M.; Boston, Cleveland, Detroit, Los Angeles, Memphis and New York.

NBC Television Films has also been pushing the current crop of "Badge 714," Series D. This group has been sold in 28 markets so far, including Syracuse, San Francisco, Salt Lake City, Providence, Pittsburgh, Memphis and Atlanta.

# TOP SHOW PLUGGERS

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard's 18th Annual Promotion Competition

## KTVH, Hutchinson, Kan.—"Top Plays of 1956"

For its campaign on "Top Plays of 1956," KTVH relied on Wichita Windy, a cartoon character, to tell its message. The character is called so because of the station's owner, Wichita-Hutchinson Company. Building its promotion around the theater idea, the station mailed out 41,000 invitations to viewers in the form of tickets. Altho the station is located in one of the small, one-channel markets, it managed to make more than 100 contacts in the area for addressing releases. Ad insertions in the daily papers and the usual spot announcements helped to build interest in the show.

Co-operation was given the station by the show's two sponsors, the Wichita Federal Savings & Loan and the Kansas State Bank. They featured displays in the lobbies of their banks.

Result of this promotion were letters from sponsors well satisfied, as well as winning first place in the one-channel market of The Billboard's 18th Annual Promotion Competition. Dale Larson is the promotion manager, and H. C. Peterson is the general manager of the station.

(Next week: KTEN, Ada, Okla.)

# Unit 4 May Produce Half-Hr. Web Series

NEW YORK—Unit Four, the organization which produces the "Kaiser Aluminum Hour" on NBC-TV, may shortly go into the production of a half-hour film series for network sponsorship. Worthington Miner was reported to have visited Detroit last week to negotiate the deal with an advertiser headquartered there.

According to Unit Four's agreement with Kaiser, it may not produce an hour-long show for any other sponsor. But the production firm is said to have a couple of unusual properties for filming in half-hour form.

The Kaiser show itself will not necessarily remain an all-live series. Unit Four is understood to have

had some talks with the sponsor about filming one stanza that would be on the life of painter Paul Gauguin. It would be shot in Tahiti.

The "four" that make up Unit Four are Miner, Franklin Schaffner, George Roy Hill and Fielder Cook. Miner was executive producer of "Medic."

## Hult Moves to Gems

NEW YORK — Adolph (Ade) Hult has been named director of sales development of Screen Gems, Inc. A veteran broadcasting executive, Hult was a former director and member of the board of the Mutual Broadcasting System and its sales manager.

# ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Program Type for August

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

All ratings listed were in ARB's Top 10 for film series in the markets shown.

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.	
<b>ADVENTURE SERIES</b>																
I LED 3 LIVES (ZIV) .....	18.0	—	29.7	—	—	11.5	—	18.5	14.8	13.4	—	11.6	12.4	—	—	
SUPERMAN (FLAMINGO) .....	17.4	—	15.1	—	—	—	16.2	—	—	—	—	20.1	17.1	—	12.1	
HIGHWAY PATROL (ZIV) .....	16.2	—	13.8	17.8	19.7	26.1	39.3	33.1	18.9	13.8	18.4	9.1	21.5	23.8	7.8	
SCIENCE FICTION (ZIV) .....	15.7	16.7	—	17.7	—	13.9	—	—	17.0	—	9.6	14.4	16.4	19.2	9.8	
CODE 3 (ABC) .....	—	—	—	—	—	—	—	—	18.5	—	—	—	—	19.4	—	
SEARCH FOR ADVENTURE (BAGHALL) .....	—	—	—	—	—	—	—	—	13.5	23.0	—	—	25.9	20.4	—	
SIX O'CLOCK ADVENTURE (ABC) .....	—	—	—	—	—	13.1	—	—	—	—	—	—	—	—	—	
CAPTAIN GALLANT (TPA) .....	—	—	—	—	—	11.2	—	—	—	—	—	—	—	—	—	
FOREIGN INTRIGUE (OFFICIAL) .....	—	—	—	—	—	11.2	—	—	—	—	—	—	—	—	—	
WATERFRONT (MCA) .....	—	15.2	—	—	—	—	—	24.1	—	—	—	23.8	17.6	28.2	—	
RAMAR OF THE JUNGLE (TPA) .....	—	13.5	—	—	—	—	—	—	—	—	—	—	—	—	12.2	
CRUNCH & DES (NBC) .....	—	11.0	—	—	—	—	12.0	—	—	—	—	—	17.8	—	—	
SHEENA OF THE JUNGLE (ABC) .....	—	—	—	—	—	—	13.5	—	—	—	—	—	—	—	—	
CROSS CURRENT (OFFICIAL) .....	—	—	—	—	—	—	—	—	16.6	—	—	—	—	—	—	
JUNGLE JIM (SCREEN GEMS) .....	—	—	—	—	—	—	—	—	—	—	—	—	14.9	—	—	
<b>COMEDY SERIES</b>																
GREAT GILDERSLEEVE (NBC) .....	—	—	—	19.8	—	—	—	—	—	—	7.6	—	—	—	—	
MAYOR OF TOWN (MCA) .....	—	—	—	14.2	—	—	—	—	—	—	—	—	—	—	—	
SUSIE (TPA) .....	—	—	—	13.9	—	—	—	23.1	13.2	—	—	10.6	12.8	—	—	
LIFE OF RILEY (NBC) .....	—	—	—	—	—	—	—	—	15.8	14.1	—	—	—	—	—	
MY LITTLE MARGIE (OFFICIAL) .....	—	—	—	—	—	—	—	—	13.0	—	—	—	—	—	—	
RAY MILLAND (MCA) .....	—	—	—	—	—	—	—	—	—	—	—	—	—	21.3	—	
AMOS 'N' ANDY (CBS) .....	—	—	—	—	—	—	—	20.3	—	—	—	—	—	—	—	
<b>DRAMA SERIES</b>																
DR. HUDSON'S SECRET JOURNAL (MCA) .....	14.2	—	—	—	—	—	—	18.9	—	14.8	—	—	—	—	8.8	
CELEBRITY PLAYHOUSE (SCREEN GEMS) .....	14.1	18.7	—	—	—	—	—	18.5	—	14.1	—	—	—	23.1	12.3	
SAN FRANCISCO BEAT (CBS) .....	—	—	—	10.6	—	—	—	—	—	—	—	11.3	—	—	—	
DOUGLAS FAIRBANKS PRESENTS (ABC) .....	—	—	—	—	—	—	—	—	—	10.8	—	—	—	—	—	
STUDIO 57 (MCA) .....	—	12.0	—	—	—	—	—	—	—	—	—	—	—	—	—	
ALL-STAR THEATRE (SCREEN GEMS) .....	—	12.4	13.4	—	20.1	—	—	—	—	16.9	—	11.8	—	—	—	
PUBLIC DEFENDER (INTERSTATE) .....	—	—	—	—	16.6	—	—	—	—	—	—	—	—	—	7.6	
<b>MYSTERY SERIES</b>																
CITY DETECTIVE (MCA) .....	21.8	—	13.6	13.2	16.4	—	—	—	—	—	7.1	21.8	—	—	—	
MAN BEHIND THE BADGE (MCA) .....	14.9	23.5	23.4	—	—	16.3	—	—	—	18.1	—	—	—	—	—	
RACKET SQUAD (ABC) .....	14.9	—	—	12.6	—	—	—	—	—	—	7.4	—	—	—	—	
BADGE 714 (NBC) .....	—	—	—	13.9	—	—	—	18.3	17.7	—	—	—	27.4	25.4	—	
MR. DISTRICT ATTORNEY (ZIV) .....	—	—	21.1	10.4	—	—	—	16.7	—	—	—	—	—	—	—	
ELLERY QUEEN (TPA) .....	—	—	17.5	—	—	—	—	19.8	—	—	9.6	—	—	—	—	
THE FALCON (NBC) .....	—	—	12.3	—	15.1	—	—	—	—	—	—	—	—	—	—	
MAN CALLED X (ZIV) .....	—	20.1	—	—	—	—	—	18.2	—	—	—	—	—	—	—	
DR. FU MANCHU (HOLLYWOOD TV) .....	—	—	12.0	—	—	—	—	—	—	—	—	—	—	—	—	
<b>WESTERN SERIES</b>																
WILD BILL HICKOCK (FLAMINGO) .....	13.8	—	12.0	—	15.6	—	14.0	—	—	—	—	—	—	—	9.6	
DEATH VALLEY DAYS (McCANN-ERICKSON) .....	—	—	—	—	25.5	—	17.8	—	—	—	9.3	—	—	28.0	—	
RANGE RIDER (CBS) .....	—	—	—	—	—	15.7	—	—	—	—	—	—	—	—	7.9	
ANNIE OAKLEY (CBS) .....	—	15.6	—	—	16.4	11.3	16.6	—	—	—	—	—	—	—	—	
JUDGE ROY BEAN (SCREEN CRAFT) .....	—	—	—	—	—	—	14.2	—	—	—	—	—	—	18.7	—	
STORIES OF THE CENTURY (HOLLYWOOD-TV) .....	—	—	—	—	21.6	—	—	—	—	—	—	—	—	—	—	

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**FILM AD-VANTAGE POINT**



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Director of Photographic Effects

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Mag. Dir., Comm. Div.

## GE Buys Parade At Thanksgiving

NEW YORK—General Electric, for its housewares and radio receivers divisions, will sponsor the ABC-TV telecast of the Thanksgiving Eve parade from Newark, N. J.

The annual pageant staged by Bamberger's department store will be narrated by John Daly November 21, 7-7:30 p.m. The web is televising the Detroit parade the following morning for Chrysler Corporation.

## ABC Film Sells Brit. Pix to WCBS, WRCA

NEW YORK—With an eye on the upswing of color feature films on TV, ABC Film Syndication has for the first time split its "Anniversary Package" of 15 British pictures. For the New York market, it has sold 14 to WCBS-TV for black and white showings, and one ("Jassy") to WRCA-TV for color-casting.

## ABC Film Racks Up 6 'Fairbanks,' Five 'Code' Sales

NEW YORK—ABC Film Syndication racked up six sales for "Douglas Fairbanks Presents" and five for "Code 3" this week. Stations for the former include KIEM, Eureka, Calif.; WDSU, New Orleans; KTXL, San Angelo, Tex.; KJEO, Fresno, Calif.; KONO, San Antonio, and KVIP, Redding, Calif. "Code 3" has been sold to KKTU, Colorado Springs, Colo., for Standard Oil of Indiana; WBRE, Wilkes-Barre, Pa., for Raker Paint Manufacturers; KMID, Midland, Tex.; KHSL, Chico, Calif., and WSL, Roanoke, Va.

HOLLYWOOD — The Nestle Company last week bought the entire 29-station Canadian network for its "Oh, Susanna!" show. Agency was Cockfield, Brown, of Toronto. Canadian kick-off date was coordinated with the program's U. S. start, Saturday (29).

## SEC to Hear Wm. Tell on Stock Issue

WASHINGTON—William Tell Productions, Inc., will be given a hearing Thursday (11) by the Securities and Exchange Commission on the firm's proposed offering of 295,000 shares of common stock at \$1 per share. The SEC issued a suspension order, September 5, until it could determine whether the company had violated commission rules in asking for the sale under the SEC's exemption proviso.

The commission says it has "reasonable grounds" to believe that the firm's offering exceeds the \$300,000 limitation permitted non-registered stock sales under its "Regulation A." The firm is also accused of failure to disclose the affiliation of W. T. Clemons Associates and the latter's sales of stock.

# TCF Bases Pic Series on Fox Comedy

HOLLYWOOD — A new TV series based on the 20th Century-Fox film, "How to Marry a Millionaire," will be made in 1957 by TCF Television Productions, as one of three new entries scheduled by the Fox subsidiary for next season. This means doubling its TV production output, since TCF's current trio, "My Friend Flicka," "Broken Arrow" and "20th Century-Fox Hour," will continue.

Future properties for TV are likely to come from motion picture hits, according to Irving Asher, TCF production executive.

## 'MDM' Bow in 1954

NEW YORK—The "Top Show Pluggers" column on the promotion of the "Million Dollar Movie" on WOR-TV, New York, erroneously stated the show's debut as September 21, 1955. "MDM" actually premiered on that date in 1954.

**THE SMART ADVERTISING MONEY IS ON CODE 3**

- Brewers:** Liebmann, Miller, Stroh
- Coffee Roasters:** Fleming, Dining Car
- Bakers:** National Biscuit, Mrs. Smith's Pies
- Appliances:** Crosley-Bendix
- Various:** Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

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# PULSE LOCAL RATINGS FOR AUGUST

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

**NEW HAVEN-HARTFORD, CONN.**  
3 TV STATIONS—309,700 TV HOMES  
Population—605,400 (33d in U. S.)  
Buying Income—\$1,198,288,000 (32d)  
Retail Sales—\$763,840,000 (32d)  
Food Sales—\$181,116,000 (27th)  
Drug Sales—\$24,124,000 (31st)  
Automotive—\$138,194,000 (37th)  
Above market statistics are for New Haven, Waterbury and includes the following county:  
New Haven

- TOP NETWORK SHOWS**
1. \$64,000 Question, WNHC, T. 36.0
  2. Ed Sullivan, WNHC, Su. 34.6
  3. Wyatt Earp, WNHC, T. 32.5
  4. Lawrence Welk, WNHC, S. 31.6
  5. Warner Bros., WNHC, T. 30.6
  6. G. E. Originals, WNHC, T. 29.0
  7. Ted Mack Amateur Hour, WNHC, Su. 28.8
  8. Jackie Gleason, WNHC, S. 28.3
  9. Disneyland, WNHC, W. 27.5
  10. Private Secretary, WNHC, Su. 27.3

- TOP MULTI-WEEKLY SHOWS**
1. News Today (6:45 p.m.), WNHC, M-F. 13.6
  2. Sports, Weather (6:30 p.m.), WNHC, M-F. 13.0
  3. Mickey Mouse Club, WNHC, M-F. 12.8
  4. Stage 8, WNHC, M-F. 12.3
  5. Esso Reporter, Weather (11 p.m.), WNHC, M-F. 11.5
  6. Search for Tomorrow, WNHC, M-F. 10.3
  7. Guiding Light, WNHC, M-F. 10.1
  8. Love of Life, WNHC, M-F. 8.6
  9. Nitecap Theater, WNHC, M-F. 8.2
  10. Art Linkletter, WNHC, M-F. 7.9

- TOP FEATURE FILMS**
- Once Weekly**
1. 3 Bell Theater, WNHC, Su.-12:00-1:30 p.m. 8.8
  2. Western Theater, WNHC, S.-9:00-10:00 a.m. 2.5
- Multi-Weekly**
1. Nitecap Theater, WNHC, M-F., Su.-11:15-12:00 p.m. 9.0
  2. Early Show, WKNB, M-F.-6:00-7:00 p.m. 5.2
  3. Breakfast Playhouse, WNHC, M-F.-9:00-10:30 a.m. 3.6
  4. Western Playhouse, WGTH, S., Su.-1:00-3:00 p.m. 3.3
  5. Million 5 Movie, WGTH, S., Su.-11:00-12:00 p.m. 3.2

- TOP SYNDICATED FILMS**
1. My Little Margie (Official), WNHC, Th.-8:30 23.3
  2. Superman (Flamingo), WNHC, T.-7:00 21.8
  3. Studio 57 (MCA), WNHC, W.-7:00 20.3
  4. Movie Museum (Sterling), WNHC, Th.-9:30 19.5
  5. Stage 7 (TPA), WNHC, Th.-10:30 18.3
  6. San Francisco Beat (CBS), WNHC, M.-9:30 18.3
  7. Death Valley Days (Pacific Borax), WNHC, S.-7:00 15.8
  7. Badge 714 (NBC), WNHC, Su.-6:00 15.8
  9. Play of the Week (NTA), WNHC, F.-9:00 15.5
  10. Mr. District Attorney (Ziv), WNHC, M.-7:00 15.0
  11. Adventures in the News (Sterling), WNHC, Th.-7:15 14.0
  12. Great Gildersleeve (NBC), WNHC, F.-10:30 13.8
  12. Man Behind the Badge (MCA), WNHC, Su.-5:30 13.8
  14. Sky King (Nabisco), WNHC, S.-5:00 12.8
  15. Annie Oakley (CBS), WNHC, S.-6:30 11.5
  15. Big Playback (Screen Gems), WNHC, F.-7:15 11.5
  17. Looney Tunes (Guild), WNHC, S.-1:00 11.3
  18. Doug Fairbanks Presents (ABC), WNHC, S.-11:00 11.0
  19. Stories of the Century (Hollywood), WNHC, Su.-1:30 9.5
  20. Adventures in Sports (Sterling), WNHC, S.-1:30 9.0
  21. Overseas Adventure (Official), WGTH, Su.-10:30 6.8
  22. Man Called X (Ziv), WKNB, W.-10:30 6.0
  23. Range Rider (CBS), WKNB, S.-6:30 5.3
  23. San Francisco Beat (CBS), WKNB, S.-7:00 5.3

**FORT WORTH, TEX.**  
4 TV STATIONS—140,500 TV HOMES  
Population—507,000 (45th in U. S.)  
Buying Income—\$844,333,000 (45th)  
Retail Sales—\$629,861,000 (42d)  
Food Sales—\$115,271,000 (53d)  
Drug Sales—\$23,359,000 (35th)  
Automotive—\$147,269,000 (30th)  
Above figures include following county:  
Tarrant

- TOP NETWORK SHOWS**
1. \$64,000 Question, KRLD, T. 31.0
  2. Lux Video Theater, WBAP, Th. 30.5
  3. Dragnet, WBAP, Th. 25.5
  4. Ed Sullivan, KRLD, Su. 25.3
  5. Best of Groucho, WBAP, Th. 24.8
  6. \$64,000 Challenge, KRLD, Su. 23.5
  7. Disneyland, WBAP, W. 23.4
  8. Boxing, WBAP, W. 22.5
  9. Lawrence Welk, WFAA, S. 22.1
  10. Phil Silvers, KRLD, T. 20.8

- TOP MULTI-WEEKLY SHOWS**
1. Texas News (10 p.m.), WBAP, M-F. 18.1
  2. Weather, News Final (10:15 p.m.), WBAP, M-F. 16.4
  3. Mickey Mouse Club, WBAP, M-F. 13.1
  4. Kit Carson, WBAP, W., F. 12.9
  5. Amos 'n' Andy, KFJZ, Th., F. 11.3
  6. Million Dollar Movie, Misc., KFJZ, M-F. 10.7
  7. Queen for a Day, WBAP, M-F. 10.6
  8. Falcon, KFJZ, Th., F. 10.5
  8. Range Rider, KFJZ, M-F. 10.5
  10. Suspense, WBAP, M., W., F. 9.3

- TOP FEATURE FILMS**
- Multi-Weekly**
1. Million 5 Movie, KFJZ, M.-Su.-8:00-10:00 p.m. 9.4
  2. Movie Marquee, WBAP, M-F., Su.-3:00-4:15, 10:30-12:00 p.m. 6.5
  3. Starlight Theater, KFJZ, M.-Su.-10:30-12:00 p.m. 6.1
  4. Western Time, KFJZ, M., W., Th., F.-4:30-6:00 p.m. 5.9
  5. Channel 8 Theater, WFAA, M.-Su.-11:00-12:00 p.m. 4.9

- TOP SYNDICATED FILMS**
1. I Led Three Lives (Ziv), KRLD, T.-8:30 23.5
  2. Gene Autry (CBS), KFJZ, Th.-6:00 16.9
  3. Cisco Kid (Ziv), WBAP, M.-9:30 15.0
  4. Badge 714 (NBC), WBAP, M.-9:30 15.0
  5. Superman (Flamingo), WBAP, T.-6:30 14.0
  5. Dangerous Assignment (NBC), WBAP, T.-10:30 14.0
  7. Wild Bill Hickok (Flamingo), WBAP, M.-6:00 13.8
  7. Crunch and Des (NBC), WBAP, S.-9:00 13.8
  9. Annie Oakley (CBS), WBAP, T.-6:00 13.3
  9. Your All Star Theater (Screen Gems), WBAP, Th.-6:30 13.3
  11. Kit Carson (MCA), WBAP, W., F.-6:00 12.9
  12. Inner Sanctum (NBC), WFAA, S.-8:30 12.8
  13. Amos 'n' Andy (CBS), KFJZ, Th.-7:00 12.3
  13. Doug Fairbanks Presents (ABC), WBAP, F.-9:30 12.3
  15. Judge Roy Bean (Screencraft), WFAA, Su.-3:30 12.0
  16. Highway Patrol (Ziv), WFAA, W.-9:30 11.5
  16. Sheena, Queen of the Jungle (ABC), WFAA, Su.-3:00 11.5
  18. Susie (TPA), WBAP, S.-9:30 11.3
  18. Famous Playhouse (MCA), KRLD, Su.-2:00 11.3
  20. Rosemary Clooney (MCA), WFAA, M.-8:30 10.8
  20. Stars of the Grand Ole Opry (Flamingo), WFAA, S.-6:00 10.8
  22. The Falcon (NBC), KFJZ, Th., F.-7:30 10.5
  23. Amos 'n' Andy (CBS), F.-7:00 10.3
  24. Range Rider (CBS), KFJZ, M.-5:00 9.8
  24. Studio 57 (MCA), WFAA, T.-9:30 9.8

**SOUTH BEND, IND.**  
4 TV STATIONS—105,100 TV HOMES  
Population—238,400 (95th in U. S.)  
Buying Income—\$512,880,000 (71st)  
Retail Sales—\$274,526,000 (94th)  
Food Sales—\$56,103,000 (99th)  
Drug Sales—\$8,342,000 (87th)  
Automotive—\$58,673,000 (83d)  
Above figures include following county:  
St. Joseph

- TOP NETWORK SHOWS**
1. \$64,000 Question, WSBT, WKZO, T. 46.4
  2. \$64,000 Challenge, WSBT, WKZO, Su. 35.7
  3. I've Got a Secret, WSBT, WKZO, W. 35.6
  4. What's My Line? WSBT, WKZO, Su. 35.3
  5. Millionaire, WSBT, WKZO, W. 35.1
  6. Charlie Farrell, WSBT, WKZO, M. 33.7
  7. Ed Sullivan, WSBT, WKZO, Su. 33.2
  7. Vic Damone, WSBT, WKZO, M. 33.2
  9. Studio One Summer Theater, WSBT, WKZO, M. 32.8
  10. Climax, WSBT, WKZO, Th. 32.0

- TOP MULTI-WEEKLY SHOWS**
1. News, Weather (6 p.m.), WSBT, M-Th. 15.1
  2. CBS News, WSBT, M-F. 14.9
  3. Weather, News (10:30 p.m.), WNDU, M-F. 11.4
  4. Captain Kangaroo, WSBT, WKZO, M-F. 9.2
  5. Weather Deadline (10:30 p.m.), WNDU, M-F. 8.5
  6. Arthur Godfrey, WSBT, WKZO, M-Th. 8.4
  7. Guiding Light, WSBT, WKZO, M-F. 8.2
  7. Strike It Rich, WSBT, WKZO, M-F. 8.2
  9. News-John Daly (6:15 p.m.), WSJV, M-F. 8.0
  10. Search for Tomorrow, WSBT, WKZO, M-F. 7.8

- TOP FEATURE FILMS**
- Once Weekly**
1. First Run Showcase, WSBT, F.-10:45-12:00 p.m. 9.6
  2. Sunday Cinema, WNDU, Su.-9:30-11:00 p.m. 6.8
  3. Saturday Movie Double, WSJV, S.-9:30-12:00 p.m. 5.6
  4. Movie Matinee, WSBT, S.-2:00-3:00 5.2
  5. Sagebrush Cinema, WSJV, S.-5:00-6:00 4.8
- Multi-Weekly**
1. Lamplight Theater, WNDU, M.-S.-10:45-12:00 p.m. 8.0
  2. Late Movie, WSBT, S., Su.-10:00-11:15 p.m. 7.9
  3. Night Owl Theater, WSJV, M.-W., Su.-10:00-12:00 p.m. 5.0

- TOP SYNDICATED FILMS**
1. Badge 714 (NBC), WSBT, Su.-10:00 23.5
  2. Man Called X (Ziv), WSBT, F.-9:30 22.5
  3. Public Defender (Interstate), WSBT, T.-10:00 21.4
  4. Passport to Danger (ABC), WSBT, W.-10:00 21.5
  5. Mr. District Attorney (Ziv), WSBT, M.-10:00 21.2
  6. Famous Playhouse (MCA), WSBT, M.-7:30 21.2
  7. Cisco Kid (Ziv), WSBT, Th.-6:30 21.2
  8. Mayor of the Town (MCA), WSBT, F.-7:30 21.0
  9. Dr. Hudson's Secret Journal (MCA), WSBT, Th.-10:00 21.4
  10. I Led Three Lives (Ziv), WNDU, Th.-10:00 21.9
  11. Susie (TPA), WNDU, W.-8:30 21.7
  12. Tales of the Texas Rangers (Screen Gems), WNDU, F.-6:00 21.0
  13. Annie Oakley (CBS), WNDU, T.-6:00 21.0
  14. Crunch and Des (NBC), WNDU, W.-9:30 9.5
  14. Judge Roy Bean (Screencraft), WSJV, F.-10:00 9.5
  14. Kit Carson (MCA), WSBT, S.-7:30 9.5
  17. Boston Blackie (Ziv), WNDU, W.-10:00 8.5
  18. Judge Roy Bean (Screencraft), WSJV, T.-7:30 8.0
  18. Wild Bill Hickok (Flamingo), WSJV, Th.-6:30 8.0
  20. Little Rascals (Interstate), WNDU, M.-F.-5:00 7.6
  21. The Falcon (NBC), WNDU, F.-10:00 7.0
  22. Steve Donovan, Western Marshal (NBC), WNDU, Th.-6:00 6.9
  22. Little Rascals (Interstate), WNDU, S.-11:30 a.m. 6.9

**FLORENCE, S. C.**  
4 TV STATIONS—16,800 TV HOMES  
Population—100,000 (197 in U. S.)  
Buying Income—\$106,577,000 (240th)  
Retail Sales—\$84,232,000 (239th)  
Food Sales—\$2,435,000 (233d)  
Automotive—\$21,829,000 (199th)  
Above market statistics are for Florence, Sheffield, Tuscumbia, Muscle Shoals, S. C., and include the following counties:  
Colbert and Lauderdale, Ala.

- TOP NETWORK SHOWS**
1. \$64,000 Question, WBTW, WCSC, WBTW, T. 58.6
  2. Lux Video Theater, WBTW, WWSN, Th. 53.4
  3. Ed Sullivan, WBTW, WCSC, WBTW, Su. 52.9
  4. I've Got a Secret, WBTW, WCSC, WBTW, W. 52.8
  5. Millionaire, WBTW, WCSC, WBTW, W. 51.9
  6. Climax, WBTW, WCSC, WBTW, Th. 49.1
  7. Two for the Money, WBTW, WCSC, WBTW, S. 48.9
  8. Boxing, WBTW, WBTW, WCSC, W. 48.5
  9. Vic Damone, WBTW, WBTW, WCSC, M. 47.3
  10. Charlie Farrell, WBTW, WBTW, WCSC, M. 46.6

- TOP MULTI-WEEKLY SHOWS**
1. Space Ship C-8, WBTW, W., F. 34.3
  2. Sports, Vespers, Misc. (6:45 p.m.), WBTW, M-F. 30.7
  3. News, Misc. (6:30 p.m.), WBTW, M-F. 30.5
  4. Late Show, WBTW, W., F. 19.3
  5. Cartoon Carnival, WBTW, M-F. 18.4
  6. News (11 p.m.), WBTW, M., T., Th. 16.5
  7. World Wide Theater, WBTW, M-F. 14.6
  8. Strike It Rich, WBTW, M-F. 14.4
  9. Edge of Night, WBTW, WCSC, WBTW, M-F. 14.3
  10. Movie Matinee, WBTW, M-F. 13.7

- TOP FEATURE FILMS**
- Multi-Weekly**
1. Late Show, WBTW, W., F.-11:00-12:00 p.m. 19.3

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WBTW, T.-8:00 48.0
  2. Steve Donovan, Western Marshal (NBC), WBTW, Th.-8:30 46.8
  3. Mr. District Attorney (Ziv), WBTW, M.-9:00 46.3
  4. Stars of the Grand Ole Opry (Flamingo), WBTW, Su.-8:00 44.1
  5. Amos 'n' Andy (CBS), WBTW, Su.-9:00 41.3
  6. Victory at Sea (NBC), WBTW, M.-9:30 39.3
  7. Dr. Hudson's Secret Journal (MCA), WBTW, T.-7:30 38.8
  8. Rosemary Clooney (MCA), WBTW, Th.-10:00 32.3
  9. Wild Bill Hickok (Flamingo), WBTW, T.-6:00 30.8
  10. Dangerous Assignment (NBC), WBTW, T.-10:00 30.3
  11. Texas Rassin' (Texas Rassin', Inc.), WBTW, S.-11:15 13.0
  12. Man Called X (Ziv), WWSN, F.-8:00 4.0
  13. Annie Oakley (CBS), WWSN, F.-7:30 3.5
  14. Craig Kennedy (L. Weiss), WWSN, F.-8:30 3.3
  15. Texas Rassin' (Texas Rassin', Inc.), WBTW, T.-11:30 3.0

## THIS WEEK'S FILM BUYS

- CBS-TV FILM SALES**
- AMOS 'N' ANDY**  
KFBB, Great Falls, Mont.; Adv. TBA  
WRGB, Schenectady, N. Y.; Saratoga Quevic Spring Company
- SAN FRANCISCO BEAT**  
KPHO, Phoenix, Ariz.; WEAR, Pensacola, Fla.; Adv. TBA
- RANGE RIDER**  
WOI, Ames, Ia.; KFOR, Portland, Ore.; WEAR, Pensacola, Fla.; Adv. TBA

- LONG JOHN SILVER**  
WDSM, Duluth, Minn.; WEAR, Pensacola, Fla.; Adv. TBA
- GENE AUTRY**  
KFOR, Portland, Ore.; WWJ, Detroit; WEAR, Pensacola, Fla.; Adv. TBA
- FABIAN OF SCOTLAND YARD**  
WWJ, Detroit; Adv. TBA
- WHISTLER**  
WWJ, Detroit; WEAR, Pensacola, Fla.; Adv. TBA
- LIFE WITH FATHER**  
WTMJ, Milwaukee; Adv. TBA
- TERRYTOONS**  
KTV, Sioux City, Ia.; WEAR, Pensacola, Fla.; Adv. TBA
- FILES OF JEFFREY JONES**  
WEAR, Pensacola, Fla.; Adv. TBA

- INTERSTATE TV**
- ADVENTURE ACTION SERIES**  
WTVD, Durham, N. C.; KCKT, Great Bend, Kan.; WJAC, Johnstown, Pa.; KMBC, Kansas City, Mo.; WDAF, Kansas City, Mo.; WREC, Memphis; WTOV, Portsmouth, Va.; WSAU, Wausau, Wis.; WSJS, Winston-Salem, N. C.; Adv. TBA
- LITTLE RASCALS**  
WGBS, Miami; WCCO, Minneapolis, Minn.; KWTV, Waco, Tex.; Adv. TBA
- PUBLIC DEFENDER**  
WCLA, Champaign, Ill.; WEWS, Cleveland; WGN, Chicago; Adv. TBA
- I MARRIED JOAN**  
WSM, Nashville; KSD, St. Louis; Adv. TBA

- MCA-TV**
- FEDERAL MEN**  
WSPD, Toledo; Carter & Simmons
- LONE WOLF**  
WNEM, Bay City, Mich.; Midwest Refiners
- NATIONAL TELEFILM ASSOCIATES**
- SHERIFF OF COCHISE**  
KGLO, Mason City, Ia.; WBNS, Columbus, O.; Mobil Oil
- KJEO, Fresno, Calif.; White King Soap and Marlo Foods**
- WALTER SCHWIMMER**
- CHAMPIONSHIP BOWLING**  
WITV, Hollywood, Fla.; Miller Beer
- WWTW, Cadillac, Mich.; Carling's Black Label**

REPLACES LIVE

# KDKA Picks Afternoon Slot For RKO Pix

PITTSBURGH — Film will replace live programming from 1 to 2:30 p.m. on Station KDKA-TV here in a sweeping move to bring the station the major films recently released by Hollywood. The Bill Brant show, "Kay's Kitchen" and "Meet Your Neighbor" will be dropped entirely, while critic Harold Cohen's "Let's Visit" will be moved to a nighttime slot.

"For the past several months we have become increasingly aware of the tremendous impact of feature films programmed in the afternoon," said Harold Lund, general manager of the station. With the recent purchase of the RKO library and assurances from Westinghouse Broadcasting that we will receive further major libraries in the future, we have decided to offer these features in the important mid-afternoon period."

Negotiations are now under way to secure the features from both the M-G-M and Warner Bros libraries.

A greater shift to film programming is anticipated, continued Lund, as long as the high quality film can be secured. He also said the movies may be shown both in the afternoon and late night spots, presuming a totally different audience in the two time spots.

UHF Station WNES, the only other station in Pittsburgh, has been programming the Arthur Rank Movies for some time in its "Afternoon Film Festival" programs.

# WOAI Makes 18 To Buy M-G-M's

NEW YORK — MGM-TV has made its 18th sale, with WOAI-TV, San Antonio, acquiring the full library of M-G-M pictures on a seven-year lease for a rental of \$800,000 to be paid over a five-year period.

The sale was consummated by MGM-TV's West Coast sales manager, Maurie Gresham, who set the deal with WOAI's manager, James M. Gaines. The station will premiere the films about the first of the year.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

# 5 Firms Mulling Use of Du Mont's Electronicam

HOLLYWOOD—Du Mont has begun negotiations with five companies for use of the Electronicam unit on the West Coast, Ralph B. Austrian, Du Mont's Western manager said today (5). This followed week-long demonstrations of the filming unit, all of them before capacity audiences of 300 to 400 persons.

Generally, reaction of producers and ad agency personnel was lukewarm, the feeling being that the system still has bugs to overcome. For instance, it was felt that when utilizing three cameras for fast production, the lighting was not up to par for film, while with only one camera hooked up the system might lose its most important advantages.

Cost proved another important question. The Du Mont lease for one camera will be \$825 per week, for the entire system \$3,000. As one producer said, "This is a big nut for a TV show to carry, and the time saved may not make up for the added outlay." A commercial producer queried, replied: "What's it going to do for you when you're photographing a bar of soap?"

Despite this unwillingness to accept the Electronicam as a general replacement for present filming operations, most producers agreed that it would prove advantageous for certain types of production.

In addition to the one unit already here, Du Mont will have two more ready for delivery on the West Coast by April, according to Austrian.

# Gems Hires 6, Shifts One

NEW YORK—In a continuing expansion of personnel within its syndication operation, Screen Gems last week hired six more sales staffers and shifted one to another region. The firm also has shaken down its coverage of the nation to four areas instead of six.

Shifted to the mid-Atlantic area is George Hankoff, who will cover Philadelphia, Baltimore and Washington. He will be replaced in New York State by Marvin Fraum. Headquartering in Pittsburgh will be William Connelly Jr., another sales staffer who will also operate in the Mid-Atlantic States. Named as Midwest area representatives are George Fisher and Stephen John. For its Southern division, SG has hired Roy George and Jack Eisele.

# 3 OUT OF 18 START

# KTVR, KING, KTTV Launch M-G-M Library Programs

NEW YORK—Three of the 18 stations which have bought the M-G-M library are kicking off features this week. KTVR, Denver, and KING-TV, Seattle, started Monday, (8). KTTV, Los Angeles, gets under way Friday (12).

KTVR is kicking off with "Her Highness and the Bellboy," a Hedy Lamarr picture. The station has knocked out all live shows. According to Station Manager Hugh LaRue, who took over last week after leaving WINS, New York, where he had been sales manager, the outlet will concentrate strictly on film, programming a different first-run M-G-M picture each night of the week at 9:00 and another

first-run each afternoon at 3:00. Between these two M-G-M features, the station, which doesn't sign on until 2:30, will program half-hour syndicated shows and action Westerns.

KTVR is spending \$10,000 during its inaugural week to plug the M-G-M features to its viewers. Money is being spent in full-page newspaper ads and saturation radio and TV spots. In addition, the station is conducting a Miss M-G-M beauty contest as further hoopla.

### Blair-TV

Blair-TV, which is handling national sales for KTVR, reports that spots are selling at brisk rate in spite of a rate hike from \$100 to \$150. Among the charter advertisers to come into the M-G-M theater are Lipton's Tea, Old Golds and Ralston.

### ON FIRST?

# 'Good Sam' May Start NTA Web

NEW YORK — The premiere attraction on the NTA Film Network is expected to be "Good Sam," the 1947 picture starring Gary Cooper. The NTA Network is due to make its on-the-air debut next week on at least 110 stations.

"Good Sam" is part of a small package pitched to TV by Rainbow Productions, a subsidiary of Paramount Pictures. Also in the package is "The Bells of St. Mary's," which may become the second week's stanza of the NTA web show.

Up until last week NTA was understood to be still dickering with 20th Century-Fox for a large enough package of quality features to carry the network thru the current season.

NTA has still not set its minimum dollar buy, nor has it reported any sales as yet, altho it is understood to have aroused a great amount of interest among ad agencies.

# Blake Enterprises Passes 5th Year

NEW YORK — George Blake TV Enterprises, producer of TV film commercials, celebrated its fifth anniversary last week, just one year after the death of its founder. Under the direction of Blake's widow, Jean Blake, the firm has continued to grow.

It now works for 22 ad agencies. This past year it sent a crew to Europe to shoot commercials on location.

### FILMERS, TOO

# SBA's Loans Available to Pic Studios

WASHINGTON — Many TV film program producers, hard-pressed for money, eyed the Small Business Administration's recent announcement of loans available for movie houses with envy—without realizing that they are themselves eligible for similar loans.

SBA spokesmen point out that their "Limited" loan policy is ideal for the TV film producer who needs \$15,000 or less, because it requires very little collateral and, with bank participation, is little more than a "signature" loan. With money hard to come by, a loan proposition of 90 per cent participation by SBA and only 10 per cent by the bank is more attractive to the bankers. SBA spokesmen say these loans can be processed in 30 days.

Regular loans up to \$250,000 can be made thru SBA with or without bank participation, but substantial collateral and a history of the company's earnings are required. SBA's loan processing division reports that its records to date show only one producer of film specifically for television has borrowed at SBA. Beeland-King Film Productions is reported to have obtained loans totaling over \$80,000 in 1954.

KTTV, Los Angeles, is kicking off its Colgate Theater at 8 p.m. Friday (13) night with "30 Seconds Over Tokyo." The film runs 138 minutes and will be shown in its entirety, with Colgate cutting in with three two-minute spots during the running, plus a double spot at the conclusion prior to showing the next week's trailer.

On Monday (15) KTTV kicks off with its across-the-board M-G-M Theater, which will premiere a different M-G-M movie each night at 10:15 and is being sold on participating basis.

KTTV is supporting its M-G-M inaugural with a \$35,000 promotion campaign including direct mail, newspaper advertising, stunts and vigorous on-the-air promotion, with all local KTTV personalities using toy lion gimmicks on their shows.

### KING Theater

KING, Seattle, is starting with the Marx Brothers classic, "A Night at the Opera," and will follow every night at 10:45 with different M-G-M classics.

KING is spending \$12,000 on an opening-week campaign made up of saturation radio and TV spots, plus full-page newspaper ads.

The station has raised its spot participation rates from \$75 to \$150 and reports the Metro show is nearing SRO status even before airing.

All these stations are using plenty of M-G-M trailers at all hours of day. These are the same trailers originally used by theaters.

The main reason these stations are rushing to get their M-G-M films started is that this will be rating week.

Monroe Mendelsohn, director of promotion for M-G-M TV, visited all three of these markets personally last week to help the stations get their exploitations started. Metro plans to send Mendelsohn eventually into 25 top markets which will have its films to help whip up the debut promotion.

# Elecom 125 to Predict Votes

NEW YORK — A new electronic brain, the Elecom 125, is being rushed to completion by the Underwood Corporation for use in ABC-TV's election night coverage. The computer will type its own forecast every half hour and check its predictions State by State until the outcome of the presidential race is determined.

Following its November 6 debut, Elecom 125 will be put up for general industry sale.

**STAR PERFORMANCE**

"Gad! What pulling power that Palmer has, eh, Pip!"



LILI PALMER

"Right, Old Boy! Combined with this Award Winning Series makes can't miss combination!"

OFFICIAL FILMS, INC

25 West 45th St.,  
New York 36, N. Y.  
PLaza 7-0100

**"Mr. DISTRICT ATTORNEY"**

STARRING DAVID BRIAN

**ZIV SHOWS RATE GREAT!**

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in 2-station  
LUBBOCK

beating Groucho Marx, George Gobel, Jack Benny, Jackie Gleason, Person to Person, Fireside Theatre and many others.

ARB—Feb. '56

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

# NTA in 20th Push for Sales and Audiences

NEW YORK — National Telefilm Associates has put on an impressive promotion effort for the 20th Century-Fox package on both the sales and audience levels. Virtually every station contracted for the 52-picture package has now been sent an eight-pound promotion kit containing \$50 worth of materials. Also, NTA has sent a mailing to 845 timebuyers listing all the stations that have bought the package and enclosing a four-page brochure illustrating the pictures in the package.

The promotion kit is along the lines of the standard kit used with syndicated series, only instead of plugging one title this one plugs

52. Contained in a file holder, the materials are broken into seven compartments. The kit contains 92 still photos, 156 one-the-air plugs, 52 news releases, 104 synopses, both short and long, and excerpts of the reviews that appeared on each picture in magazines and New York newspapers.

Each compartment contains a covering page with advice on "how to best utilize" the materials it contains.

The kit is sent with an order form for slides, balloons and ad mats, which are sent on request at no charge. NTA is also offering trailers on most of the pictures.

# FIRST OFFICIAL DIVIDEND DUE

NEW YORK—Official Films is expected to declare its first dividend later this year. At a stockholder meeting last week, Hal Hackett, president and board chairman, said he was very optimistic that Official will start dividend payments to its more than 5,800 share owners on a regular basis. Hackett also told the stockholders that "Star Performance," the 153 dramatic reruns acquired in the purchase of Four Star Productions last February, had grossed more than \$2,500,000 so far.

Official's financial statement for the fiscal year that ended June 30 will be issued in November. Official plans to issue quarterly reports from then on.

# Stations Strafe Buyers With Big Promotions

NEW YORK — The stations loaded up with the big company feature films have begun to bombard time buyers with sales promotion pieces on their movie shows. In most cases the promotion is out to arouse the time buyer's interest not with ratings and statistics but with the luminosity of their stars' names and the stature of the companies that produced the pictures.

WBZ-TV, Boston, sent out a string of five big tickets stamped on the back, "Admission Free Everyday." The front copy declared "A movie every day and,

# ONLY 4 PULSE CITIES SINCE—

NEW YORK — The chart of Pulse local ratings, which normally covers eight cities in this space each week, carries rating information on only four markets in this issue. This represents no cut-back in service by The Pulse, Inc., or The Billboard, but results from the fact that these are the last cities for which August ratings are available, material on all other markets surveyed in this period having been carried in the previous issues of The Billboard.

boy, does it pay for advertisers . . . 754 top Warner Bros. feature films." It went on to name the three WBZ shows on which the Warner pictures will appear.

WFIL-TV, Philadelphia, sent out four-page folders with star pictures on the first page. The inside copy read, "Robert Mitchum stars in 18 'Movietime U.S.A.' features exclusive in Philadelphia on WFIL-TV."

WRCA-TV, New York, set out picture postcards from the Museum of Modern Art Film Library, stating, "Theda was great, in her day . . . but today's TV viewers want fresh new feature films." It went on to plug its United Artists package of all post-1948 features playing on its "Evening Theater."

# Additions Boost WTMJ Color

MILWAUKEE—An additional color studio, plus two new color cameras, being added to WTMJ-TV facilities will enable the pioneer color station to triple its color broadcasts starting October 28, according to Walter J. Damm, vice-president and general manager of the radio and television of the Journal Company.

With the increased facilities and equipment, WTMJ-TV will average 15 hours of local color broadcasting per week, for a total of 60 hours per month by the end of October. All live color segments aired from 11 a.m. to 6:30 p.m. will be in color. Local shows slated to be compatibly colorcast from now on, include: "The Woman's World," "What's New in the Kitchen?" "The Hot Shots," "The Weatherman," "The Noon News Round-Up" and "The Sports Picture." A number of outstanding feature length movie films in color are also scheduled for broadcast as soon as they are made available to advertisers.

WASHINGTON—The National Association of Radio & Television Broadcasters last week took what it hopes will be a giant stride in the way of better public relations for the besieged telecasters. The association feels it has a real find in adding Donald N. Martin, former director of public relations for the British Travel Association, to its executive staff. Martin will be in charge of an "expanded program of public relations for the broadcasters."



(Left) John Daly  
American Broadcasting Company  
(Center) Douglas Edwards  
Columbia Broadcasting System  
(Right) John Cameron Swayze  
National Broadcasting Company

## "We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System

technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

### BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow



### FUN-MASTER PROFESSIONAL GAG FILES

35 scripts for \$25-\$1.05 each  
First 13 issues for \$7.00

#### "THE COMEDIAN"

Monthly Gag-File Service  
\$15 per year

Minstrel Budget, . . . . . \$25  
3 Blackout Books, each . . . . . \$25  
3 Parody Books, each . . . . . \$10  
"How to Master the Ceremonies,"  
\$3 per copy. No C.O.D.'s.  
M.C.'ing & Comedy Taught! Let a  
Real Professional Train You!

**BILLY GLASON**  
200 W. 54th St., NYC 19, Dept. BB  
Circle 7-1130

**EDITORIAL**

## One Step Closer!

There'll be no slackening of the pace. Industry leaders are forging additional merchandising aids. They are revamping older sales devices in the light of lessons learned thru trial and error. They are developing new and profitable lines for the dealer and facilitating his entry into more fields.

This is sharply documented by the several moves of Victor's Larry Kanaga, vice-president and general manager of the record division, who last week crystalized a new conception of the label's Personal Music Service and Save-on-Records Coupon Plan. The new blueprint simplifies the dealer's stocking and special order problems, eases his way into the promising business of pre-recorded tape, and generally raises the competitive level of the entire industry.

These steps, following closely upon a record-breaking summer season, bring the disk industry one significant step closer to the realization of its full potential.

## See Renewal Hassle On ASCAP-TV Pact

### Cleffers' Anti-BMI Push May Spark Fireworks in Upcoming Negotiations

NEW YORK—One of the more interesting tangents of the current songwriter campaign against Broadcast Music, Inc., is the possible effect of the hassle on upcoming negotiations between the broadcasters and the American Society of Composers, Authors and Publishers. Will there be a second period of ill feeling, is the question asked? Not many have realized it, but the fact is that ASCAP's TV pacts expire December 31, 1957. Normally, negotiations for new pacts get under way long before the expiration date. It is feared, in some quarters, that these negotiations may get under way in the months ahead, in an atmosphere comparable to that which existed prior to the formation of BMI.

The National Association of Radio and Television Broadcasters several months ago started collecting data relative to the licensing situation—how much money is being spent; what licenses are held by which stations, etc. According to

the pattern set on previous negotiations, committees would be organized within the next few months representing ASCAP on the one hand and the broadcasters on the other. Technically, ASCAP is not involved in the songwriter-BMI hassle, yet there is little doubt that many broadcasters view the songwriter campaign as ASCAP-inspired, and the spleen of such broadcasters is expressed against the Society.

In the months ahead there would  
*(Continued on page 18)*

## Canadian DJ's Asked to Pick Own 'Top 10'

TORONTO—Every one of the country's radio and TV stations are being asked to co-operate in a hit parade listing for "Cross Canada Hit Parade."

The program, telecast over a network of stations in this country, is basing its survey of hit tunes on the findings of Canadian disk jockeys. Their top 10 selections will be based on the general popularity of their own listening public to the music they play on the air.

Each week a different disk jockey will be brought to Toronto to appear on the show and make his prediction for a hit of the future.

## Mercury Execs To Hold Coast Sales Meets

SAN FRANCISCO—Mercury Records sales chiefs Maury Price and Irwin Steinberg will convene here next week for a series of sales meetings with Coast personnel.

Sales staffers from the company's branches in Los Angeles and San Francisco will attend the conferences, in addition to Stan Sulman and Lew Leventhal from C & C Distributing Company, Seattle. Lee Palmer, Mercury district sales manager, will helm the meetings in addition to Price and Steinberg.

## RCA to Unveil Solid Gold Version of PMS-SOR Plans

### Bugs Ironed Out of Original Set-Up To Build Maximum Dealer-Traffic \$

By BILL SIMON

NEW YORK—RCA Victor's campaign to broaden the disk market, build dealer traffic and counter mail-order buying, which has been spearheaded in the past year by its Personal Music Service and Save-On-Records promotions, goes into high gear this week with the introduction of dramatically improved and extended versions of both plans. This trip, full dealer discounts are being incorporated in the SOR coupon book pitch, and PMS will be applicable to the entire catalog of \$2.98 and \$3.98 packages, and multiples thereof.

Via the PMS system, Victor proposes to put every one of its dealers into the pre-recorded tape business at little or no capital investment by the dealer. (See separate story.)

Victor acknowledges that its first SOR venture, launched last March, had some "bugs" in it. The company claims that these have now been ironed out. For one thing, the new SOR coupon

book can be sold at any time. Customers can be enrolled at any time during the year, without the value of the book being decreased for late comers. The way Victor figures it, the dealer will now make himself a 42 per cent gross profit on every SOR book sold. The dealer buys each book from his distributor at \$4.61, and for each book purchased, he gets one pre-selected LP. Later, when he sells the book and submits the registration coupon to the distributor, he accompanies the coupon with an order for another LP of his own choice, which the distributor then supplies at no charge. In other words, the dealer pays \$4.61 and sells the book plus the extra LP for a total of \$7.96.

The initial coupon book sale, then, is as before. A customer buys the book for \$3.98 and turns in his first coupon for a free \$3.98 LP of his choice from the dealer's stock. (Coupon submitted by participants requesting 45 EP entitles them to any combination of EP's totaling \$3.98.) Two free bonus

disks will be made available to each book holder during the year, whether or not the customer has purchased any disks. The second bonus coupon (after the coupon book purchase) will come due in July, and the third in October. Each book will actually include a total of 16 coupons. Twelve of these will be monthly coupons which will entitle the holder to choose any one or two of three

*(Continued on page 20)*

## Mike Conner Forms Own Firm on Coast

HOLLYWOOD—Mike Conner, former director of artist relations, publicity and promotion for Decca Records, last week announced the formation of his own personal management and record exploitation firm. Conner will headquarter on the Coast.

First client is actor-singer Jeff Chandler, who last week retained Conner as his personal manager. Chandler, whose exclusive contract with Universal-International Studios expires December 1, has made known a series of plans for further expansion into the television, night club and record fields. Chandler continues his association with associate and agent, Meyer Mishkin, with whom he is also partnered in Earlmor Production, independent film producing company.

A roster of other disk business names have also retained Conner to handle national record exploitation for them.

## RCA Sees Big Future For Retail Recorded Tape

NEW YORK—Altho relatively small in immediate potential sales volume, pre-recorded tape has been assigned an important role in RCA Victor's new Personal Music Service plan. The diskery this week will advise its dealers to get into the tape business while they can, rather than surrender it by default to the camera and audio center which now handle over 70 per cent of the tape trade.

During 1957, Victor says, tape will blossom into a multi-million-dollar business at retail level. Prices, however, will continue to keep tape in the luxury class. It's Victor's philosophy that tape should not be sold instead of records, but rather in addition to disks. The company admits that the tape market can be served only in a special way, that each dealer should have a tape demonstrator, a counter merchandiser with a small basic tape library, the PMS catalog and PMS certificates. Victor's monaural and stereophonic tapes can all be ordered by multiples of PMS certificates.

The diskery's distributors have been advised to recommend to dealers a standard tape kit to cost

\$145. This would include two each of the \$2.98 and \$3.98 certificate books, and 10 pre-recorded tapes as basic stock. Selection would include three tapes at \$6.95 retail, three at \$8.95, two at \$10.95, one at \$12.95 and one at \$14.95 retail. From \$10.95 up, they are stereophonic.

To stock one each of every Victor tape would require the dealer to make a capital investment of \$500.

## Merc. Busy on All-Level Plans

NEW YORK—Mercury Records execs were disk-deep in fall planning last week, with new projects taking shape on the artist, sales and merchandising levels.

The label's proxy, Irving Green, leaves this week for Europe, where he will confer with Mercury representatives abroad. Also on his European agenda is a session with Cetra Records, major Italian diskery, regarding the possibility of Mercury taking over the line here.

Meanwhile, Mercury's artist and repertoire-veepee, Art Talmadge, said that he and Bob Shad (the label's rhythm and blues and Em-Arcy jazz a.&r. chief) will henceforth personally handle country and western wax for the label. W. D. Kilpatrick resigned as Mercury's c.&w. a.&r. man last week to succeed Jim Denny as manager of WSM's Artists Service Bureau. (See story elsewhere in this issue.)

Talmadge, who visited Nashville a few weeks ago and expects to

## Capitol Adds to Classical Roster

HOLLYWOOD—Capitol Records took another giant step in its broad expansion of classical talent last week with the signing of the Los Angeles Philharmonic Orchestra. One of the major symphony orchestras in the United States, the

*(Continued on page 18)*

*(Continued on page 45)*

## CAP BB INSERT CAUSES FURORE

HOLLYWOOD—The Capitol Records insert in last week's edition of The Billboard (October 6) achieved not only industry-wide acceptance, sheer amazement in some circles, but also caused minor pandemonium at New York and Hollywood newsstands.

Latter two cities received newsstand distribution of copies containing the special triple-threat Capitol recording by Frank Sinatra, Nat Cole and Tennessee Ernie. When disk jockeys in New York and here started playing the record, they also advised their listeners that they could get a \$1 EP for the usual purchase price of The Billboard at 25 cents. The result was a complete sellout of copies in both cities soon after the edition hit the stands.

Reports received indicate that disk jockey play of the Capitol recording has been unusually heavy. A spot check of key dealers late last week also revealed high interest and display use of the insert.

## C-C Clubs, Inc. Adds to Disk Division Staff

NEW YORK—Gilbert S. McKean has joined the record division of Crowell-Collier Publishing company as national sales and promotion manager for Concert Hall and Handel Society Records and binaural tapes. Both record lines are sold thru wholesale and retail outlets.

At the same time, C-C Clubs, Inc., has inked Ben Melzer as purchasing agent; Bellah Gralnick as legal counsel for royalties, copyright, licenses and related matters, and Lois J. Powers as personnel director and members service manager.

McKean, who reports to C-C Clubs General Manager William H. Fowler, formerly conducted a record column for the Saturday Review of Literature. He has also served as a branch manager for Decca Records, national sales manager-veepee of London Records and, more recently, as transcription division director and advertising manager for Columbia Records.



BOSTON, BUFFALO, ALBANY—ALL EAST REPORTS SOCK REACTION TO BURL IVES' "THAT'S MY HEART STRINGS" (30046). JUST HEARD EDDIE FONTAINE'S "A ROSE AND A BABY RUTH." WOW! COULD BE . . . COULD BE . . . DECCA DAN

# Annual Holiday Homestretch Predicts Package Disk Year

## Big Christmas Volume in LP Field; Diskeries Cut Platters to Suit

By JOEL FRIEDMAN and JUNE BUNDY

**HOLLYWOOD** — With little more than two months to go before Christmas, the music business is taking off the wraps in the annual sweepstakes for song hit honors.

Altho competition will be as keen as ever, there appears to be a tendency on the part of most major record companies to shy away from the search for the big pop hit and put more emphasis on packaged goods with high fidelity getting a big play. Traditionally, it has been the novelty song that has topped all the marbles in recent years. ("I Saw Mommy Kissin' Santa Claus," "Two Front Teeth" and last year's "Nuttin' for Christmas.")

The major diskeries aren't apathetic in their search for a hit single, tho a number of repertoire men have pointed out that the short Christmas selling season doesn't in their opinion, warrant the time and effort expended in "looking for a needle in a haystack."

It's in the album field that the big volume can be expected with diskeries laying their plans accordingly. Much of the Christmas merchandise to be issued will, in the main, be the standard evergreen packages that have done well year after year. A good many firms are repackaging some albums converting old 10-inch masters to 12-inch sets and adding eye-catching art

and promotion in an effort to attract yuletide trade.

Columbia Records, which is offering a special 10 per cent discount on its Christmas catalog and on new product, is releasing some of its best yule packages, along with several new albums, highlighted by upcoming album version of "The Stingiest Man in Town," a musical version of Dickens' "Christmas Carol" to be telecast via NBC-TV December 23. With 11 songs in the show, a number of singles, in addition to the album can be expected to be released. Also on Columbia's new Christmas LP agenda will be a Jo Stafford-Paul Weston package, "Ski Trails," featuring an extensive promotional tie-up with airlines and New England ski lodges. Columbia is crystallizing much additional Christmas promotion.

Epic has several new packages ready, including a pipe organ album by Leonard McClain "A Joy to the World," "Christmas in Europe," with Austria's Steffensan Bells. Epic LP's slated for reissue include "The Story of Christmas" (specially packaged with eight seasonal prints) by the Epic Choir.

### Big Decca Catalog

Decca Records, with one of the largest Christmas catalogs in the field, will re-release 17 12-inch LP's and 27 10-inch packages, including three of the label's biggest sellers, Fred Waring's "The Song of Christmas," Bing Crosby's "White Christmas" movie sound track, and the Four Aces' "Merry Christmas." Decca will also release a few new holiday LP's.

In addition to re-releasing several big LP's from last year, (Continued on page 53)

## Aussie Disk Pressings Top '54-'55 Figure Over 12%

**SYDNEY**—Australian disk production is perking this year at a better than 12 per cent increase over the fiscal year 1954-'55. Figures just released show that 8,171,000 disks were turned out in the year ending June, 1956, as against 7,270,000 for the similar period a year ago.

During the 1955-'56 season imported records, on the other hand, dipped to under 600,000 units, capping a three-year decline.

The imports have fallen, Australian-produced pressings of top American hits monopolize 95 per cent of the Australian hit parade listings. According to industry sources here, it is rare indeed when non-American originated disk gets into the select circle. The source said that "English numbers that make the grade in Australia are very few indeed."

"The record market in Australia is growing tremendously, and very nearly every United States record company of any reasonable size is

represented here," the source added.

The 78 r.p.m. disk is still far and away the big sales item, now accounting for about 65 per cent of units produced. However, over the past year a slow but steady trend toward a decrease in 78 r.p.m. sales and an increase in movement of 45 and 33½ r.p.m. disks was evident.

### WHO'S GOT THE LAST LAUGH?

## Goldie's Funny Pitch Nets Over 2 Mil. Performances

**NEW YORK**—Goldie Goldmark, professional manager of Sheldon Music, is known as one of the funniest people in the music business. Late last summer he sent out a letter to every writer affiliated with Broadcast Music, Inc., in which he actually asked for material, inviting all writers to make an appointment with him. As bait, he dangled his special knowledge of upcoming disk dates by such as Perry Como, Eddie Fisher, Rosemary Clooney, Teresa Brewer, the Crew Cuts, etc.

Goldmark then proceeded to compound the unorthodox pitch by placing similar ads in the trade papers. Needless to say, the trade scoffed. Many old-line publishers reportedly split their sides laughing.

## Rogers Enters Denial in Suit

**HOLLYWOOD**—A general denial of charges that he was responsible for erroneous magazine stories giving him credit for scoring three films has been entered by Shorty Rogers in answer to a suit filed by composer Leith Stevens.

Action, based on an Esquire Magazine story by Arnold Shaw, contended Rogers claimed credit for "The Glass Wall," "Private Hell 36" and "The Wild One," which were penned by Stevens.

In answering the suit, Rogers claimed he has continuously maintained that the publication of the information was erroneous and without his knowledge.

## BUT HE FORGOT TO REMEMBER

**NEW YORK** — Bon mots and laughs were the rule at the Associated Business Papers' luncheon Friday (5) at the Commodore Hotel. Guest speaker was Capitol Records' Vice-President, Lloyd Dunn, who devoted one segment of his talk to an analysis of progress in recording art. Dunn documented his talk with demonstrations of recorded music, comparing old acoustical disks to the modern product produced by Capitol.

"There are other manufacturers who make hi-fi recordings," he noted, "but their names slip my mind at the moment."

## Savoy Back in French Picture Via Paris Pact

**NEW YORK**—Savoy Records' new deal with the Ducretet-Thompson disk works in France was kicked off last week with a gala cocktail party at the latter's Parisian Studios. (Sorry, our invitation arrived too late.) Last week also, Savoy's Herman Lubinsky leased his subsidiary Regent line to London-Decca for Canada, the British Empire, Germany and Italy.

Until about three years ago, Savoy maintained its own offices in Paris, but has since been inactive in France. It's new pact with the French firm, a subsidiary of General Electric, also includes Regent.

Meanwhile, back in the States, Lubinsky signed the veteran country warbler, Werly Fairburn, for (Continued on page 45)

## DeSylva Widow Seeks Supreme Court Reversal

**WASHINGTON**—A petition by Marie DeSylva that the Supreme Court reconsider its decision awarding equal copyright renewal rights to widow and children of composers and authors (The Billboard, June 23), is slated for a ruling by the Supreme Court this week (8). The case, which stirred up a storm of comment last June, ruled that Stephen William Balentine, illegitimate son of composer Buddy DeSylva shared equally with the widow, Maria DeSylva, in renewal copyrights of the famous songwriter.

Lawyers filing amicus curiae briefs for ASCAP, Songwriters' Protective Association, and others, at the time predicted an unholly swirl of interests, as much publishers tried to sort out and meet claims of various heirs of composers. Nevertheless, the Supreme Court decided that the ambiguous wording of the 1909 Copyright Act, awarding rights to "widows and children," could not be interpreted to exclude the children's claims.

Reversal of Supreme Court decisions is rare, but as copyright specialists point out, the ambiguity of the present law, currently under study by the Copyright Office with a view to improvement, makes anything possible.

## Pontifical Requiem Mass Offered for Mrs. F. M. Folsom

**NEW YORK** — A pontifical requiem mass was scheduled to be celebrated for Mrs. Frank M. Folsom Monday (8), at 11 a.m. at St. Vincent Ferrer Church here. Mrs. Folsom, the wife of Frank M. Folsom, president of the Radio Corporation of America, died at her home Thursday evening.

In addition to her husband, Mrs. Folsom is survived by three daughters, Mrs. Edward L. Leslie Jr., Mrs. Robert M. Cacrae and Mrs. William Cook; a son, Fred E. Folsom; a brother, P. W. Jordan, and 21 grandchildren.

Mrs. Folsom was Lady of the Grand Cross of the Equestrian Order of the Holy Sepulchre.

Interment will be at the Gate of Heaven Cemetery, Hawthorne, N. Y.

## Col. to Expand Transcription Div. Activity

**HOLLYWOOD**—Columbia Records' transcription division will substantially increase its activity shortly with the disclosure last week of new facilities and additional personnel here and in Chicago.

Firm will open new recording studios in Chicago in December, latter reputed to be the most modern in the Midwest. The growth of the transcription division on the West Coast also cued the appointment last week of Bud Dean as an account executive for the department. Dean is expected to play an important role in the further development and sales of Columbia's "Auravision" process, in addition to handling sales of the diskery's custom record department.

New studio in Chicago will augment recording facilities the firm now has in New York. Columbia leases recording space at Radio Recorders here.

## BERNIE DEMOS A COL. MASTER

**NEW YORK** — When Bernie Knee made those thousands of demo records, a publisher would often tell him: "This one's good enough to be a master."

Last week Mitch Miller recorded Bernie on the latter's first date for Columbia Records. Mitch said: "That last take was terrific. That's the master." Bernie said: "Yeah, it's so good it could be a demo!"

The tune: "When Your Heart Is Feeling Foolish in Brazil."

## Krasnow Exits Col. Kidisks

**NEW YORK**—Columbia Records, the last label to stay with the once-flourishing children's record field, has accepted the resignation of its children's department topper, Hecky Krasnow, effective October 15.

Krasnow, long an important figure in the field, had been with Columbia for nearly eight years, during which time he produced several of the all-time best-selling children's records. The Gene Autry recording of "Rudolph, the Red-Nosed Reindeer," Columbia's all-time best-seller in any category, was produced by Krasnow. In addition, he cut such standards as "Frosty, the Snowman," "Me and My Teddy Bear," "Little White Duck," and many others using such talent as Autry, Rosemary Clooney, Burl Ives, Frankie Laine, Arthur Godfrey, Lu Ann Simms and Dinah Shore.

Among the major disk series conceived by Krasnow have been the two Silver Burdett tie-in deals: "New Music Horizons" and "Music (Continued on page 18)

Abeles has two other cases involving labels manufacturing saucer disks. On these he is working in co-operation with local attorneys. One involves Novelty Records, West Coast Diskery, in connection with the disk "Marty on Planet Mars." Another involves Cosmic, which cut "Answer to the Flying Saucer."

Meanwhile, Luniverse Records' second saucer disk, "Buchanan and Goodman on Trial," was reported available to dealers last week. However, the office of Harry Fox, publishers' agent and trustee, stated that not all the song material had been cleared by the publishers. Some publishers did give their okay, but others were understood to be asking that the mechanical license include a specification forbidding the use of dubbed sections of other records.

## IN MIAMI

Nitory Acts  
Turn Disk  
Retailers

• Continued from page 1

here, is also making plans for a "Washington, D. C., After Dark" LP with Jim Sfarinas, who operates the Loftus Club in Washington and owns Ruby Records.

Meanwhile, the ex-spinner was in New York last week to peddle his "Miami After Dark" LP to major record labels, both as a package and as a showcase for the eight acts. RKO-Unique bought the idea and one act — Michael Strange—but not the package, and is currently readying a "Manhattan After Dark" LP, featuring Strange (described as a "sophisticated Presley"), Norma Douglas and Jack Carroll.

RCA Gets Pic  
Rights; Inks  
Danny Kaye

HOLLYWOOD — RCA Victor came up with two choice plums last week, acquiring the sound-track rights to the forthcoming Michael Todd production, "Around the World in 80 Days," and inking singer Danny Kaye to a term recording contract.

The album rights to the film has been a source of much competition, with Capitol and Columbia reported to have also sought the music. Ed Welker, in charge of RCA's album division, concluded negotiations with the Mike Todd office on a junket here last week.

Kaye, long a Decca Records pactee, will record both popular, children's and specialized works. Among the latter is a package featuring material he presented on his recent trip around the world in behalf of the United Nations.

Vaude Trio  
Unveil Label

NEW YORK — Three former vaude luminaries have joined forces to set up Flair-X Records here. The trio consists of former comic and gag writer Lee Tully, president and artist and repertoire head; Sid DeMay, formerly of the team of DeMay, Moore and Martin, executive veepee and sales chief, and former magician and head of Genie Records, James Jimae, assistant v.&t. chief.

The label has already pacted flushes Ginny Scott and Nancy Arno, a group called the Hi Fives and singers Larry Knight, Mark Milano and Wilbur Paul. Extensive single and LP releases are planned. Beverly Cherner, formerly of Decca and Jubilee Records, is heading up the flack wing of the firm.

Linke to Plug  
'Julie' Day

CINCINNATI — Columbia's singles sales chief, Dick Linke, arrived here Monday (8) to help lay out the promotional red carpet for home town girl Doris Day, whose new movie "Julie" will be accorded a world premiere here Wednesday (10).

Linke will kick off the canary's new waxing of the picture's title theme "Julie" at disk jockey-dealer-distributor-press parties this week here, in Columbus, O. (11), and Cleveland (12). Meanwhile Miss Day is scheduled to receive a gold record for her current million-seller "Whatever Will Be, Will Be."

'Pulse' Show  
Takes Huge  
Rating Jump

NEW YORK—NBC's flagship here, WRCA, has increased ratings on its early-morning record show "Pulse" almost 100 per cent over the last year. Current Pulse survey figures makes it the only radio program in greater New York with a 5.0 or better Pulse rating in three quarter hours up to 10 a.m., Monday thru Friday.

The show, which features Bill Cullen as emcee, has stirred up considerable listener interest with a treasure hunt gimmick, whereby drafts for \$1,000 are hidden in various places thruout Manhattan, and Cullen gives out clues to their locations on the air.

However, station manager Arthur Hamilton, emphasizes that 42.8 per cent of "Pulse's" over-all rating increase was achieved by last June, before the \$1,000 promotion was incorporated in the show. "Pulse" averaged a 3.0 rating in June, and a 4.1 average last month, according to Pulse survey figures for those periods. The program is also the top-rated local show with out-of-home listeners.

The station gives away approximately \$1,000 a week on the show, altho newspapers have editorialized some about the vandalism hazards of treasure hunting in public places (one bill was planted in a Grand Central telephone booth, another in a Coney Island Subway terminal). WRCA program director Steve White said the station hasn't received any official complaints since the contest was started.

The four-hour show originally featured extensive on-the-spot news coverage, but White said this is now subordinated to the program's record content, and the number of disks used on the show has been increased accordingly.

RCA Special  
Collector Sets

NEW YORK—Concurrent with the launching of its refurbished Personal Music Service plan, RCA Victor is kicking off a new catalog series called "Vault Treasures," which are to be made available to the public only thru PMS. Included initially will be 54 packages consisting of the label's leading classical collectors or connoisseurs items.

Many of these are performances that have been cut from the regular catalog at various times, but which, due to artistic or historic reasons, have had a persistent if limited demand. Now they will be specially packaged "in a manner that the connoisseur will appreciate," and dealers will not be required to invest money in stock.

The Vault list will include such all-time hits as the Heifetz-Feuermann-Rubenstein recordings, the Melchior-Lehmann-Walter production of Act I of "Die Walkure," Fritz Kreisler doing the Mendelssohn Violin Concerto, etc. Other artists represented will be Rachmaninoff, Schnabel, Menuhin, Enesco, Maggie Teyte, Primrose, Furtwangler, Beecham, Christoff, Horowitz, Toscanini, Koussevitsky, Kapell, Stravinsky, Monteux, Moisewitsch, Piatigorsky, Swarthout, and more.

Major productions reissued will be the Old Vic "Romeo and Juliet" and "Midsummer's Night's Dream," the Rome version of the Verdi Requiem, the Gigli "Aida," and others of that ilk.

Additional titles will be added from time to time.

DISKS'LL TEACH  
AS YOU SLEEP

HOLLYWOOD — You can learn to play golf, discuss politics or teach your parakeet how to sing, all by the way of phonograph records. Now, by way of the American Sleep Teaching Association, you can "learn while you sleep," also on records, of course.

The association is currently offering a wide variety of subjects to choose from in its disk sleep-teaching course, ranging in price from \$234.50 for its de luxe course to \$9.95 for individual recorded lessons.

Subjects covered include "financial success, music therapy, language course, will power, sexual harmony," etc. A special course for children includes records covering "bed wetting, self-confidence, the eating problem," etc.

Joe Martin to  
N. W. Moody  
Disk Mg't Post

NEW YORK — The growing importance of record racks—both to the disk industry and rack jobbers — was pointed up last week when Joe Martin resigned his post as director of Mercury Records' Eastern Division to become general manager of the record division of the N. W. Moody Corporation, one of the East's largest rack jobbing outfits.

During his year and a half as Mercury's Eastern chief, Martin set up and operated the label's national record rack sales and merchandising program. In his new post he will be responsible for the buying of records for rack and promotional distribution, merchandising and general supervision of Moody's record division.

Moody now services supermarkets with disks, toiletries and books in all of New York City, Long Island, Westchester, and Rockland counties of New York and Northern New Jersey.

Prior to joining Mercury, Martin served as music editor of The Billboard, promotion manager for the Record Industry Association of America and advertising and sales promotion manager for London Records.

'Wizard' LP  
Tie-Up With  
Ford 'Jubilee'

NEW YORK—M-G-M Records has completed arrangements for early release of "The Wizard of Oz" sound track album. The package will be closely tied in with the Ford "Star Jubilee" airing of the complete film, starring Judy Garland, on CBS-TV, Saturday, November 3.

Plans have been worked out with J. Walter Thompson, Ford's agency, to have album sets on display in all Ford showrooms. TV and radio plugs are also being set and disk dealers will get special display material to plug the disks.

On another front, the diskery has worked out a tie-in on its new jazz LP sets with Miles Shoes. The shoe outfit is running newspaper ads featuring the covers of the packages and blow-ups of the ads, and samples of the albums will adorn Miles store windows.

Jack Mills, Mills Music exec, expected back in New York this week after a three-month trip abroad, where he acquired material for the firm's educational and standard catalogs.

## MISSING THOSE \$\$

Caution Handicaps  
R&B LP Production

By GARY KRAMER

NEW YORK—The quantity of long-playing records announced for the fall is assuming the proportions of a tidal wave, but rhythm & blues curiously enough, is scantily represented. The search for talent and ideas for packaged records sometimes goes far afield to come up with a novelty, but exploitation of the r.&b. idiom is still a comparatively rare thing. Excluding the LP's of Elvis Presley, Bill Haley, the Platters and a few others whose following is drawn from both pop and r.&b. fans, no more than two dozen LP's of traditional r.&b. artists have hit the market up to this point. A survey of r.&b. manufacturers indicates that the pace will pick up this fall, but that the prevailing note is still one of caution.

Some of the leading manufacturers of r.&b. singles have only recently dipped a toe into the seemingly uncertain waters of the LP field. Atlantic Records this week issued "Rock and Roll For Ever," an anthology of recent hits on the label, and has another LP by the Clovers scheduled for fall release. Neither it nor any other r.&b. label has an r.&b. LP "line," most labels, in fact, having no more than one or two LP's to offer. Aladdin, Dootone, Jubilee and King are among the labels who offer collections of singles' hits by a variety of artists on the label.

Mostly Instrumentals

The recent "Fats Domino" LP released by Imperial Records is one of the few that uses a single vocalist thruout. The majority of the r.&b. LP's, indeed, consists of instrumentals, which apparently are considered safer commercial bets than a single vocalist, no matter what his or her standing in the field might be. Instrumental LP's have been issued by Piano Red, Bill Doggett, Joe Houston, Red Prysock, Plas Johnson, Frank Cul-

Booking Agency  
In R&B Pitch

NEW YORK—McConkey Artists, the booking agency, is making a strong bid to expand in the rhythm and blues and jazz fields. Last week Lloyd La Brie, of the agency's New York office, signed eight record acts.

Those signed were the balladeer Orlando Robertson (Coral), the Avalons (Groove), Skippy (the Sheik) Williams (United), Gwen Tynne (Chelsea), Sticks and Stones (Point), Billy Stewart (Chess), the Whirlwinds (Decca) and Reg Wilson (Herald).

Wilson is the young Canadian jazz pianist featured on a recent Herald LP. McConkey also has the Johnny Hamlin Quintet, which has an LP coming out on RCA Victor later this month.

Perryman on  
WSM All-Niter

NASHVILLE — Station WSM here last Saturday (6) inaugurated a new all-night country and Western record show, with Tom Perryman, of KSIJ, Gladewater, Tex., manning the turntables for the new seg. Show will air from midnight to 5 a.m., six nights a week.

Purpose of the new show, WSM execs say, will be to promote personals of the station's "Grand Ole Opry" talent. Perryman is considered one of the nation's foremost c.&w. deejays.

ley, Buddy Lucas, Buddy Johnson and others.

Manufacturers voiced the attitude that only vocalists of the stature of Domino, Presley, Haley or the Platters would have the "personality pull" to make a really successful LP seller. Some artists draw support from several musical areas, and manufacturers show little reluctance to have a Joe Turner, Dinah Washington or Joe Williams cut a program of jazz or pop standards. When it comes to LP's of traditional blues by the same artists, however, the manufacturers would look on such a release more as an "experiment" than anything else.

Dealers interviewed on the subject expressed optimism about the future role of rhythm & blues in the packaged record market. The majority of the r.&b. LP's made available so far have not been sensational sellers (with the few exceptions already noted) but most felt that they have been highly worthwhile inventory. One dealer commented on some of the drawbacks: "Many artists and groups who have had hits do not have the ability to sustain interest thruout an LP. Much of the material would also have a monotonous similarity after a while. Artist turnover in the field also is great, and LP's made by many would not have longevity."

Another dealer suggested that it was a mistake for most LP's to draw primarily on previously released material. He felt that many r.&b. fans would buy LP's by favorite artists if they could buy selections which they had not already purchased on 45 or 78 r.p.m. "Special material created specifically for LP would make such releases more purposeful than some of these 'samplers' are now. A creative approach similar to that existing in the pop album field now is lacking. Cover art and packaging are generally not up to standards of the pop field. And, of course, the intensive kind of promotion in the pop packaged record market is non-existent now."

Realizing the importance of getting into the LP business, a number of small indies are eying rhythm & blues as one phase of it that they still have some chance of invading successfully. Here a wide open situation exists, and the financial and personnel problems are not nearly as forbidding as they are in the pop, classical or jazz departments. Competition could become keen and turnover exceedingly profitable when firms begin packaging rhythm & blues with the care and imagination that they now devote to popular music.

Col. Christmas  
Disk Gift Plan

NEW YORK—Columbia Records has set up a special Christmas Gift subscription deal in conjunction with its disk club. The six-record gift plan sells for \$25 and brings the recipient three bonus disks in addition to his own selection of the original six. The price for the 12-record plan is \$50, which brings six bonus records during the year.

Those receiving the gifts will get the monthly club magazine which tells about new club selections from which choices can be made in four different categories. Disks are sent postpaid and cards will be sent to giftees before the holiday period, announcing the giver's name.

**The Four Voices**  
**THE TIES THAT BIND**  
 Columbia  
 AMERICAN MUSIC, INC.  
 9109 SUNSET BLVD., HOLLYWOOD, CALIF.

A cute novelty with a liltin' beat!  
**WAIT LITTLE DARLING**  
 Recorded by **KAY CEE JONES**  
 on Decca  
 MILLS MUSIC, INC.

A GREAT NEW VOICE—IRV CLARK  
 with Vincent Vallis & Band  
**"EVERY NIGHT I KEEP DREAMING"**  
 (by Joe Greife) A-102-M  
 and  
**"OH, DARLING"**  
 (by Andrew Ventura) A-101-N  
**ACE RECORDS**  
 1650 Broadway, NYC

# Who's Got the Last Laugh?

• Continued from page 16

Lindy's lamenting the current level of song production, etc.

## Quite a Year

The results? Sheldon has had quite a year. First of the tunes to emerge was "Pepper Hot Baby," which got five records including Jaye P. Morgan's Victor hit (total 700,000 disks sold). Gisele MacKenzie did "Boston Fancy" on the flip of her smash "Hard to Get." (600,000 sold.) The ad brought in writer Shorty Allen, who later turned in "Rock and Roll Waltz." Kay Starr's version plus several covers accounted for about 2 million disks.

The letter brought in Noel and Joe Sherman with "Graduation Day," cut by the Rover Boys, Crew Cuts, Lawrence Welk, etc. (700,000 records.) It brought in Herb Miller and Irving Berger with "Never Turn Back," cut by Al Hibbler (200,000 sold), and the same writers did the Rover Boys new "Young Love," as well as material for several lesser known disk artists.

"One-Sided Love Affair" got in the Elvis Presley album and is now out as a single. Presley recorded another Sheldon "pick-up" entitled "Don't Be Cruel," which so far has sold over two million disks. Roy Hamilton got two Shel-

don tunes, "Star of Love" (250,000) and "So Let There Be Love" (200,000). The Four Lovers on Victor did over 100,000 with "You're the Apple of My Eye." Teresa Brewer sold 350,000 disks of "I Gotta Go Get My Baby," and there were five other versions cut of that one. The Four Voices sold over 200,000 with "Geronimo," which rode on the back of "Lovely One." Red Foley's "Handful of Rice" did 100,000. And the disks are still coming.

While the tallies haven't been completed, it's estimated that this material has accounted for between two and three million performances in Broadcast Music, Inc.

Quite a comedian, this Goldmark!

## Capitol Classical

• Continued from page 15

Philharmonic will appear on Capitol under guest conductors not otherwise contractually obligated.

First sessions with the Philharmonic have already been cut with Leopold Stokowski conducting. A number of other prominent conductors are expected to record under the Capitol banner with the L. A. Philharmonic. The addition of the Philharmonic, plus the signing of Stokowski and Darius Milhaud recently, leaves little doubt that Capitol will offer stronger competition in the classical field.

On the popular talent front, Capitol added singer Dolores Gray last week and renewed its contract with Judy Garland. Miss Gray has been prominently appearing in motion pictures lately and can be expected to substantially contribute important music from films in the future.

Firm also received a healthy promotional aid with the disclosure of a new network television show for Nat (King) Cole. Singer will star in a quarter-hour show of his own on NBC-TV starting November 5.

Lou Sprung, formerly with Baton Records, has just joined Phil Rose at Glory Records.

## Music as Written

'Angels' Platter Reissued On Mercury Label . . .

Mercury Records is reissuing the Sugar and Spice waxing of "There Were No Angels," as a result of unexpected action on the disk in Cleveland, Buffalo and Boston during the last few weeks. The platter was originally released on Mercury's subsidiary label Wing some months ago, but nothing happened. The reissue is on the parent label.

Morty Wax to Plug DJ's for E. B. Marks

Morty Wax, New York promotion man for ABC-Paramount's disk works since its inception, left the outfit Friday (28) to join Edward B. Marks Music. At the latter firm, he'll take charge of disk jockey promotion. Wax will be married November 18 to Sandy Frank, non-pro.

Victor Teams Arnold And Morgan

RCA Victor is teaming Eddy Arnold and Jaye P. Morgan on wax for the first time. The duo cut four sides last week. Two sides will be released as a single shortly, with Victor shooting for sales in both the country and western and pop markets.

## Krasnow Exits

• Continued from page 16

for Living," both important in the educational field. He also innovated the "Introduction to Masterworks," "Introduction to Composers" and "Introduction to Instruments of the Orchestra" series. Recently, he initiated a new series of 12-inch LP's for children. A good deal of this material is still in the can, insuring the diskery a good flow of new kidisks for some months.

Krasnow intends to enter the music publishing field, concentrating on the development of educational and children's material, and on independent record production.

# BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
THE ABC'S OF LOVE (Kahl) FRANKIE LYMON & THE TEEN-AGERS (Gee)	Best Buy	Sure Shot	Best Bet
CITY OF ANGELS (Valleydale) THE HIGHLIGHTS (Bally)	79 (Good)	B (Very Good)	
COME BACK TO ME (Piccadilly) VERA LYNN (London)	79 (Good)	B+ (Excellent)	
EVERYTIME (I FEEL HIS SPIRIT) (Monument) PATTI PAGE (Mercury)		Disk of the Week	Excellent
THE GRASS WAS GREENER (Republic) JOYCE HAHN (Cadence)	Spotlight	B+ (Excellent)	
HONEY CHILE (Reeve) FATS DOMINO (Imperial)	R&B Best Buy	R&B Sure Shot	
I GOTTA KNOW (Acuff-Rose) JOYCE HAHN (Cadence)	Spotlight	C+ (Good)	
IF YOU SAY YOU'RE MINE (Stratton) STEVE LAWRENCE (Coral)	Spotlight	B (Very Good)	
I'M A LITTLE ECHO (Movietown-Piccadilly) JOE "FINGERS" CARR (Capitol)	Spotlight	Sleeper of the Week	Very Good
LOST LOVE (Meridian) EDDIE HEYWOOD (Victor)	Spotlight	Sleeper of the Week	Excellent
THE LONELY ONE (Harvard) KITTY KALLEN (Decca)	83 (Excellent)	B+ (Excellent)	Very Good
LOVE ME TENDER (Elvis Presley) ELVIS PRESLEY (Victor)	Spotlight	Disk of the Week	
THE NEW PHILOSOPHER (Merrick) EDDIE LAWRENCE (Coral)	Spotlight	Best Bet	Very Good
PETTICOATS OF PORTUGAL (Brent) DICK JACOBS ORCH. (Coral)	Spotlight	Disk of the Week	
BILLY VAUGHN (Dot)	Spotlight	Sleeper of the Week	
PEREZ PRADO (Victor)	85 (Excellent)	Disk of the Week	Very Good
FLORIAN ZABACH (Mercury)		Disk of the Week	
CAESAR GIOVANNINI (Bally)	86 (Excellent)	Disk of the Week	Best Bet
WARREN COVINGTON & COMMANDERS (Decca)	78 (Good)	Sleeper of the Week	Good
PLEASE DON'T LEAVE ME (Commodore) THE FONTANE SISTERS (Dot)	Best Buy	Sleeper of the Week	
PRENEZ GARDE (BMI Canada) CAESAR GIOVANNINI (Bally)	80 (Excellent)	Disk of the Week	Good
JOE LEAHY ORCH. (Unique)	Good		Very Good
STILL (Progressive) LAVERN BAKER (Atlantic)	R&B Best Buy	R&B Sure Shot	
THE FONTANE SISTERS (Dot)	Best Buy	Sleeper of the Week	

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE NEW YORK 17, N.Y.  
 NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

## New Hassle on ASCAP-TV Pact

• Continued from page 15

seem little likelihood that the ill-feeling will diminish. On Wednesday (10) another presentation of the issues involved in the Celler hearings is scheduled to be aired over WABD.

BMI, meanwhile, has shown no tendency to debate the case, feeling it is wisest to present its views in court. BMI president, Carl Haverlin, did not accede to a request by songwriter Arthur Schwartz that the issues be debated over a network.

### Broadcasters More Vocal

Meanwhile, however, broadcasters are becoming more vocal. Lawrence H. Rogers II, president of WSAZ, Huntington, W. Va., in a letter addressed to TV columnist John Crosby, expressed regret that the columnist supported the allegations of Billy Rose to the effect that an "electronic curtain" exists. The WSAZ chief presented statistics on the use of music over the station's 36 music programs, and concluded that the facts do not support the contention that the broadcasters are engaged in a conspiracy to drive ASCAP out of business. He claims that his survey shows that 90 per cent of the station's music derives from the ASCAP pool. Rogers in his letter calls for an investigation of all phases of the subject. He says: "How come music fees border on extortion? . . . ASCAP, and for that matter BMI,

have the greatest built-in gravy train the world has even seen . . . all riding on the fantastic ability of TV to move goods with or without the use of music. . . ."

Another broadcaster, Jerry Carr, program director of WHLI, New York, last week also denied discriminating against ASCAP music.

Come negotiating time, how vitriolic will the allegations and counter allegations become? "We deplore the mud-slinging," one stated, adding that he would like to negotiate a new ASCAP pact in an atmosphere of friendliness; but that this might be difficult. He especially deplored inferences that even payola was attributable to BMI, and pointed out that the term had wide use in the music business in pre-BMI days.

A Solid Hit!  
 From the M-G-M Cinemascope Production  
**"THE OPPOSITE SEX"**  
**A PERFECT LOVE**  
 ROBBINS MUSIC CORPORATION

Recorded by **ELVIS PRESLEY**  
 RCA VICTOR  
**"LOVE ME TENDER"**  
 Elvis Presley Music, Inc.  
**"ANY WAY YOU WANT ME"**  
 (That's How I Will Be)  
 Ross Jungnickel, Inc.  
 Sole Selling Agent:  
 HILL AND RANGE SONGS, INC.

**LOVE IS A GREAT BIG NOTHIN'**  
**DICK HAYMES**  
 First Single Release on Capitol  
**Bourne, Inc.**  
 136 W 52d St. N. Y. C., N. Y.

**TENNESSEE ERNIE FORD**  
**"HAVE YOU SEEN HER"**  
 Capitol #3553  
**SNYDER MUSIC CORP.**  
 6308 Sunset Blvd., Hollywood 28, Calif.

Bill Haley and His Comets  
**RUDY'S ROCK BLUE COMET BLUES**  
 DECCA 9-30085  
 Valleybrook PUBLICATIONS, INC.  
 112 E. 5th Street CHESTER, PENNA.

**TEEN AGE GOODNIGHT**  
 THE CHORDETTES  
 Cadence  
 THE AMERICANS  
 Crest  
**AMERICAN MUSIC, INC.**  
 9109 SUNSET BLVD., HOLLYWOOD, CALIF.

9 BIG RECORDS  
**"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"**  
 M. WITMARK & SONS, NEW YORK

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

*America's Fastest Selling Records*



*When Haley Rocks the Country Rocks*



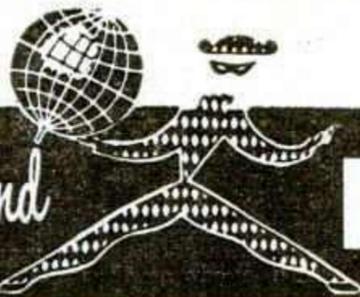
# BILL HALEY and his Comets

The Sensational Instrumental Number  
from the Columbia Picture "Rock Around the Clock"

# RUDY'S ROCK

# BLUE COMET BLUES

DECCA 30085—9-30085



*A New World of Sound*

# DECCA records

# Diamonds Can Be Dealer's Friend

- Don't cut list price on diamond needles
- Profit can account for 15% sales vol.

NEW YORK—"When a dealer cuts the price of diamond needles, he's cutting his own throat" said one exec of one of the top phonograph needle manufacturers. In making the statement, Bob Walcott, president of Electro-Vox, maker of the Walco needle line, added that needles and accessories could easily make up 15 per cent of any dealer's over-all volume, if he were willing to put forth even the most elementary effort in promoting them.

And spokesmen for Recoton, Duotone and Permo, all leading competitors of Walco, seconded the motion. The reasoning runs, that even the price-cutting is very contagious in the large metropolitan centers, particularly New York, Chicago and Los Angeles, outlying dealers are cutting dangerously into that potential 15 per cent loot by dropping the line on diamonds.

"Diamonds have an intrinsic value of their own," Walcott indicated. "Like customers for fine diamond jewelry" he said, "diamond needle buyers are perfectly willing to pay the standard list price of \$25, to protect themselves against the fear of inferior products."

The diamond discount pattern first asserted itself with the primary distribution of the product thru hi-fi outlets, stores in which a majority of the volume was realized thru component part sales. These were treated by the needle firms as distributors rather than retailers and were thus entitled to the distributor discount structure of 60 and 10 per cent off list. Thus it was possible for these outlets, which were, in effect, retailers, to sell at 30 and as much as 40 per cent off list and still realize a healthy profit. For this reason, many record stores which handled accessories at all, felt compelled to discount needles to compete.

Manufacturers claim that every dealer, no matter what his own cost, can easily sell diamond needles at list. They also aver that by selling the \$25 item rather than diamonds with a list of \$10 and even lower, they can not only make a far higher profit per sale, but can also keep down the number of customer complaints about inferior disks. These latter, it is claimed, often result from using a poorly cut diamond tip, which sells at the lower price. "It never pays to sacrifice quality for price," Walcott emphasized, "and with little more effort, a dealer can rake in from \$7.50 to \$12.50 more per needle than he may now be getting."

## Education Programs

To help the dealer sell the quality, finely cut product, several of the leading outfits are actively pushing customer education programs for dealers.

In the case of the Walco line, the company has, in a number of instances, installed its own personnel in disk outlets to demonstrate and sell the line. Demonstrators are on the Walco payroll. A complete selling kit including microscope, on the other hand, is available to other dealers whose limited traffic does not warrant service of a man from the needle firm. Walco has other promotional plans on the drawing boards, too, which will be kicked off later.

Permo, which makes the Fidelitone needle, also has display setups which include a microscope for demonstrating to a customer the difference in diamond tips,

particularly a worn needle as compared to the new item. The firm has also just launched what it calls the Key Program, which for the first time enables a customer to pick out what replacement needle he needs without help from the dealer.

The program points up identifying features of various phonographs—recognizable at a glance—which will definitely establish the identity of the needle required for replacement. The plan establishes the identify of the needles representing the bulk of consumer demand. A heavy point-of-sale promotion backs the entire plan.

## 100-Power Microscope

Recoton has its own point-of-sale display for dealers and makes available a 100-power microscope free with a \$75 purchase. With the initial purchase comes a complete selling kit with brochures for consumers.

Duotone makes a \$5 retail-price microscope available to dealers at 40 per cent off list, along with its point-of-sale display.

With the increasingly strong emphasis on sound and the proven willingness of the public to go for high-priced high-fidelity components and packaged equipment, there is a demonstrated place for quality diamond needles. In spite of the fact that some trade sources admit that \$25 tends to be a fictitious list price, quality aspects of diamond needles will continue to

# Stromberg's Phono Pitch

ROCHESTER, N. Y.—Stromberg Carlson Company has kicked off a major promotion on its new high-fidelity phonograph line, incorporating strong pitches aimed at both consumers and dealers.

The seven deluxe console models, ranging in list price from \$149.95 to \$499.95 were publicly unveiled with a full-page ad in The Saturday Evening Post last month. This is being followed up by ads in 18 Sunday newspapers of October 14 and with later ads in Fortune, Newsweek, New Yorker, Time, U. S. News and World Report and Nation's Business.

Plenty of co-op advertising money is being made available to dealers in the campaign. National and market-by-market budgets are being matched by funds for dealers' local use. Amount that any dealer receives depends on the size of his orders.

Four separate point-of-sale display deals have also been set up for dealers. Items available include neon clock signs, window displays, dealer manuals, consumer folders, counter frames for reprints of ads, advertising mats and an allowance on ad funds. The amount of each available to the dealer again depends on the size of his orders.

get top promotional emphasis, and dealers can pull top profits by playing along with the quality push.

# RCA to Unveil Solid Version

• Continued from page 15

choices to be offered each month at \$2.98 per disk, or a saving of one dollar on each. There also will be a change-of-address coupon.

## Three Categories Now

Under the new plan, there will be three categories instead of the two as before. In addition to the pop and classical, there will be a jazz choice each month.

Victor's new SOR drive was plotted after its initial SOR proved the power of the plan to build dealer traffic and hypo the consumer's interest in specific merchandise thru mailing pieces. The diskery execs feel that, as a result, dealers who once were suspicious of the plan, or merely cautious, now will go along with it completely, especially since it guarantees a profit all the way. The company claims that, up to November 1, the SOR program will have been responsible for 1,173,000 customer calls. Thru this program, customers have developed a habit, come in to visit, shop and buy every month.

Regarding the July bonus pick-up: Some dealers had predicted that only a small percentage of coupon holders would bother to come in during that traditionally slow month. Victor claims that 82 per cent of the subscribers visited the shops to pick up the free-bee. And, asks Victor: "Where was the summer slump?" The company also has determined that a large percentage of dealers have been averaging \$5 to \$10 in plus purchases on each visit.

## Stocking Simplified

Victor is frank to admit that its original PMS program, launched late in 1955, was considerably less successful. Altho the original premise, "Never Lose a Sale," seemed valid, the diskery has learned, the hard way, where the flaws were. The new PMS, however, is designed to simplify the dealer's stocking problems and special ordering. First of all, the new PMS catalog includes every Victor album selling at \$2.98 and \$3.98,

or multiples thereof. (Victor admits that its original PMS catalog "included the wrong merchandise and what merchandise was included couldn't be found in the catalog.") The new listing is completely cross-referenced by Artist, Composer and Composition. It includes special sections for Pre-Recorded Tape and for the newly issued "Vault Treasures" series (see separate story).

Idea of PMS, of course, is to enable a dealer to make a sale and collect the money for a disk that he doesn't ordinarily carry in stock, or which he may be out of at the time. It's unnecessary for him to keep special-order records, he simply fills out a PMS coupon and sends it on to Victor. According to the plan, the customer will have a factory-fresh record delivered to his home via U. S. mail within seven days. This, then is intended to eliminate countless headaches for both the customer and the dealer.

The PMS certificate books are sold to dealers as follows: \$2.98 books (20 certificates) cost the dealer \$44.70. The \$3.98 books (12 certificates) cost \$35.82. The dealer's profit on a PMS sale is 25 per cent net, with the dealer required only to fill out the certificate and ring up the money.

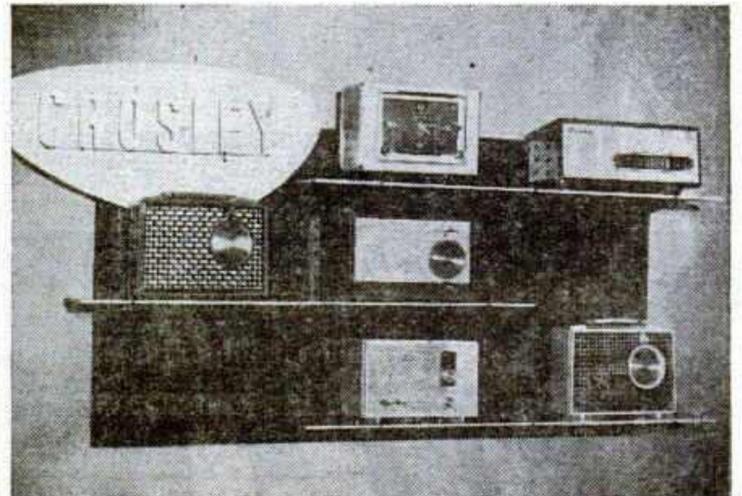
Via PMS, Victor is recognizing the increasing dealer problem of coping with the 200 odd labels now turning out LP's at a fantastic rate. "It is impossible for a dealer to pretend to stock everything," "Furthermore," says a spokesman, "It's suicide to try." It's acknowledged that even the biggest Victor dealer can carry only 70 per cent of the Victor catalog in stock. For the average dealer, 40 per cent would be high. PMS is designed to put the entire catalog within ready reach at a nominal investment.

The new SOR project will be plugged heavily via local and national ad media. Big pitch will be two half-minute color commercials

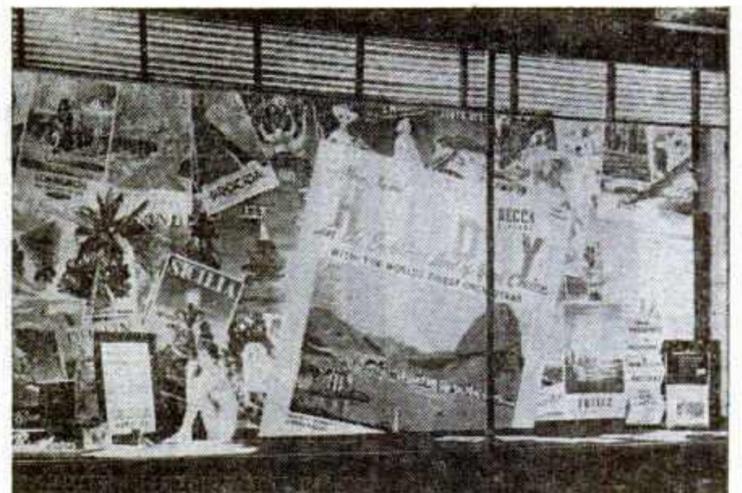
# Merchandising



Crescent Industries of Chicago have set this special floor display rack for point-of-sale merchandising of new 1957 phono and high-fidelity playing equipment. Rack has been designed for dealer use.



Crosley-Bendix Division of the Avco Manufacturing Company has designed this eye-catching point-of-sale rack for dealer use in promoting the firm's 1957 line of clock, table and portable radios.



First prize in the window display contest sponsored by Decca Records in connection with the summer-long promotion of its Holiday Series of albums. The series of 15 albums is based on musical holidays in various cities and countries of the world, and the contest drew many dealer window entries. The window is in the Butler Music Store, Marion, Ind.

on NBC-TV. First will come on "Producer's Showcase" of October 15, and the second on the same program November 12. Audiences of these spectaculars are expected to total 90,000,000 potential customers. All other radio and TV plugs will run during October. Locally, co-op ad money will be available for both radio and newspapers. Victor is providing one-minute and also 30-second scripts.

The network radio attack will be a "saturation" drive with more than 20 spots on such show as "Monitor" and the Bob and Ray Show.

Point-of-sale material for SOR will include an all-metal album display rack to stand on the floor. Rack and folders will be provided free. The SOR Bulletin will cost dealers three cents each, mailed to the customer's home, completely imprinted, etc., each month.

*Whatever will be\* by*

# DORIS DAY

*will be a smash  
hit record*



# JULIE

from the sound track of the  
Arwin Productions Picture  
"Julie," released by MGM

# LOVE IN A HOME

from the forthcoming Broadway  
production "Li'l Abner"

COLUMBIA 40758 & 4-40758

*\* just hit the million mark!*

COLUMBIA  RECORDS

© "Columbia", ©, ®

*you demanded it!*

# RCA VICTOR ANNOUNCES A

*First coupon plan a smash success*

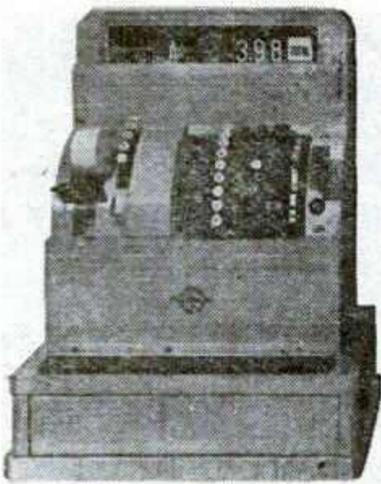


## **YOUR IMPRINTED SAVE-ON-RECORDS BULLETINS BROUGHT CHRISTMAS-LIKE TRAFFIC TO YOUR STORES IN SO-CALLED OFF-SEASON MONTHS**

- Over one third of coupon-book owners went to stores to buy their albums every month
- Most customers purchased \$5-10 worth of additional merchandise from your stores
- 82% of coupon-book owners called for their free bonus album in "dead" record month of July

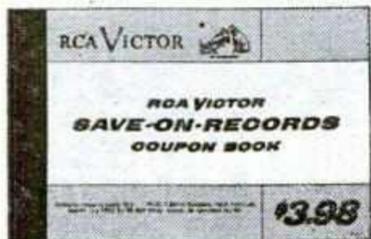
# NEW SAVE-ON-RECORDS PLAN

*Better-than-ever features of new plan*



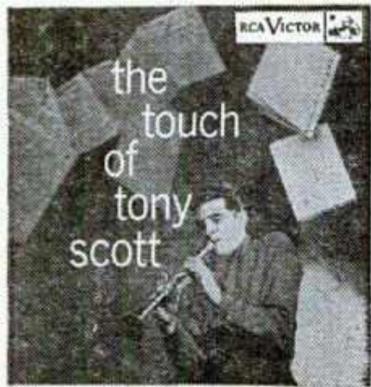
- **IMMEDIATE PROFITS...**

dealers receive 42% discount on Coupon Book itself.



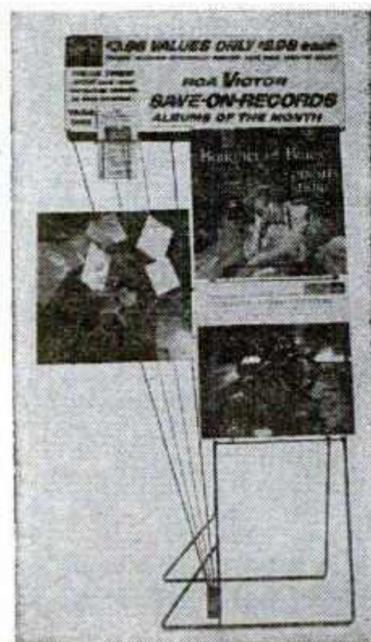
- **NEW, SIMPLIFIED COUPON BOOK...**

can be sold any month of the year.



- **JAZZ ADDED TO PLAN...**

your customer now gets his choice of 2 out of 3 album selections per month.



- **NEW FLOOR DISPLAY RACK...**

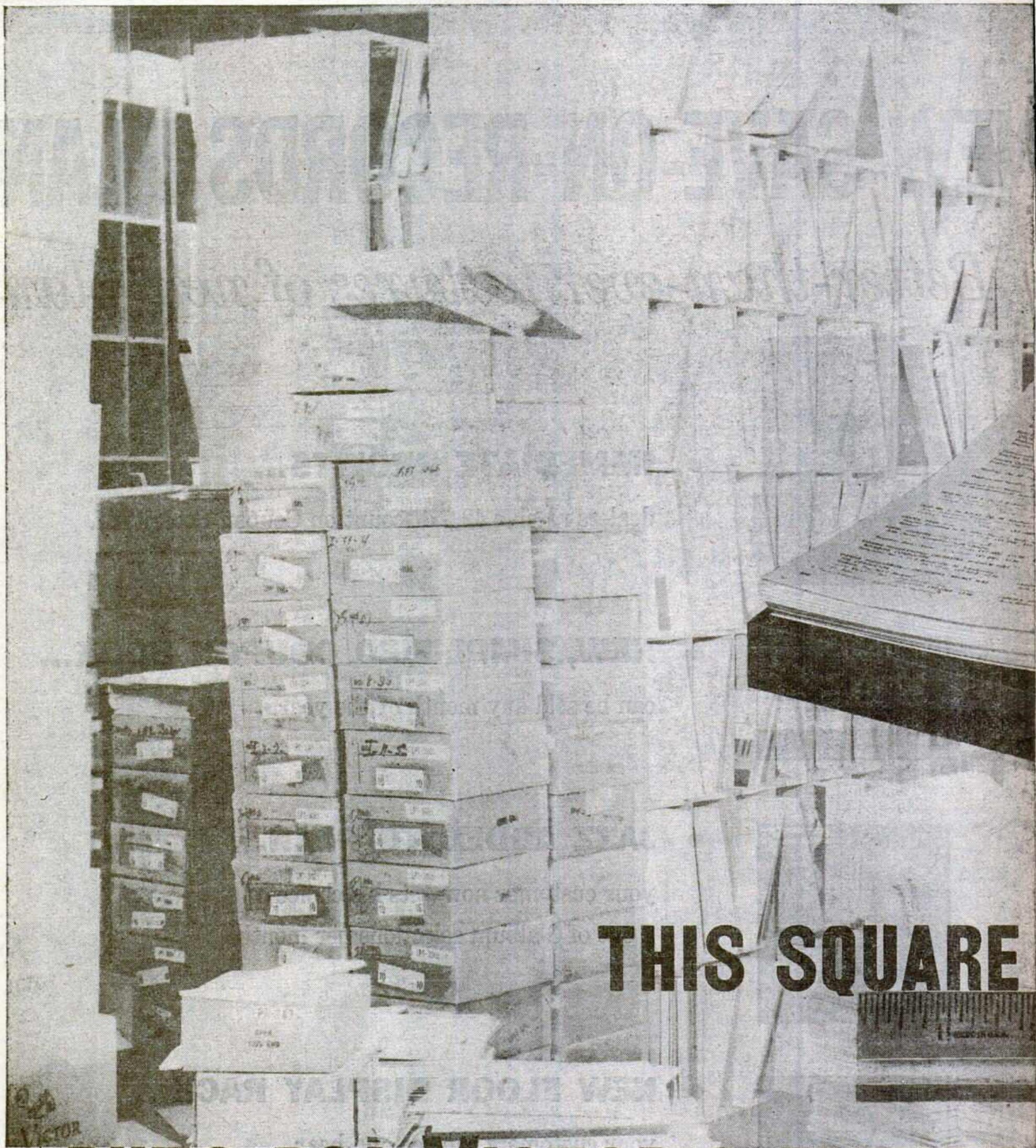
your customers can see and hear monthly album selections.

**RCA VICTOR**



DEALERS: Call your local RCA Victor Distributor for complete details.

Nationally Advertised Prices—Optional



**THIS SQUARE  
PUTS RCA VICTOR'S ENTIRE**

RCA Victor announces a new concept in its Personal Music Service. Now, if RCA Victor recorded it, you can sell it—classical, popular, jazz, western, international . . . on Long Play or 45 EP . . . on monaural or stereophonic tapes. Even the brand new VAULT TREASURES\* will be an added source of income for you through PMS. In brief, the entire RCA Victor

stockroom now becomes your stockroom.

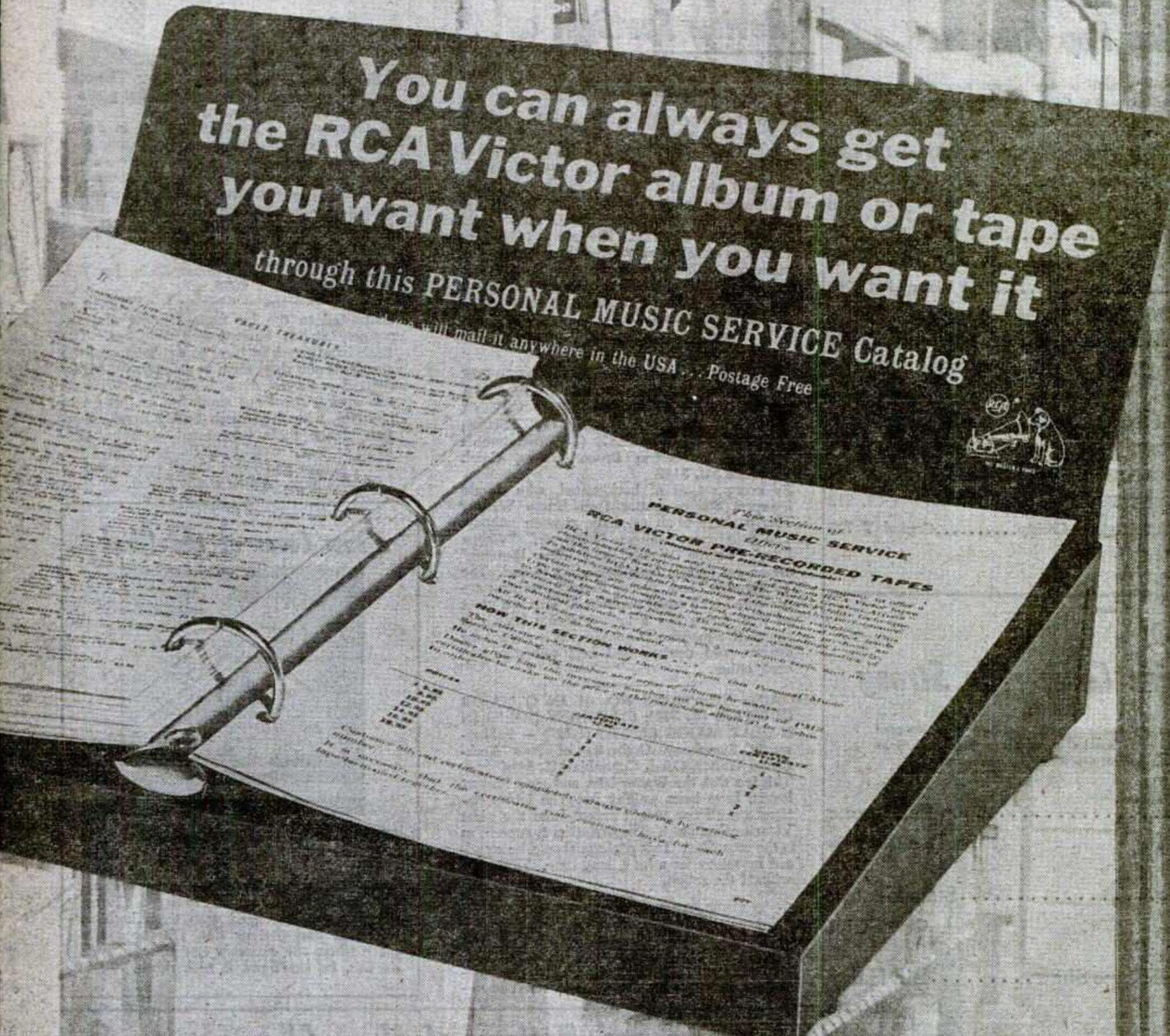
*Here's How RCA Victor's PMS Works:  
The Catalog—*

When a customer asks for a record or album on which you are out of stock, you refer to the new PMS Catalog, which is divided into

3 sections for easy reference . . .

- A complete listing of all regularly-priced RCA Victor albums, alphabetized and cross-referenced by artist, composer and composition.
- A complete listing of all monaural and stereophonic tapes, both on 5" and 7" reels.
- The complete listing of the new VAULT

You can always get  
 the RCA Victor album or tape  
 you want when you want it  
 through this PERSONAL MUSIC SERVICE Catalog  
 ... we will mail it anywhere in the USA ... Postage Free



**FOOT OF COUNTER SPACE...**

**STOCKROOM IN YOUR STORE**

TREASURES. (The latest addition to RCA Victor.)

*Procedure—*

• When your customer asks for any RCA Victor album, take his money immediately. If you have it in stock, give it to him. If not, you fill in the special PMS Certificate and mail it to RCA Victor.

• Merchandise will be delivered directly to your customer's door, within one week, at no extra cost!

Result? No dissatisfied customers, no walk-outs, no deposits, no follow-up on special orders, no paper work. Remember, if RCA Victor recorded it—you can sell it!

Call your RCA Victor record distributor today!



\*These are re-releases, in Long Play albums, of famous performances that are still being talked about and have become collector's items.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop 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.

- 1. THE EDDY DUCHIN STORY-Sound Track...Decca DL 8289
2. THE KING AND I-Sound Track...Capitol W 740
3. MY FAIR LADY-Original Cast...Columbia OL 5090
4. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
5. HIGH SOCIETY-Sound Track...Capitol W 750
6. ELVIS PRESLEY...RCA Victor LPM 1254
7. SONGS FOR SWINGIN' LOVERS-Frank Sinatra...Capitol W 653
8. THE PLATTERS...Mercury MG 20146
9. BELAFONTE-Harry Belafonte...RCA Victor LPM 1150
10. OKLAHOMA!-Sound Track...Capitol SAO 595
11. CAROUSEL-Sound Track...Capitol W 694
12. SAY IT WITH MUSIC-Lawrence Welk...Coral CRL 57041
13. FRESHMEN FAVORITES-Four Freshmen...Capitol T 743
14. ON THE SUNNYSIDE-Four Lads...Columbia CL 912
15. MISTY MISS CHRISTY-June Christy...Capitol T 725

Pop Albums Coming Up Strong

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

- 1. Howdy...Pat Boone Dot DLP 3030
2. Cuban Fire...Stan Kenton Capitol T 731
3. Rock 'n' Roll Stage Show...Bill Haley Decca DL 8345
4. Swingin' for Two...Don Cherry Columbia CL 893
5. That Towering Feeling...Vic Damone Columbia CL 900

Most Played by Jockeys

Albums 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.

- 1. HIGH SOCIETY-Sound Track...Capitol W 750
2. SONGS FOR SWINGIN' LOVERS-Frank Sinatra...Capitol W 653
3. ON THE SUNNY SIDE-Four Lads...Columbia CL 912
4. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
5. THAT TOWERING FEELING-Vic Damone...Columbia CL 900
6. SOLO MOOD-P. Weston...Columbia CL 879
7. MISTY MISS CHRISTY-June Christy...Capitol T 725
8. COLE PORTER SONG BOOK-Ella Fitzgerald...Verve MG-4001-2
9. KING AND I-Sound Track...Capitol W 740
10. EDDY DUCHIN STORY-Sound Track...Decca DL-8289

Review Spotlight on...

Popular Albums

MANHATTAN TOWER (1-12")-Gordon Jenkins Ork. Capitol T 766
Jenkins' new, expanded "Manhattan Tower" is due for a big TV push, via an NBC Spectacular, and this hi-fi version should chalk up healthy sales, both from new buyers and those who wish to replace their old Decca original (released first in 1945).

Classical Albums

JOHANN STRAUSS: EMPEROR WALTZ; DIE FLEDERMAUS OVERTURE; VIENNA LIFE; TALES FROM THE VIENNA WOODS; THE GYPSY BARON OVERTURE; BLUE DANUBE WALTZ (1-12")-Columbia Symphony Orchestra; Bruno Walter, Cond. Columbia ML 5113

By every reason of background, who should interpret Strauss better than Bruno Walter? This package is an emphatic answer: nobody. The four great waltzes, "Emperor," "Vienna Life," "Vienna Woods" and "Blue Danube," are an ear delight from beginning to end.

MOZART: SYMPHONY NO. 41 IN C MAJOR (JUPITER) (K. 551); SYMPHONY NO. 39 IN E FLAT MAJOR (K. 551) (1-12") - Philharmonic Symphony Orchestra of New York-Bruno Walter, Cond. Columbia ML 5014

This is a disk the Walter fans, and most Mozart lovers, have been waiting for. The interpretations are all one would expect from the great Viennese humanist. The orchestra is superb, as is the recording. This package should be standard inventory for a long, long time.

Jazz Albums

ELLA AND LOUIS (1-12")-Ella Fitzgerald, Louis Armstrong. Verve MG V 4003

Here is an album with customer appeal so self-evident that it doesn't have-and doesn't need-

a title or credits printed on the cover. The color photo says it all. The warmth of that photo is radiated out of the music, a superb collection of love ballads ("Tenderly," "April in Paris," etc.).

THE GREATEST (1-12")-Count Basie, Joe Williams, Verve MG V 2016

This is a new straight-singing Joe Williams as contrasted to the far more familiar and supremely stylish blues-singing Williams. The Basie band's vocalist turns to a collection of top standards and sings them in an easy, yet highly stylized manner.

Album Cover of the Week



ELLA AND LOUIS-Verve V 4003-If ever a picture made useless a thousand words it is this color photo gracing the "Ella and Louis" LP. Its warm tones convey the endearing human qualities and relaxed "down home" mood associated with them both as musicians and personalities.

Reviews and Ratings of New Albums

Popular

THE VAGABOND KING...80 Alfred Drake, Mimi Benzell, Frances Bible, Chorus and ork, Cond. Jay Blackton.

THE STUDENT PRINCE...80 Lauritz Melchior, Jane Wilson, Chorus and Ork, Cond. Victor Young (1-12") Decca DL 8363

Solid recap of two previous releases combines for a most ear-attractive set. Sides naturally comprise some of the most popular operetta fare, and the remake of the "Vagabond King" pic with Kathryn Grayson and Orestes, due for unveiling this month, will doubtless focus attention on the package.

SILVER JUBILEE...78 Guy Lombardo and His Royal Canadians (1-12") Decca DL 8333

An excellent, and vastly improved, recap of the 10-incher released back in 1949 on the maestro's 25th anniversary. Should prove a welcome companion piece to other Lombardo albums and can be rated accordingly saleswise.

TONY CABOT SWINGS ON THE CAMPUS: THE EAST VOL. 1...77 Victor LPM 1308 THE MIDWEST VOL. 2...77 Victor LPM 1309 THE SOUTHWEST VOL. 3...76 Victor LPM 1310

These three handsome new packages (Continued on page 28)

Classical

BLISS: VIOLIN CONCERTO; THEME AND CADENZA FOR VIOLIN AND ORCHESTRA (1-12") - Campoli; Violin: London Philharmonic Orchestra; Sir Arthur Bliss, Cond. London LL 1398...79

At its premiere performance three years ago, the Bliss Concerto was widely hailed by critics as one of the most significant additions to the repertory since the war. It is full of lyric passages that find ready popular response.

BLOCH: CONCERTO GROSSO NO. 2 FOR STRING QUARTET AND STRING ORCHESTRA; RICHTER: LAMENT FOR STRING ORCHESTRA; ANTHEIL: SERENADE FOR STRINGS (1-12")-M-G-M String Orchestra; Izler Solomon, Cond. M-G-M E 3422...72

A surprisingly satisfying set of modernist music beautifully played and recorded. Buyers with any curiosity about contemporary music should be easy marks for it.

(Continued on page 30)

Jazz

SHELLY MANNE AND HIS FRIENDS VOL. 2...85 (1-12")

Contemporary C 3527 Here's a new idea in jazz albums; modern jazz performances of eight songs from "My Fair Lady." Everything else from that show is selling, and there's no reason why this attractive package shouldn't. Andre Previn (on loan from Decca) is the real star, accompanied only by drummer Manne and bassist L. Vinegar.

JAZZ GOES DANCING...81 Dave Pell Octet (1-12") RCA Victor LPM 1320

DAVE PELL OCTET PLAYS IRVING BERLIN...78 Kapp KL 1036

The Pell Octet has gigged in many parts of the country this year, and their efforts help bring modern jazz down out of the clouds and within the ken of the average joe. Their dance dates have been most successful and the RCA Victor LP is an attractive sampling of what these Les Brown alumni purvey at a prom.

(Continued on page 30)

MUSIC FROM  
NBC PRODUCERS' SHOWCASE SPECTACULAR  
BOOK AND LYRICS BY HELEN DEUTSCH  
MUSIC BY JERRY LIVINGSTON

# JACK & THE BEANSTALK

LP-111 **UNIQUE** DIAMOND-TRAC HI-FI SOUND - A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.

UNIQUE LP-111

SINGLES NOW ALSO AVAILABLE FROM "JACK AND THE BEANSTALK"—Unique LP-111  
THE BALLAD OF JACK & THE BEANSTALK—Joe Leahy Orch. & Chorus—Unique #360  
LOOKA ME & SWEET WORLD—Bob Graybo & The Petticoats—Unique #362  
I'LL GO ALONG WITH YOU—The Petticoats—Unique #363  
HE NEVER LOOKS MY WAY—Lynn Roberts—Unique #364

STAN BORDEN  
Sales Manager

In Canada:  
SPARTAN RECORDS



**UNIQUE RECORDS**

A SUBSIDIARY OF

**RKO TELERADIO PICTURES, INC.**

1697 Broadway, New York, N. Y.

**COMING . . .**



**a spectacular wrap-up  
for a spectacular year**

**The Billboard's Annual  
DISK JOCKEY SPECIAL**

4,000 Disk Jockeys in the country's 3,500 stations will use this up-coming DISK JOCKEY ISSUE for months to come for programming their shows . . . and plugging more than 300,000 tunes a day, 2,100,000 sides a week!

ARTISTS . . . MANUFACTURERS . . . MANAGERS . . . STATIONS . . . AND BILLBOARD ALL GET TOGETHER IN THIS BIG SALUTE TO THE MEN WHO DO SUCH A BIG SALES JOB FOR THE WHOLE RECORD INDUSTRY!

**MAKE SURE YOUR AD IS IN THIS ALL-OUT,  
IMPACT-FILLED DISK JOCKEY ISSUE . . .**

**the year's most important promotion and exploitation event!**

**AD DEADLINE: NOVEMBER 1.**

Reserve space now . . . we'll be glad to help you plan your ad!

NEW YORK 36  
1564 Broadway  
PLaza 7-2800

HOLLYWOOD 29  
6000 Sunset Blvd.  
Hollywood 9-5831

CHICAGO 1  
188 W. Randolph St.  
Central 6-8761

CINCINNATI 22  
2160 Patterson St.  
DUnbar 1-6450

ST. LOUIS 1  
390 Arcade Bldg.  
CHestnut 1-0443

**Reviews and Ratings of  
New Popular Albums**

Continued from page 26

- should cut quite a swath thru the collegiate world in the next few weeks. All contain fine, familiar college football marching songs done in crisp, well-arranged, swing style by the Tony Cabot crew. Each of the three is a distinct unit by itself. Each cover illustrates banners in appropriate colors of the colleges represented and dealers, particularly in those special college areas, will find them tops for display. During the football season, any dealer will do well to give them a good spot. Colleges represented: Volume One: Princeton, Cornell, Yale, Navy, Dartmouth, Columbia, Harvard, Brown, Penn., Holy Cross, Colgate and Temple; Volume Two: Michigan, Illinois, Ohio State, Wisconsin, Northwestern, Minnesota, Iowa, Notre Dame, Purdue, Indiana, Nebraska and Army; Volume Three: UCLA, South California, Stanford, Georgia Tech, Maryland, Duke, Oklahoma, Tulane, Texas A.&M., Florida, North Carolina, Southern Methodist.
- TO YOU FROM TEDDI KING** .....76  
(1-12")  
Victor LPM 1313  
The musical mood here is intimacy, with the titles, all standards, including such items as "The Way You Look Tonight," "To You," "You Go to My Head," etc. Miss King's warm vocal style is showcased by arrangements of George Siravo—tasteful, lush, bouncy, as the particular tune requires. An attractive cover will aid in selling this well-recorded package.
- MUSIC TO KNIT BY** .....74  
Golden Strings (1-12")  
Kapp KL 1037  
Music for "infanticipating" — music for perhaps the most tender, meaningful period of life—is the theme of this package. The Golden Strings, with Arnold Eidus as conductor, arranger and violin soloist, play the selections with special tenderness as befits the mood. Tunes include such suitable material as "Little Sir Echo," "Daddy's Little Boy," Brahms' Lullaby, "Dear Little Boy of Mine," etc. Album's cover pictures a young mother knitting baby clothes. One of the more thoughtful packages of mood music.
- COOK'S TOUR OF VENICE** .....73  
Gianni Monese Ork (1-12")  
Vox 25-120  
Latest in Vox's musical travel series carries one of the more display-worthy covers, a beautiful color photo of Venice. The music is flavorful, tinged with the typical native flavor of mandolins along with Monese's usual rich strings. Good background and mood music, especially nostalgic for one-time travelers. The canals, gondoliers and many moods of the city are represented in the selections. Good addition to a popular, much-imitated series.
- DOLORES** .....73  
Dolores Hawkins (1-12")  
Epic LN 3250  
The thrush embarks on a tour of a dozen tunes of a slightly torchy nature. Gal has a carefully practiced style which gets over warmly on these selections. Backing, too, is just right, with a small rhythm group furnishing just the right spotlight for the vocalizing. Tunes include "Lover Man," "Just Squeeze Me," "No Love, No Nuthin'," etc. Cover has sex appeal aplenty.
- A TRIBUTE TO JAMES DEAN** .....73  
Leonard Rosenman, Cond. (1-12")  
Imperial 9021  
Imperial's Dean LP is distinguished by the fact that Conductor Rosenman composed the scores for the late actor's first two films, "Rebel Without a Cause" and "East of Eden." Consequently the album spotlights several previously unwaxed segments of both scores, along with Tiomkin's "Giant" themes. Lush, rather heavy mood music, which should pull play in spite of the overabundance of Dean-tribute wax on the market.
- CHA CHA CHA-MAMBO-MERENGUE** .....72  
Monchito, Tony Molina and Don Santiago Orks (1-12")  
Fiesta FLP 1211  
An excellent terp package, with the three currently popular dances spotted in orkings by three different, quite typical bands. All of the tunes have vocals, usually by chorus, insuring lively action in Latin neighborhoods, but not restricting the danceability. A good big-city item.
- ROLL OUT THE BARREL \* THE GANG'S ALL HERE** .....72  
Milton Delugg and His Happy Music (1-12")  
Kapp KL 1049  
Delugg and his ork kick off a dozen vintage tunes (properly vocalized, of course) dating back to the happy era of nickel beers. Arrangement of such items as "Man on the Flying Trapeze," "In the Shade of the Old Apple Tree," "Meet Me in St. Louis," etc., can jerk a nostalgic tear from the many ex-barroom tenors. Cover, featuring photo of ample German brewmeister, exactly fits contents of package.
- SONG OF THE ISLANDS** .....68  
Danny Stewart Ork (1-12")  
Coral CRL 57059  
Islander-guitarist Stewart works with a small group on this new package of typically Hawaiian fare. The melodies include "Moonlight in Waikiki," "Song of the Islands," "Aloha Oe" and "Lovely Hula Hands," among the 12 selections. Material is all instrumental and is pleasant and relaxing for background and mood purposes.
- YOUR FATHER'S MOUSTACHE IN HI-FI** .....66  
Albert White and the Gaslight Ork (1-12")  
San Francisco M 33002  
The title and liner notes of this package are more provocative than its contents. It is one of those happy enthusiasms which, unfortunately, doesn't come off. Gay 90's tunes should pack nostalgia, but there is little of that here, altho there is hefty effort by a group of obviously competent musicians. Since practically every one concerned in the project seems to be currently native San Franciscans, the platter may get a play in that area.
- DICKIE VALENTINE** .....65  
(1-12")  
London LL 1451  
Young British singer warbles a collection of some 14 ballads, including not a few American standards, with pleasant affability. Recording gives him every advantage of sound, but the over-all peculiarly lacking in vitality and singing seems from head rather than heart. In stateside competition this type of ballad-mongering is apt to cause not more than a market ripple.
- Sacred**
- CHRISTMAS HYMNS BY GEORGE BEVERLY SHEA** .....86  
(1-12")  
Victor LPM 1270  
One of the first entries in the 1956 Christmas disk offerings featuring Shea, who has become widely known as the great Gospel voice with Billy Graham. There's a nice smattering of traditional, gospel-type hymns and the more pop-styled holiday entries, and Shea sings them all with equal aplomb. An eye-stopping New England village snow scene on the cover in full color should help sales. Deserves prominent display.
- SACRED MASTERPIECES** .....76  
Claude Rhea (1-12")  
Word W 4009  
A fine tenor projects excerpts from some of the world's foremost sacred compositions with telling effect. Selections are culled from Haydn, Schubert, Mendelssohn, Gounod, Handel, Adams and Speaks. There is fine backing by organ and choir. Should have a strong appeal in its field, and could prove a most effective musical background for religious groups not equipped with these facilities.
- Spiritual**
- THE FAMOUS DAVIS SISTERS** .....80  
(1-12")  
Savoy MG 14000  
Must inventory for the spiritual market. The Davis Sisters do twelve songs, infusing each of them with true religious fervor and melody. Curtis Dublin, the group's usual accompanist, plays the piano for these sessions. The sides include "Twelve Gates to the City," "He's My King," "More Than All," "Jesus Gently Guide Me," etc. A rousing record for the appreciative.
- Folk**
- IRISH HUMOR SONGS** .....72  
Patrick Galvin (1-12")  
Riverside RLP 12-616  
A package gaited primarily to the Shamrock set. Singer chants some 14 Irish ditties, mostly traditional, but some fairly modern, for some amusing listening and without recourse to an overdose of brogue. Appeal is necessarily limited, but offers a good folksong sampling on the Celtic humor beam.
- Band**
- EDWIN FRANKO GOLDMAN AND THE GOLDMAN BAND** .....78  
(1-12")  
Regent MG 6021  
Nine marches by the Goldman band, mostly the late bandmaster's own compositions, with the sound doctored for "hi-fi" consumption. Should prove appealing to lovers of the march, to schools and to deejays for fall football programming.

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# 3 Chart Busters!

## Billboard Picks POP and R&B

### #1 • Review Spotlight The Billboard, Oct. 6, 1956

**LITTLE RICHARD**  
Heebie-Jeebies (Venice, BMI)—Specialty She's Got It (Venice, BMI)—Specialty 584—Richard, in his shoutin' style, belts two potent tunes with the big beat and exciting background, thus keeping the same formula that previously shot him to the top of the charts. "Heebie-Jeebies" is a driving tune with rapid-fire lyrics that works up to a frenzy. Flip with smart lyrics creates a similarly powerful effect.

# Little Richard "SHE'S GOT IT" and "HEEBIE JEEBIES"

#584

Review Spotlight and headed for The Charts!

#2

**LLOYD PRICE BAND**  
"Forgive Me Clawdy"  
"I'm Glad, Glad"  
#582

#3

**ROY MONTRELL BAND**  
"Everytime I Hear That"  
"Mellow Saxophone"  
#583

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## • Reviews and Ratings of New Classical Albums

• Continued from page 26

**MOZART: EINE KLEINE NACHTMUSIK; OVERTURE TO THE MAGIC FLUTE. THE ABDUCTION OF THE SERAGLIO. COSI FAN TUTTI (1-12)**—Regent MH 6019 ..... 71  
A good grooving which bills neither conductor nor orchestra. On both the Nachtmusik and the overtures to "Cosi Fan Tutti" and "The Magic Flute," Bruno Walter has already made recording history, not to mention further competition on all items involved. Discriminating buyers will be more likely to look for names on a package of this type.

**SCHUMANN: FANTASIESTUCKE, OP. 12; WALDSCENEN, OP. 82 (1-12)**—Friedrich Gulda, Piano, London LL 1371 ..... 70  
Pianist brings taste and artistry to interpretation of the Fantasiestücke, and recording leaves little to be desired. However, competition, via the Rubenstein version in particular, predates some tough sales-going. Conversely, the Waldscenen here have their first complete representation on LP. Consequently this may engender considerable interest in the package. Piano students will be interested in "The Prophet Bird," which is No. 7 of "Waldscenen."

**MOZART: DIVERTIMENTO NO. 7 IN D MAJOR (K. 205); DIVERTIMENTO NO. 1 IN E FLAT (K. 113); TWO MENUETTOS WITH CONTRADANCE (K. 463) (1-12)**—Salzburg Mozarteum Orchestra; Ernest Marzendorfer, Cond. London LL 1427 ..... 70  
The earliest Divertimento gets its first LP disk with the authoritative forces, and the No. 7 is in competition with a period disk by the same orchestra. The Menuettos, delightful works, apparently are new to disks also. An excellent offering for Mozart lovers, with delightful, if not too profound music thruout, ideally styled and recorded. For longhair shops.

**ARTHUR BENJAMIN: SONATINA FOR VIOLIN AND PIANO; VAUGHAN WILLIAMS: SONATA IN A MINOR FOR VIOLIN AND PIANO (1-12)**—Frederick Grinke, Violin; Arthur Benjamin, Michael Mulliner, Pianos, London LL 1382 ..... 67  
Artists and repertoire are little known in this country, but connoisseurs should be introduced to Grinke, who sounds like one of the better fiddlers around today. The music on both sides is contemporary, in the late-romantic British idiom. Most interest will be engendered by the Vaughan-Williams work. Both works are new to disks.

**SCHUBERT: FANTASY IN C MAJOR FOR VIOLIN AND PIANO, OP. 159; SCHUMANN: SONATA NO. 1 FOR VIOLIN AND PIANO IN A MINOR, OP. 105 (1-12)**—Anahid and Maro Ajemian, Violin and Piano, M-G-M E 3383 ..... 66  
Schubert's Fantasy in C Major, Op. 159 (not to be confused with the better known C Major "Wanderer" Fantasy, Op. 15), gets its first LP listing here. It is not first-rate Schubert, but it does have many felicitous moments that will reward the Schubert enthusiast. The Sonata is better known, and has had two previous recordings that overshadow the work of the Ajemians. The coupling is an apt one and a limited number of chamber music fans may be good for a nibble.

**MARGA RICHTER: SONATA FOR PIANO; PAUL MENAHEM: SONATA FOR PIANO (1-12)**—Menaheh Pressler, Piano, M-G-M E 3244 ..... 62  
Talented young Israeli pianist tackles two contemporary works written for him. Most sales action on this should come from libraries and students; few stores can expect to do much with it despite the interesting writing. The Richter is a particularly solid piece, while the Menaheh is interesting for its use of Near East color in its thematic material. Dance groups can do things with the latter work.

## • Reviews and Ratings of New Jazz Albums

• Continued from page 26

bit more adventurous. The star of this ensemble is rising, and the commercial potential of both these albums should not be underestimated by dealers.

**NORMAN GRANZ'S JAM SESSION NO. 8 (1-12)** ..... 83  
Clef MG C 711  
A superb set featuring L. Hampton, I. Jacquet, J. Hodges, O. Peterson, D. Gillespie, R. Brown, F. Phillips, B. Webster and R. Eldridge. One side has the great "Jam Blues," which received critics' raves when issued by the ARS mail order club. Flip has the standard Granz ballad medley, with Hamp's "Tenderly," Peterson's "Imagination," Webster's "Someone to Watch Over Me," etc. A beautifully balanced jazz program, with good cover, too.

**LIONEL HAMPTON PLAYS LOVE SONGS (1-12)** ..... 80  
Verve MG V 2018  
Vibes virtuoso Hampton plays four moving standards in his usual brilliant manner—warm, relaxed, and admirably restrained, yet inventive. The equally standout talents of his all-star crew (Buddy Rich, Oscar Peterson, and Ray Brown) are tastefully subordinated to the Hampton solos. Selections include "I Love for Sale," "Stardust," "I Can't Get Started" and "Willow Weep for Me." For beginning collectors as well as veteran jazz fans.

**SWINGIN' IN HI-FI: ROCK 'N' ROLL MATRICULATES (1-12)** ..... 80  
Jerry Fielding Ork (1-12)  
Decca DL 8371  
Fielding has taken a lot of r.&b. tunes and given them an unusual treatment. His arrangements are full of sophistication, occasional satire, and contain touches of modern jazz. Generally, the music is swinging and bright; but there's also an intellectual appeal to it, for it presents some of today's important song material in a different showcase—r.&b. in Sunday clothes. Tunes include "Smack Dab in the Middle," "If I May," "Razyle Dazzle," some Fielding originals, and some pieces by Sam Taylor. Fielding's notes are informative, and will help jockeys in their programming.

**THE BLUES (1-12)** ..... 78  
Johnny Hodges Ork (1-12)  
Norgran MG N 1061  
Ace sax man plays the blues with moody sophistication and strong emotional impact on a group of haunting instrumentals, including "Hodge-Podge," and three other Hodges originals. A striking cover photo is a sales-plus. Dramatic mood music for

romantic jockey segs as well as for regular jazz shows.

**THE AMAZING MR. WALLER (1-12)** ..... 78  
Riverside RLP 109  
Available heretofore on two 10-inch LP's, these sides present the late Waller singing and playing (on piano and organ) a batch of traditional songs and spirituals. Wit, satire, unique vocal style and deft keyboarding are in these grooves. The package also has an element of surprise, for this song material might be termed "unlikely" for Waller. Therefore there's an added thrill to hear it done so well. The sessions took place in 1938 and sound very well today. Must inventory for smart shops.

**GEORGE LEWIS IN HI-FI (1-12)** ..... 77  
Cavalier CVLP 6004  
A satisfying program for buyers of traditional jazz. Lewis has the name, there's the popular "in hi-fi" tag and the tunes include many of the best-known New Orleans-Dixieland standards. The spirit of old New Orleans jazz is present, tho the style is somewhat updated, a condition calls forth some of Lewis' best efforts. Includes "Original Dixieland One Step," "That's a Plenty," "Salty Dog," etc. Should sell.

**BLUE HAZE (1-12)** ..... 77  
Miles Davis, Trumpet (1-12)  
Prestige LP 7054  
Re-mastering of Rudy Van Gelder of some choice sides by Miles Davis and his Quartet and Quintet in the 1953-1954 period. Material includes all of Prestige 10-inch LP 161 ("When Lights Are Low," "Tune Up," "Miles Ahead," "Smooch," etc.) and "Old Devil Moon" and "I'll Remember April," released as singles. Under-appreciated at the time of the original release, these brilliantly styled solos by Davis are now certain to find a more perceptive and receptive audience. Sound has been brightened.

**ERNIE FREEMAN PLAYS IRVING BERLIN (1-12)** ..... 76  
Imperial LP 9022  
Thousands know the Ernie Freeman of the rock and roll smash, "Jivin' Around." Far fewer know the sophisticated jazz pianist that Freeman has been since long before he caught the public eye with his r.&r. efforts. Jazz-wise, he has a tastefully simple, almost playful, approach that makes an immediate appeal. The "kiddin' on the keys" touch of "Heat Wave" makes it a good demo band. Freeman is backed competently by rhythm. Jazz middlebrows will be easy targets for this.

**RALPH SUTTON (1-12)** ..... 76  
Riverside RLP 212  
Traditionalists should approve of pianist Ralph Sutton's solid technical skill and authentic "classic jazz" style, (in the manner of Fats Waller and James P. Johnson) in this collection of well-known rags and standards. Drummer Wettling accompanies him on eight selections, originally recorded for the Circle label. Material includes "Dill Pickles," "Love Me or Leave Me" and "I'm Comin' Virginia."

**MIKE CUOZZO WITH THE COSTA-BURKE TRIO (1-12)** ..... 75  
Jubilee 1027  
The names on this set don't mean much in the market at present, but that situation is bound to change. Jazzmen are talking about pianist Eddie Costa, bassist Vinnie Burke is one of the better young bassists, and Cuozzo's album showcasing is long overdue. Man blows a full-toned, expressive modern tenor sax with taste and bounce. Nick Stabulas is on drums. For four men, they get plenty of variety into the show. One to recommend.

**JAMES P. JOHNSON (1-12)** ..... 74  
Riverside RLP 105  
This is another of Riverside's wonderful collection of historical jazz performances. The 11 pieces on this disk were transcribed from piano rolls of the 1920's, during which period Johnson was the top Harlem pianist. Students of jazz, of blues, and of piano music will love the five sides—many of which are songs written by Johnson. Included are a medley from Johnson's show, "Runnin' Wild," "Carolina Shout," "Ole Miss Blues," "Sugar," etc. The liner notes contain a fine tribute to the late Johnson written by John Ham-

(Continued on page 46)

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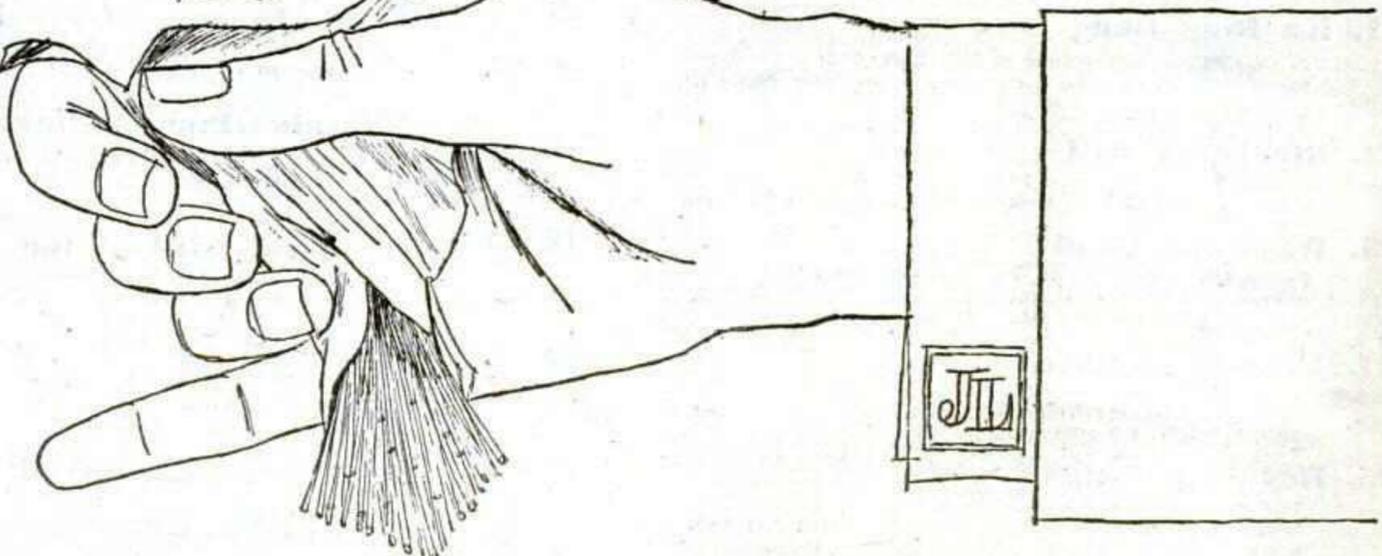
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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending October 3

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Don't Be Cruel</b> By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	1	10	<b>6. Honky Tonk</b> By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.	7	7
<b>2. Canadian Sunset</b> By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: M. Lopez, Vic 6678; A. Williams, Cadence 1296.	2	13	<b>7. Hound Dog</b> By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.	5	11
<b>3. Tonight You Belong to Me</b> By Billy Rose & Leo David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Weik, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tonettes, Modern 997.	4	8	<b>8. Just Walking in the Rain</b> By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORD AVAILABLE: J. Kileen, Abbott 3024; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.	11	5
<b>4. Whatever Will Be Will Be (Que Sera Sera)</b> By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	3	17	<b>9. Allegheny Moon</b> By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878 RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Weik-Lennon Sisters, Coral 61679.	8	16
<b>5. My Prayer</b> By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. Lopez, Vic 20-6678.	6	14	<b>10. Green Door</b> By Davis & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	15	3

### Second Ten

<b>11. Soft Summer Breeze</b> By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.	9	10	<b>16. When the White Lilacs Bloom Again</b> By Doele-Potter—Published by Harms, Inc. (ASCAP) BEST SELLING RECORD: H. Zacharias, Dec 30039. RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Weik, Coral 61701; F. ZaBach Mercury 70936.	12	6
<b>12. True Love</b> By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap; J. Powell, Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.	14	3	<b>17. In the Middle of the House</b> By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: M. Berle, Coral 61691; V. Monroe, Vic 20-6619. BEST SELLING RECORD: R. Draper, Mercury 70921.	21	5
<b>13. Song for a Summer Night</b> By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	10	10	<b>18. You Don't Know Me</b> By C. Walker & E. Arnold—Published by Hill & Range (BMI) BEST SELLING RECORD: J. Vale, Col 40710. RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949.	17	12
<b>14. Fool</b> By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.	13	9	<b>19. After the Lights Go Down Low</b> By Allen White & LeRay Lovett—Published by Harvard (BMI) BEST SELLING RECORD: A. Hibbler, Dec 29982.	19	7
<b>14. Friendly Persuasion</b> By Webster-Tiomkin—Published by Lee Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	16	4	<b>20. Happiness Street</b> By Mack Wolfson & Eddie White—Published by Planetary (ASCAP) BEST SELLING RECORD: G. Gibbs, Mercury 70920. RECORD AVAILABLE: T. Bennett, Col 40726.	18	7

### Third Ten

<b>21. Ka Ding Dong</b> By Gordon-McDermott—Published by Greta Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70934; G-Clefs, Pilgrim 715; Hilltoppers, Dot 15489.	24	4	<b>26. St. Therese of the Roses</b> By Arthur Strass-Remus Harris—Published by Dennis (BMI) RECORD AVAILABLE: B. Ward, Decca 29933.	-	1
<b>22. Blueberry Hill</b> By Lewis Stock-Rose—Published by Chappell (ASCAP) RECORDS AVAILABLE: L. Armstrong, Decca 24752; F. Domino, Imperial 5407.	-	1	<b>27. Walk Hand in Hand</b> By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.	30	21
<b>23. Wayward Wind</b> By Stan Lebusk-Herb Newman—Published by Warman (BMI) RECORDS AVAILABLE: G. Grant, Era 1013; T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.	20	24	<b>28. In the Still of the Night</b> By F. Harris—Published by Angel (BMI) RECORDS AVAILABLE: Satins, Ember 10005.	-	1
<b>24. Miracle of Love</b> By Bob Merrill—Published by Rylan (ASCAP) RECORDS AVAILABLE: G. Gibson, ABC-Paramount 9739; B. Lahe & Beans, Dec 30081; E. Rodgers, Col 40708.	22	2	<b>29. Lay Down Your Arms</b> By P. Roberts-L. Land-A. Gerhard—Published by Ludlow (BMI) RECORDS AVAILABLE: Chordetes, Cadence 1299; R. Morgan, Dec 30070; A. Sheldon, Columbia 40759.	-	1
<b>25. Bus Stop Song</b> By Ken Darby—Published by Miller (ASCAP) RECORDS AVAILABLE: L. Gotch Singers, Fabor 4015; Four Lads, Col 40736; B. Ives, Dec 30046.	26	2	<b>30. I Want You, I Need You, I Love You</b> By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6540.	29	19

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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.

Dot's

**Own Hit Parade****15486—THE GREEN DOOR—JIM LOWE****15490—FRIENDLY PERSUASION—PAT BOONE  
CHAINS OF LOVE****15481—THE FOOL—SANFORD CLARK****15501—PLEASE DON'T LEAVE ME—STILL—FONTANE SISTERS****15488—HEART AND SOUL—JOHNNY MADDOX  
LISTEN TO THAT DIXIE BAND****15472—I ALMOST LOST MY MIND—PAT BOONE****15500—THE FANG—BULLFROG HOP—NERVOUS NORVUS****15489—KA-DING-DONG—THE HILLTOPPERS  
INTO EACH LIFE SOME RAIN MUST FALL****15491—WHEN THE WHITE LILACS BLOOM AGAIN—BILLY VAUGHN  
SPANISH DIARY****15492—NOW IS THE HOUR—GALE STORM  
A HEART WITHOUT A SWEETHEART****15497—ONE MINT JULEP—MAC WISEMAN  
WAITING FOR SHIPS THAT NEVER COME IN****1286—HONKY TONK TEARS—JIMMY NEWMAN  
LET THE WHOLE WORLD TALK****ALBUMS**

DLP-3030—"HOWDY"—PAT BOONE

DLP-3012—PAT BOONE

DEP-1053—"PAT ON MIKE"—PAT BOONE

DLP-110 —EDDIE PEABODY

DLP-3023—"THE BANJO WIZARDRY"—EDDIE PEABODY

DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN

DLP-3029—"THE TOWERING HILLTOPPERS"—THE HILLTOPPERS

**NEW RELEASES****15502—SALLY—I WON'T BE ALONE TONIGHT—THE TRADEWINDS****15503—AUCTIONEER—I FELL IN LOVE WITH A PONY TAIL — LE ROY VAN DYKE****15504—FRIENDS—I WANT MY LOVE CLOSE BY—THE CLASSMATES****15506—LA LA COLETTE—PETTICOATS OF PORTUGAL — BILLY VAUGHN****An Immediate Overnight HIT!**  
**15507—CONFIDENTIAL—SONNY KNIGHT**

Dot

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

• Best Sellers in Stores

For survey week ending October 3

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 25 records including 'DON'T BE CRUEL (BMI)-E. Presley', 'HONKY TONK (PARTS I & II)-B. Doggett', 'CANADIAN SUNSET (BMI)-H. Winterhalter', etc.

• Most Played in Juke Boxes

For survey week ending October 3

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 records including 'DON'T BE CRUEL (BMI)-E. Presley', 'MY PRAYER (ASCAP)-Platters', 'HONKY TONK (PARTS I & II) (BMI)-B. Doggett', etc.

• Most Played by Jockeys

For survey week ending October 3

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 25 records including 'DON'T BE CRUEL (BMI)-E. Presley', 'CANADIAN SUNSET (BMI)-H. Winterhalter-E. Heywood', 'JUST WALKING IN THE RAIN (BMI)-J. Ray', etc.

• Best Selling Sheet Music

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 sheet music titles including 'Whatever Will Be, Will Be (Que Sera Sera)', 'Allegheny Moon (Oxford)', 'Canadian Sunset (Meridian)', etc.

# THE BIG ONES ARE ON MERCURY



**THE PLATTERS**  
 "It Isn't Right"  
 AND  
 "You'll Never Never Know"  
 MERCURY 70948



**PATTI PAGE**  
 "Mama From The Train"  
 AND  
 "Every Time"  
 MERCURY 70971



**THE CREW CUTS**  
 "Love In A Home"  
 AND  
 "Keeper Of The Flame"  
 MERCURY 70977



**RUSTY DRAPER**  
 "In The Middle Of  
 The House"  
 AND  
 "PINK CADILLAC"  
 MERCURY 70921



**SARAH VAUGHAN**  
 "It Happened Again"  
 AND  
 "I Wanna Play House"  
 MERCURY 70947



**EDDIE HEYWOOD**  
 HIS PIANO AND ORCHESTRA  
 "Secret Love"  
 AND  
 "Let's Fall In Love"  
 MERCURY 70950



**DAVID CARROLL**  
 "By The Fountains Of Rome"  
 AND  
 Love Theme From "Giant"  
 MERCURY 70952



**LOLA DEE**  
 "Wandering Lover"  
 AND  
 "You Were Mine For  
 A While"  
 MERCURY 70961

## NEW RELEASES



**FLORIAN ZEBACH**  
 HIS VIOLIN AND HIS ORCHESTRA  
 "Petticoats Of Portugal"  
 WITH VOCAL CHORUS  
 COUPLED WITH "RAINBOW TRAIL"  
 MERCURY 70975

WATCH THIS BREAK BIG!

# SIL AUSTIN

RED HOT ROCKER

# "SLOW WALK"

AND  
 "WILDWOOD"  
 MERCURY 70963



**PAT MORRISSEY**  
 "Please Don't Cry"  
 AND  
 "Give Me The  
 Simple Life"  
 MERCURY 70954

**MARTY BRILL**  
 "Black Is The Color Of  
 My True Love's Hair"  
 AND  
 "John Henry"  
 MERCURY 70966

**THE GADABOUTS**  
 "Too Much Monkey Business"  
 AND  
 "To Be With You"  
 MERCURY 70978

**THE BAKER SISTERS**  
 "Little Monster"  
 AND  
 "One By One"  
 MERCURY 70980

**DINAH WASHINGTON**  
 "Relax Max"  
 AND  
 "The Kissing Way Home"  
 MERCURY 70968



CHICAGO 1, ILLINOIS

# MGM Records

701 SEVENTH AVENUE, NEW YORK 36, N. Y.

## PARADE OF BEST SELLERS



**JONI JAMES**  
**GIVE US THIS DAY**  
 and  
**HOW LUCKY YOU ARE**  
 MGM 12288 • K12288  
 From best selling album

**LOVE LETTERS**  
 and  
**DON'T TAKE YOUR LOVE FROM ME**  
 MGM 12353 • K12353

PLUGGED ON RIN TIN TIN TV SHOW

**JAMES BROWN**  
 as Lt. Rip Masters

**Forward Ho**  
 and  
**GHOST TOWN**  
 MGM 12350 • K12350

**BIG THE CLOVERLEAFS**

STEP RIGHT UP AND SAY HOWDY WITH PLENTY OF MONEY AND YOU

MGM 12337 • K12337

**DICK HYMAN and SAM (The Man) TAYLOR**

**CHLO-E**  
 and  
**BLUES IN MY HEART**  
 MGM 12325 • K12325

**ART MOONEY**  
 and his orchestra

**GIANT**  
 (From the Warner Bros. Picture "Giant")  
 and  
**ROCK AND ROLL TUMBLEWEED**  
 (From the MGM Film "The Opposite Sex")  
 MGM 12320 • K12320

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

**LEROI HOLMES**  
 and his orchestra

**BABY DOLL**  
 SPECIAL FIRST & BEST!

**THE MAID OF NOVGOROD**  
 (From the Paramount Film "War and Peace")  
 MGM 12352 • K12352

**CONNIE FRANCIS**

**EVERYONE NEEDS SOMEONE**  
 and  
**MY SAILOR BOY**  
 MGM 12335 • K12335

**BETTY MADIGAN**

**WHERE IN THE WORLD**  
 and  
**THE TEST OF TIME**  
 MGM 12318 • K12318

**DON GIBSON**

**I BELIEVE IN YOU**  
 and  
**WHAT A FOOL I WAS TO FALL**  
 MGM 12331 • K12331

**DAVID ROSE**  
 and his orchestra

**FRIENDLY PERSUASION**  
 (From Allied Artists Picture "Friendly Persuasion")  
 and  
**THERE'S NEVER BEEN ANYONE ELSE BUT YOU**  
 MGM 12336 • K12336

**ROBBIN HOOD**

**THERE'S ALWAYS A FIRST TIME** IS ANYBODY LIST'NIN'?

MGM 12340 • K12340

**NEW JAZZ ALBUMS**

**BUDDY DE FRANCO**

**A battle of jazz WEST COAST VS. EAST COAST**  
 E3396

**Preacher Rollo and The Saints**

**SUWANNEE RIVER JAZZ**

E3403

**Stu Phillips Sextet**

**A TOUCH OF MODERN**

E3391

**THE MUSIC OF DUKE ELLINGTON**  
**THE DUKE AND I**  
**THE CASS HARRISON TRIO**

E3388

### Territorial Best Sellers

For survey week ending October 3

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

- Atlanta**
1. True Love, B. Crosby & G. Kelly, Cap.
  2. Just Walking in the Rain, J. Ray, Col.
  3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  4. Tonight You Belong to Me, Patience & Prudence, Lbt.
  5. My Prayer, Platters, Mer.
- Baltimore**
1. Don't Be Cruel, E. Presley, Vic.
  2. Honky Tonk, B. Doggett, Kng.
  3. Green Door, J. Lowe, Dot
  4. St. Therese of the Roses, B. Ward, Dec.
  5. True Love, B. Crosby & G. Kelly, Cap.
  6. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  7. Blueberry Hill, F. Domino, Imp.
  8. In the Still of the Night, Satins, Emb.
  9. Whatever Will Be, Will Be, Doris Day, Col.
- Boston**
1. Honky Tonk, B. Doggett, Kng.
  2. St. Therese of the Roses, B. Ward, Dec.
  3. Just Walking in the Rain, J. Ray, Col.
  4. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  5. Don't Be Cruel, E. Presley, Vic.
  6. True Love, B. Crosby-G. Kelly, Cap.
  7. Blueberry Hill, F. Domino, Imp.
  8. When the White Lilacs Bloom Again, H. Zacharias, Dec.
  9. You'll Never, Never Know, Platters, Mer.
  10. After the Lights Go Down Low, A. Hibbler, Dec.
- Buffalo**
1. Don't Be Cruel, E. Presley, Vic.
  2. Whatever Will Be, Will Be, Doris Day, Col.
  3. Honky Tonk, B. Doggett, Kng.
  4. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
  5. My Prayer, Platters, Mer.
  6. Chains of Love, P. Boone, Dot
  7. It Isn't Right, Platters, Mer.
  8. Friendly Persuasion, P. Boone, Dot
  9. Hound Dog, E. Presley, Vic.
  10. Blueberry Hill, F. Domino, Imp.
- Chicago**
1. Honky Tonk, B. Doggett, Kng.
  2. Don't Be Cruel, E. Presley, Vic.
  3. Hound Dog, E. Presley, Vic.
  4. Fool, S. Clark, Dot
  5. Canadian Sunset, A. Williams, Cdc.
  6. Tonight You Belong to Me, Patience & Prudence, Lbt.
  7. See-Saw, Moonglows, Chs.
  8. Friendly Persuasion, P. Boone, Dot
  9. True Love, J. Powell, Vrv.
  10. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
- Cincinnati**
1. Don't Be Cruel, E. Presley, Vic.
  2. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  3. Tonight You Belong to Me, Lennon Sisters-L. Welk, Cor.
  4. Just Walking in the Rain, J. Ray, Col.
  5. Honky Tonk, B. Doggett, Kng.
  6. Hound Dog, E. Presley, Vic.
  7. Whatever Will Be, Will Be, Doris Day, Col.
  8. Soft Summer Breeze, E. Heywood, Mer.
  9. Green Door, J. Lowe, Dot
  10. My Prayer, Platters, Mer.
- Cleveland**
1. Green Door, J. Lowe, Dot
  2. True Love, J. Powell, Vrv.
  3. Hound Dog, E. Presley, Vic.
  4. I Walk the Line, J. Cash, Sun.
  5. Honky Tonk, B. Doggett, Kng.
  6. Don't Be Cruel, E. Presley, Vic.
  7. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
  8. Just Walking in the Rain, J. Ray, Col.
  9. Whatever Will Be, Will Be, Doris Day, Col.
  10. Everyday of My Life, McGuire Sisters, Cor.
- Dallas-Fort Worth**
1. Don't Be Cruel, E. Presley, Vic.
  2. Whatever Will Be, Will Be, Doris Day, Col.
  3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  4. Hound Dog, E. Presley, Vic.
  5. Green Door, J. Lowe, Dot
  6. Allegheny Moon, P. Page, Mer.
  7. Just Walking in the Rain, J. Ray, Col.
- Denver**
1. Don't Be Cruel, E. Presley, Vic.
  2. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  3. Tonight You Belong to Me, Lennon Sisters-L. Welk, Cor.
  4. Just Walking in the Rain, J. Ray, Col.
  5. Hound Dog, E. Presley, Vic.
  6. Honky Tonk, B. Doggett, Kng.
  7. Fool, S. Clark, Dot
  8. Green Door, J. Lowe, Dot
  9. Soft Summer Breeze, E. Heywood, Mer.
- Detroit**
1. Honky Tonk, B. Doggett, Kng.
  2. Just Walking in the Rain, J. Ray, Col.
  3. Don't Be Cruel, E. Presley, Vic.
  4. Green Door, J. Lowe, Dot
  5. Cindy, Oh Cindy, V. Martin, Gly.
  6. Hound Dog, E. Presley, Vic.
  7. Friendly Persuasion, P. Boone, Dot
  8. Out of Sight, Out of Mind, Five Keys, Cap.
  9. I Can't Love You Enough, L. Baker, Atl.
  10. House With Love In It, Four Lads, Col.

- Kansas City**
1. Don't Be Cruel, E. Presley, Vic.
  2. Hound Dog, E. Presley, Vic.
  3. Just Walking in the Rain, J. Ray, Col.
  4. Green Door, J. Lowe, Dot
  5. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
  6. Miracle of Love, E. Rodgers, Col.
  7. Soft Summer Breeze, E. Heywood, Mer.
  8. Whatever Will Be, Will Be, Doris Day, Col.
  9. Heart and Soul, J. Maddox, Dot
  10. In the Middle of the House, R. Draper, Mer.
- Los Angeles**
1. Hound Dog, E. Presley, Vic.
  2. Whatever Will Be, Will Be, Doris Day, Col.
  3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  4. Don't Be Cruel, E. Presley, Vic.
  5. My Prayer, Platters, Mer.
  6. Song for a Summer Night, M. Miller, Col.
- Milwaukee**
1. Don't Be Cruel, E. Presley, Vic.
  2. Green Door, J. Lowe, Dot
  3. True Love, B. Crosby & G. Kelly, Cap.
  4. Fool, S. Clark, Dot
  5. Just Walking in the Rain, J. Ray, Col.
  6. Tonight You Belong to Me, Patience & Prudence, Lbt.
  7. Friendly Persuasion, P. Boone, Dot
  8. Hound Dog, E. Presley, Vic.
  9. Honky Tonk, B. Doggett, Kng.
- Minneapolis-St. Paul**
1. Green Door, J. Lowe, Dot
  2. Honky Tonk, B. Doggett, Kng.
  3. Blueberry Hill, F. Domino, Imp.
  4. Just Walking in the Rain, J. Ray, Col.
  5. Lay Down Your Arms, Chordettes, Cdc.
  6. In the Middle of the House, R. Draper, Mer.
  7. Don't Be Cruel, E. Presley, Vic.
  8. Miracle of Love, E. Rodgers, Col.
- New Orleans**
1. Don't Be Cruel, E. Presley, Vic.
  2. Just Walking in the Rain, J. Ray, Col.
  3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  4. Whatever Will Be, Will Be, Doris Day, Col.
  5. Fool, S. Clark, Dot
  6. Hound Dog, E. Presley, Vic.
  7. You Don't Know Me, J. Vale, Col.
  8. Blueberry Hill, F. Domino, Imp.
  9. Honky Tonk, B. Doggett, Kng.
  10. Soft Summer Breeze, E. Heywood, Mer.
- New York**
1. Don't Be Cruel, E. Presley, Vic.
  2. Tonight You Belong to Me, Patience & Prudence, Lbt.
  3. My Prayer, Platters, Mer.
  4. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
  5. Hound Dog, E. Presley, Vic.
  6. Whatever Will Be, Will Be, Doris Day, Col.
  7. Just Walking in the Rain, J. Ray, Col.
  8. Allegheny Moon, P. Page, Mer.
  9. Honky Tonk, B. Doggett, Kng.
  10. Canadian Sunset, A. Williams, Cdc.
- Philadelphia**
1. Don't Be Cruel, E. Presley, Vic.
  2. Whatever Will Be, Will Be, Doris Day, Col.
  3. Tonight You Belong to Me, Patience & Prudence, Lbt.
  4. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  5. Hound Dog, E. Presley, Vic.
  6. My Prayer, Platters, Mer.
  7. Canadian Sunset, A. Williams, Cdc.
  8. Honky Tonk, B. Doggett, Kng.
  9. Just Walking in the Rain, J. Ray, Col.
  10. True Love, J. Powell, Vrv.
- Pittsburgh**
1. Hound Dog, E. Presley, Vic.
  2. Honky Tonk, B. Doggett, Kng.
  3. Friendly Persuasion, P. Boone, Dot
  4. Don't Be Cruel, E. Presley, Vic.
  5. See-Saw, Moonglows, Chs.
  6. Out of Sight, Out of Mind, Five Keys, Cap.
  7. Tonight You Belong to Me, Patience & Prudence, Lbt.
  8. It Isn't Right, Platters, Mer.
  9. When the White Lilacs Bloom Again, B. Vaughn, Dot
  10. Just Walking in the Rain, J. Ray, Col.
- St. Louis**
1. Tonight You Belong to Me, Patience & Prudence, Lbt.
  2. Don't Be Cruel, E. Presley, Vic.
  3. True Love, J. Powell, Vrv.
  4. Whatever Will Be, Will Be, Doris Day, Col.
  5. Soft Summer Breeze, E. Heywood, Mer.
  6. Fool, S. Clark, Dot
  7. Cindy, Oh Cindy, V. Martin, Gly.
  8. True Love, B. Crosby & G. Kelly, Cap.
  9. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  10. When the White Lilacs Bloom Again, H. Zacharias, Dec.
- San Francisco**
1. Don't Be Cruel, E. Presley, Vic.
  2. Whatever Will Be, Will Be, Doris Day, Col.
  3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
  4. Hound Dog, E. Presley, Vic.
  5. My Prayer, Platters, Mer.
  6. Honky Tonk, B. Doggett, Kng.
  7. Tonight You Belong to Me, Patience & Prudence, Lbt.
  8. When the White Lilacs Bloom Again, H. Zacharias, Dec.
  9. Casual Look, Six Teens, Fp.

(Continued on page 40)

*America's Fastest Selling Records*



**DECCA**  
RECORDS

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**SOUTHERN STYLE!**

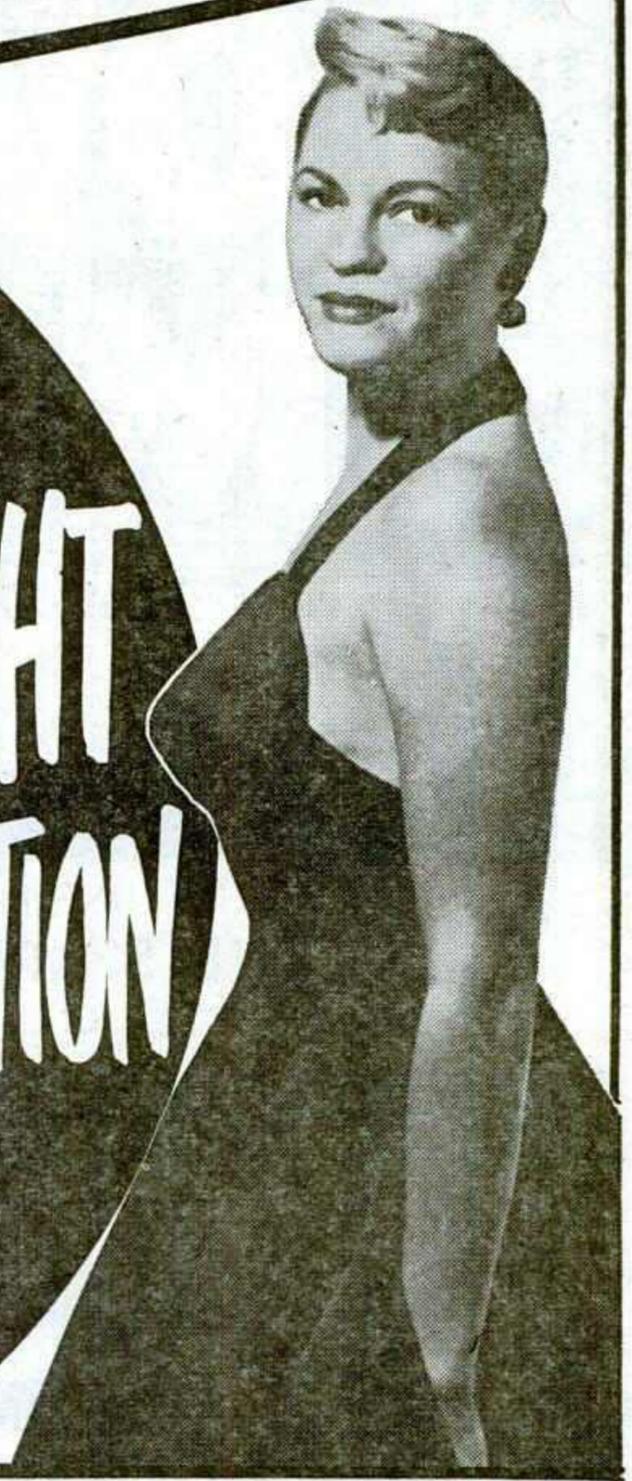
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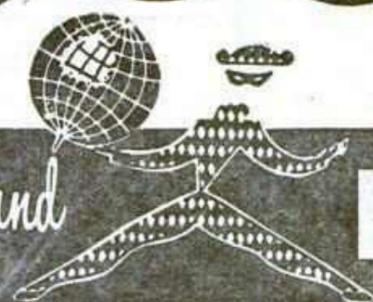
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*A New World of Sound*



**DECCA records**

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OF A BEAUTIFUL SONG  
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SUNG BY  
**THE SPARROWS**  
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# JOE DAVIS

441 West 49th St.

New York 19, N. Y.

# THE TOP 100

For survey week ending October 3

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.

Pos.	Song, Artist, Label	Last Week
1.	DON'T BE CRUEL—E. Presley, Victor	1
2.	HONKY TONK—B. Doggett, King	7
3.	CANADIAN SUNSET—E. Heywood-H. Winterhalter, Victor	4
4.	MY PRAYER—Platters, Mercury	3
5.	JUST WALKING IN THE RAIN—J. Ray, Columbia	8
6.	HOUND DOG—E. Presley, Victor	2
7.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	6
8.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	5
9.	GREEN DOOR—J. Lowe, Dot	14
10.	CANADIAN SUNSET—A. Williams, Cadence	9
11.	FRIENDLY PERSUASION—P. Boone, Dot	16
12.	ALLEGHENY MOON—P. Page, Mercury	10
13.	FOOL—S. Clark, Dot	13
14.	SOFT SUMMER BREEZE—E. Heywood, Mercury	12
15.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	11
16.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	16
17.	YOU DON'T KNOW ME—J. Vale, Columbia	15
18.	I ALMOST LOST MY MIND—P. Boone, Dot	23
19.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	18
20.	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	33
21.	BLUEBERRY HILL—F. Domino, Imperial	73
22.	MIRACLE OF LOVE—E. Rodgers, Columbia	19
23.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	22
24.	CHAINS OF LOVE—P. Boone, Dot	20
25.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	41
26.	BUS STOP SONG—Four Lads, Columbia	42
27.	ST. THERESE OF THE ROSES—B. Ward, Decca	47
28.	SEE-SAW—Moonglows, Chess	55
29.	IN THE STILL OF THE NIGHT—Satin, Ember	45
30.	IT ISN'T RIGHT—Platters, Mercury	50
31.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	30
32.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	23
33.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	44
34.	HAPPINESS STREET—G. Gibbs, Mercury	26
35.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	37
36.	LAY DOWN YOUR ARMS—Chordettes, Cadence	61
37.	TRUE LOVE—J. Powell, Verve	36
38.	HAPPINESS STREET—T. Bennett, Columbia	39
39.	KA DING DONG—Hilltoppers, Dot	38
40.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	27
41.	FLYING SAUCER—Buchanan & Goodman, Luniverse	21
42.	RIP IT UP—B. Haley, Decca	65
43.	I WALK THE LINE—J. Cash, Sun	43
44.	THAT'S ALL THERE IS TO THAT—N. (King) Cole, Capitol	29
45.	BE-BOP-A-LULA—G. Vincent, Capitol	30
46.	WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn, Dot	28
47.	ITALIAN THEME—C. Stapleton, London	25
48.	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	69
49.	CINDY, OH CINDY—V. Martin, Glory	—
50.	WAYWARD WIND—G. Grant, Era	35
51.	FROM THE CANDY STORE ON THE CORNER—T. Bennett, Columbia	52
52.	KA DING DONG—Diamonds, Mercury	39
53.	GHOST TOWN—D. Cherry, Columbia	57
54.	EARTHBOUND—S. Davis Jr., Decca	56
55.	BLUE MOON—E. Presley, Victor	61
56.	EV'RY DAY OF MY LIFE—McGuire Sisters, Coral	68
57.	IT ONLY HURTS FOR A LITTLE WHILE—Ames Brothers, Victor	51
58.	BORN TO BE WITH YOU—Chordettes, Cadence	64
59.	WAR AND P'ACE—V. Damone, Columbia	60
60.	FORTY NINE SHADES OF GREEN—Ames Brothers, Victor	49
61.	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley, Victor	32
62.	KA DING DONG—G. Clefs, Pilgrim	66
63.	SADIE'S SHAWL—B. Sharples, London	69
64.	NOW IS THE HOUR—G. Storm, Dot	61
65.	WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	48
66.	HEART AND SOUL—J. Maddox, Dot	57
67.	FRIENDLY PERSUASION—Four Aces, Decca	72
68.	RIP IT UP—Little Richard, Specialty	71
69.	WHEN THE WHITE LILACS BLOOM AGAIN—F. ZaBach, Mercury	57
70.	FOOL—Gallahads, Jubilee	93
71.	SOFT SUMMER BREEZE—Diamonds, Mercury	34
72.	SUMMER SWEETHEART—Ames Brothers, Victor	67
73.	ENDLESS—McGuire Sisters, Coral	52
74.	FAITHFUL HUSSAR—T. Heath, London	—
75.	LAY DOWN YOUR ARMS—A. Sheldon, Columbia	95
76.	MOONGLOW AND THEME FROM "PICNIC"—M. Stoloff, Decca	75
77.	I DON'T CARE IF THE SUN DON'T SHINE—E. Presley, Victor	—
78.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Welk, Coral	80
79.	FEVER—L. W. John, King	77
80.	MORE—P. Como, Victor	45
81.	NAMELY YOU—D. Cherry, Columbia	95
82.	TUMBLING TUMBLEWEED—R. Williams, Kapp	77
83.	YOU'RE IN LOVE—G. Grant, Era	86
84.	MAMA, TEACH ME TO DANCE—E. Gorme, ABC-Paramount	—
85.	EARTHBOUND—M. Lanza, Victor	84
86.	STILL—Fontane Sisters, Dot	—
87.	ON THE STREET WHERE YOU LIVE—V. Damone, Columbia	—
88.	PLEASE DON'T LEAVE ME—Fontane Sisters, Dot	—
89.	FROM A SCHOOL RING TO A WEDDING RING—Rover Boys, ABC-Paramount	—
90.	HEART WITHOUT A SWEETHEART—G. Storm, Dot	95
91.	IT HAPPENED AGAIN—S. Vaughan, Mercury	92
92.	SWEET, OLD-FASHIONED GIRL—T. Brewer, Coral	52
93.	TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca	94
94.	NOW YOU HAS JAZZ—B. Crosby-L. Armstrong, Capitol	—
95.	HEARTACHES—S. Smith, Epic	88
96.	FABULOUS CHARACTER—S. Vaughan, Mercury	—
97.	YOU'RE SENSATIONAL—F. Sinatra, Capitol	80
98.	HEAVEN ON EARTH—Platters, Mercury	91
99.	SO-LONG—F. Domino, Imperial	—
100.	GIVE US THIS DAY—J. James, M-G-M	100

### 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.

*Vote for Rock and Roll . . .*

# "ELVIS PRESLEY FOR PRESIDENT"

*by the campaign manager*

## LOU MONTE

*with* **JOE REISMAN**  
*his orchestra and chorus*  
RCA Victor 20/47-6704



Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

America's favorite speed...  45 RPM **RCA VICTOR** 

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## SALES BOOSTER KITS will help you . . .

- SELL MORE SINGLES
- SELL MORE ALBUMS
- SELL MORE PHONOGRAPHS
- SELL MORE ACCESSORIES

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

# SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

For New Dealer-Subscribers Only

... here's what you'll get ... mailed twice a month, starting now:

• **HONOR ROLL OF HITS POSTER** . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrific for your window displays.

• **BIG PLAY POP ALBUM POSTER** . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD's nationwide surveys. Build self-selling displays around these!

• **BIG PLAY CLASSICAL ALBUM POSTER** . . . alternating with **BIG PLAY JAZZ ALBUM POSTER**. 17"x22" two colors. For counters, walls and window displays.

• **TODAY'S TOP TUNES** . . . listing the tops in pops, classical, jazz, R&B, C&W. . . singles and albums.

• **POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT** . . . spread these all over your store! Pin them up in your listening booths.

All this in every kit... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

# SAVE 50% BY MAILING THIS COUPON BEFORE OCT. 15, 1956

MERCHANDISING DIVISION  
THE BILLBOARD

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Name of Store \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

987

I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS . . . twice a month for one year at only 50c per kit. I enclose only \$12.

Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose \$6 in full payment.

Please send me a sample kit only I enclose \$1 for one kit.

Please extend my present service for one year at this special rate.

## • 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

- Allegheny Moon (R)—Oxford—ASCAP
- Baby Doll (R) (F)—Remick—ASCAP
- By the Fountains of Rome (R)—Chappel—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
- Don't Be Cruel (R)—Presley-Shalimar—BMI
- Every Day of My Life (R)—Miller—ASCAP
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Giant (R) (F)—Witmark—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Cry More (R)—Famous—ASCAP
- Italian Theme (R)—Maurice—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- La La Colette (R)—Criterion—ASCAP
- Married I Can Always Get (R)—Leeds—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Petticoats of Portugal (R)—Christopher—BMI
- Poor People of Paris (R) — Connelly—ASCAP
- Test of Time (R) (F)—Paramount—ASCAP
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- War and Peace (R) (F)—Famous—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- Where in the World (R)—Broadcast—BMI
- You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP
- You Don't Me (R)—Hill & Range—BMI

### Television

- A House With Love in It (R)—Evans—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Don't Be Cruel (R) — Presley-Shalimar—BMI
- Endless (R)—Vernon—ASCAP
- Every Day of My Life (R)—Miller—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- Hound Dog (R)—Presley & Lion—BMI
- I Ain't Gonna Worry (R)—Randy Smith—ASCAP
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Cry More (R)—Famous—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- It's Delightful to Be Married (R)—E. B. Marks—BMI
- Listen, My Love (R)—World—ASCAP
- Mama Teach Me to Dance (R)—Roncom—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- Nobody Loves the Ump (R) — Desilu—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Song for a Summer Night (R)—Cromwell—ASCAP
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Wait, Little Darling (R)—Mills—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP
- Wouldn't It Be Loverly (R) (M)—Chappell—ASCAP

## • Best Selling Sheet Music in Britain

(For Week Ended September 29)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- Walk Hand in Hand—Duchess (Republic)
- Mountain Greenery—New World (Harms)
- Who Are We?—Bourne (Thunderbird)
- A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)
- More—Berry (Shapiro-Bernstein)
- By the Fountains for Rome—Sterling (Chappell)
- Autumn Concerto—Macmelodies (Symphony)
- You Are My First Love—Grosvenor (Kassner)
- The Birds and the Bees—Maddox (Famous)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- Serenade—Blossom (Harms)
- A Woman in Love—Morris (Frank)
- Rock Around the Clock—Kassner (Myers)
- The Wayward Wind—Lafleur (Warman)
- Hot Diggity—Peter Maurice (Roncom)
- My September Love—Bron
- Born to Be With You—Morris (Mayfair)
- The Dambusters March—Chappell (Chappell)

## • Best Selling Pop Records in Britain

(For Week Ended September 29)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	LAY DOWN YOUR ARMS—Anne Shelton (Philips)	1
2.	WHATEVER WILL BE, WILL BE—Doris Day (Philips)	2
3.	ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)	4
4.	HOUND DOG—Elvis Presley (HMV)	5
5.	WOMAN IN LOVE—Frankie Laine (Philips)	8
6.	YING TONG SONG/BLOODNOK'S ROCK 'N' ROLL CALL—Goons (Decca)	3
7.	BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)	7
8.	GREAT PRETENDER/ONLY YOU—Platters (Mercury)	6
9.	GIDDY-UP-A-DING-DONG—Freddy Bell and the Bellboys (Mercury)	16
10.	WALK HAND IN HAND—Tony Martin (HMV)	9
11.	BORN TO BE WITH YOU—Chordettes (London)	15
12.	SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	11
13.	ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	13
14.	SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	10
15.	MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	12
16.	RAZZLE DAZZLE—Bill Haley Comets (Brunswick)	17
17.	WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	14
18.	SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	19
19.	WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	—
20.	MORE—Perry Como (HMV)	—

## • Territorial Best Sellers

Continued from page 36

### Seattle

1. Don't Be Cruel, E. Presley, Vic.
2. In the Still of the Night, Satins, Emb.
3. Green Door, J. Lowe, Dot
4. Whatever Will Be, Will Be Doris Day, Col.
5. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
6. Honky Tonk, B. Doggett, Kng.
7. When the White Lilacs Bloom Again H. Zacharias, Dec.
8. Hound Dog, E. Presley, Vic.
9. Just Walking in the Rain, J. Ray, Col.

### Toronto

1. Hound Dog, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Canadian Sunset, A. Williams, Cdc.
5. Honky Tonk, B. Doggett, Kng.
6. Tonight You Belong to Me Patience & Prudence, Lbt.
7. My Prayer, Platters, Mer.
8. Allegheny Moon, P. Page, Mer.

*Gisele*

**mackenzie**



*back  
with  
her  
"hard  
to get"  
conductor,  
Richard  
Maltby*

**IT'S  
DELIGHTFUL  
TO BE  
MARRIED**

E. B. Marks Music Corporation,  
Radio City, N. Y.  
X/4X-0233

**Vik records**

*Gisele*

**mackenzie**



*back  
with  
her  
"hard  
to get"  
conductor,  
Richard  
Maltby*

**THE STAR  
YOU WISHED  
UPON  
LAST NIGHT**

X/4X-0233

**Vik records**

NOW AVAILABLE AT YOUR VIK DISTRIBUTOR

## THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## RECENT POP RELEASES

### Coming up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Love Me Tender** . . . . . **Elvis Presley**  
(BMI) RCA Victor 6643
2. **In the Middle of the House** . . . . . **Rusty Draper**  
(ASCAP) Mercury 70921
3. **Lay Down Your Arms** . . . . . **The Chordettes**  
(BMI) Cadence 1299
4. **Every Day of My Life** . . . . . **The McGuire Sisters**  
(ASCAP) Coral 61703
5. **The ABC's of Love**  
. . . . . **Frankie Lymon and the Teenagers**  
(BMI) Gee 1022
6. **In the Middle of the House** . . . . . **Vaughn Monroe**  
(ASCAP) RCA Victor 6619
7. **I Can't Love You Enough** . . . . . **Lavern Baker**  
(BMI) Atlantic 1104
8. **Cindy, Oh Cindy** . . . . . **Eddie Fisher**  
(BMI) RCA Victor 6677
9. **Earthbound** . . . . . **Sammy Davis Jr.**  
(BMI) Decca 30034
10. **See-Saw** . . . . . **Don Cornell**  
(BMI) Coral 61721

### This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enough sales strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" listing.

- LOVE ME TENDER** (Presley, BMI)—Elvis Presley—RCA Victor 6643—A hit before it was ever released, this disk since issued has chalked up an all-time record for first week volume. Acceptance in the pop, country and rhythm & blues fields is complete, and, as on his last record, should soon be dominating the charts of all three categories. "Love Me Tender" has gotten the lion's share of attention so far, but there are some indications that the flip ("Any Way You Want Me," Ross Jungnickel, ASCAP) may also come in for a share of the spotlight a little later. A previous Billboard "Spotlight" pick.
- CINDY, OH CINDY** (Bryden-E. B. Marks, BMI)—Vince Martin—Flory 247—The success story of this record makes a dramatic tale. Martin, coming out of nowhere, challenged by Eddie Fisher, has smashed thru for a big, genuine hit that has trade circles agog. While the RCA Victor disk is doing very nicely in many areas, Vince Martin has the edge in a majority of markets surveyed. The Glory record got a wide spread of good sales reports and is now No. 20 on the national retail best seller list. The flip side is "Only If You Praise the Lord" (Bryden, BMI).
- SEE-SAW** (ARC, BMI)—Don Cornell—Coral 61721—The original version of "See-Saw" by the Moonglows is the preferred one nationally, and is in the No. 25 slot on the national pop retail chart. However, the Cornell record has been coming up fast this past week and looks very much like a chart contender also. Philadelphia, Buffalo, Minneapolis, Pittsburgh, Milwaukee and other cities have been doing very good business with Cornell. previous Billboard "Spotlight" pick.
- HEEBY-JEEBIES** (Venice, BMI)—Little Richard—Specialty 584—See this week's Rhythm & Blues Best Buys.

## • Review Spotlight on . . .

### POP RECORDS

- GUY MITCHELL** . . . . . Columbia 40769 . . . . . **SINGING THE BLUES**  
(Acuff-Rose, BMI)  
**CRAZY WITH LOVE** . . . . . (Ross Jungnickel, ASCAP)  
Mitchell has two of his strongest entries in a long time. Should spark considerable action. On top is a mighty smart waxing of the Marty Robbins country hit, while the flip offers payoff warbling in a romantic groove, set to a solid beat. Both sides get a smart Ray Coniff backing.
- BILL HALEY AND THE COMETS** . . . . . Decca 30085 . . . . . **RUDY'S ROCK**  
(Valleybrook, ASCAP)  
**BLUE COMET BLUES** . . . . . (Sea Breeze, BMI)  
The Haley group belts out two great rock and roll instrumentals both from the current "Rock and Roll Stage Show" LP. Each one is a natural for the boxes and jockeys. . . . Watch 'em, they should move quickly.

### RELIGIOUS

- RED FOLEY** . . . . . Decca 30080 . . . . . **THERE'LL BE PEACE IN THE VALLEY FOR ME**  
(Hill & Range, BMI)  
**A SERVANT (IN THE HOUSE OF THE LORD)** (Amber, ASCAP)  
Foley has a strong chance to break heavily into the pop market with these two fine pop-styled sacred tunes. Original country version of the top side is a million seller and there should be plenty of action on this new version, lushly backed by Jack Pleis. The flip is a rhythmic hand-clapper with chorus and ork backing by Pleis.

### POP DISK JOCKEY PROGRAMMING

- ERROLL GARNER** . . . . . Columbia 40766 . . . . . **ON THE STREET WHERE YOU LIVE**  
(Chappell, ASCAP)  
**DREAMY** . . . . . (Octave, ASCAP)  
Smart, tasteful keyboarding by Garner on the hit ballad from "My Fair Lady," highlighted by an original arrangement. The flip features another quality performance on a lovely ballad with lush backing by Mitch Miller.
- THE COLLINS KIDS** . . . . . Columbia 21560 . . . . . **ROCK AND ROLL POLKA**  
(Vidor, BMI)  
**MY FIRST LOVE** . . . . . (Vidor, BMI)  
Altho the Collins Kids are classified as country and western, this platter has plenty of potential for pop jocks. Fourteen-year-old Lorrie and her 11-year-old brother, Larry, are interesting conversation items, and they work together with charm and bounce. The extroverted "Rock and Roll Polka" has teen-age bait lyrics, while the flip spotlights pretty thrushing by the girl and sock guitar work by the boy.

## Reviews and Ratings \* \*

### THE MELLO-MAIDS

**Will You Ever Say You're Mine** . . . . . 86

**BATON 231**—The maids have cut a side with a bright sound. Performance is mostly pop in flavor, with the vocal backed by a driving instrumental arrangement. Watch it. (Dare, BMI)

**Oh-H-H** . . . . . 83

This side is a ballad, slower in tempo than the flip. Performance has the same fresh sound as the flip. (Dare, BMI)

### TONY MARTIN

**Since You've Been Mine** . . . . . 83

**VICTOR 6682**—A big, very pretty, quality ballad is sung with Martin's familiar expressive warmth. A good potential follow-up to his "Walk Hand in Hand" hit. (Radior, BMI)

**Moderation** . . . . . 78

Novelty vaguely related to Calypso style has some good advice and humor to offer. It's different and should get attention. (Raphael, ASCAP)

### BILLY WILLIAMS

**Shame, Shame, Shame!** . . . . . 81

**CORAL 61730**—Strong delivery on this number from Newton Production, "Baby

Doll." Good beat and solid ork backing can spark interest. It's a deejay candidate, too. (Remick, ASCAP)

**Don't Cry on My Shoulder** . . . . . 79

Another good projection of solid rhythm ballad. Chorus is helpful on this, and Dick Jacob's ork adds another fine assist. Same sales comment as flip. (Hawthorne, ASCAP)

### THE CREW CUTS

**Love in a Home** . . . . . 80

**MERCURY 70977**—Earlier versions of the "L'il Abner," tune by Doris Day and Mario Lanza have been Spotlight picks. The Cuts' subdued warbling isn't in their most effective groove, tho the fans will rally to their support. (Commander, ASCAP)

**Keeper of the Flame** . . . . . 78

Shuffle-rhythm backing kicks this item merrily along as the Cuts turn in their usual ebullient job. Not one of their stronger sides. (Byron, ASCAP)

### THE JOHNNY BURNETTE TRIO

**The Train Kept A-Rollin'** . . . . . 80

**CORAL 61719**—Lively, uninhibited warbling in the Presley groove by Burnette, with solid guitar backing. Both sides are

(Continued on page 44)

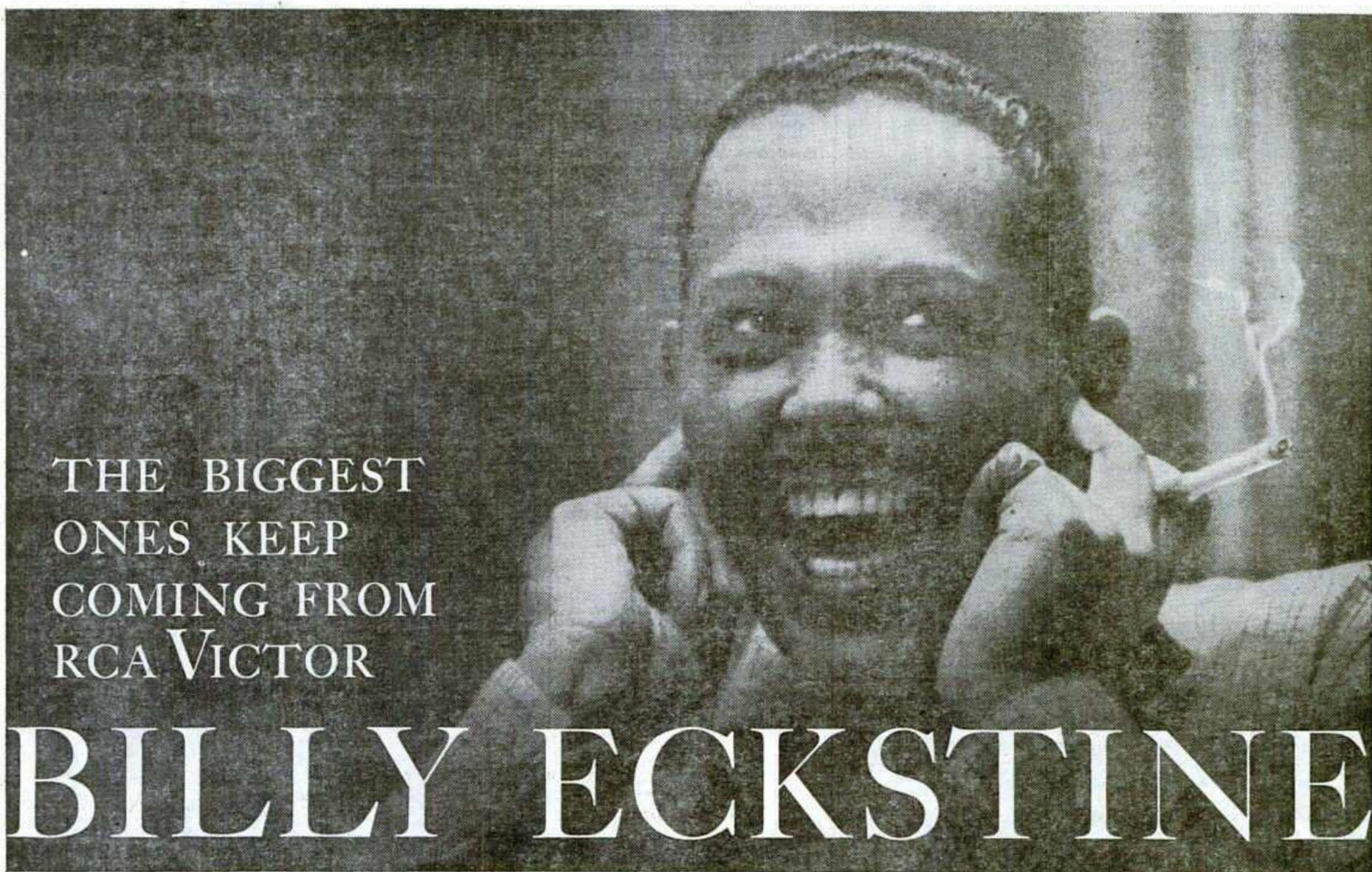
### • REVIEW SPOTLIGHT

In the opinion of the Billboard's editorial staff, these new releases rate special attention from the entire music industry. They are tops, and unless qualified for specific markets, are assigned a 90 to 100 rating\*.

### •• REVIEWS & RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of the Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

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

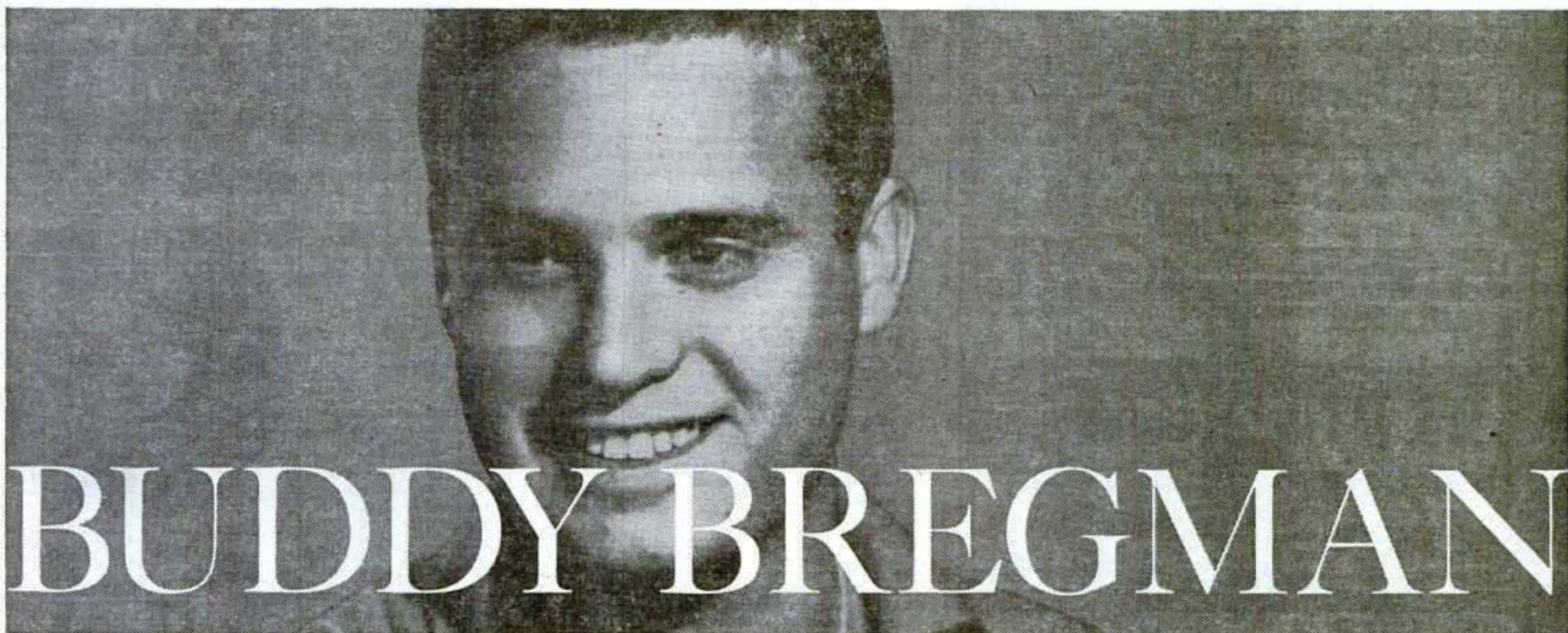


THE BIGGEST  
ONES KEEP  
COMING FROM  
RCA VICTOR

# BILLY ECKSTINE

THE CHOSEN FEW / JUST CALL ME CRAZY

*with Hugo Winterhalter's Orchestra 20/47-6691*



# BUDDY BREGMAN

SCARECROW JOE / LINA *20/47-6693*

THE THREE JAYS *sing*

THE MEMORY OF YOU *(The Legend of Jimmy Dean)*

CAUGHT, CAUGHT, RING-A-LEEVI *20/47-6692*

*Your customers will hear these New Orthophonic High Fidelity Recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola."*

America's favorite speed...  45 RPM

RCA VICTOR



Fabulous  
"Fats" Domino  
does it again!

# "BLUEBERRY HILL"

and  
"Honey Chile"

(As Sung by Fats Domino in the Picture "SHAKE, RATTLE & ROCK")

No. 5407

Imperial Records

6425 Hollywood Blvd. Hollywood 28, Calif.

## Reviews of New Pop Records

Continued from page 42

from Burnette's forthcoming album. Could go both pop and c.&w. (Lols, BMI)  
**Honey Hush**...78  
Another sock vocal on the exuberant rhythm-blues revival in the rockabilly groove. (Progressive, BMI)

**THE THREE CHUCKLES**  
**Fallen Out of Love**...78  
VIK 0232—A pretty, gentle ballad is sung well by the consistently good group, with help from fem voices. Many jocks will go for this tasteful offering. (Wemar, BMI)  
**Midnight 'Til Dawn**...76  
Another moody ballad, similar in style and projection. A mighty sentimental coupling. (Regent, BMI)

**RALPH MARGERIE**  
**That Mellow Saxophone**...78  
MERCURY 70976—An exciting cover of the Specialty disk (by Roy Montrell). The hard-driving rhythm item with a rock and roll beat is excellent juke and jockey wax. (Venice, BMI)  
**Do You Ever Think of Me?**...74  
Pleasant instrumental wrap-up of the lyrical oldie. (Miller, ASCAP)

**DINAH SHORE**  
**High Heels**...78  
VICTOR 6683—Very cute material in the general idea of "Naughty Lady of Shady Lane," with the same type of surprise ending. Could be a good one for the thrush, who hasn't had one since way back. (Jungnickel, ASCAP)  
**The Whistling Tree**...70  
Quaint, old-fashioned little waltz tune gets appropriate thrushing and orking. Thrush does a better job with the flip tune. (Shapiro-Bernstein, ASCAP)

**JOHNNY DESMOND-LAWRENCE WELK ORK**  
**Theme From "Run for the Sun"**...77  
CORAL 61729—Desmond is in fine voice on a provocative Latin-American tune, "Buena," from the forthcoming Richard Widmark movie, "Run for the Sun." Name value of Welk backing should also help pull spins. (Coronet, ASCAP)  
**A Girl Named Mary**...76  
Sentimental reading of a sentimental oldie, which should appeal especially to Welk fans. (Vernon, ASCAP)

**JOHN LAURENZ**  
**What About Tomorrow (When Tonight Is Over)**...77  
CORAL 61720—From France comes this melodramatic reflection on the joys and sorrows of love. It takes a big voice and a bit of the grand manner to make it convincing; Laurenz has both and shows here that he knows how to use them. (Pickwick, ASCAP)  
**Condemned**...76  
Laurenz has a folkish ballad to exercise his pipes on, and it becomes an emotion-filled vehicle extremely well-suited to his style. Both of these sides should do much to raise the singer's stock with the general public. (Scherer, BMI)

**DINAH WASHINGTON**  
**The Kissing Way Home**...77  
MERCURY 70968—Mercury's top r.&b. thrush handles an appealing pop ballad with style and warmth. Should pull in both markets. (Leeds, ASCAP)  
**Relax, Max**...75  
A showmanly reading of a catchy rhythm-novelty with a tropical beat. (Nielson, ASCAP)

**DICK HAYMES**  
**Never Leave Me**...77  
CAPITOL 3565—A moving reading by Haymes on a dramatic ballad from the forthcoming Gordon Jenkins TV spectacular, "Manhattan Towers." Several other versions of the song are on the market, but this one should grab off plenty of attention. (Leeds, ASCAP)  
**Two Different Words**...75  
A strong vocal version of the haunting ballad, which should pull some jockey play. However, the Jane Morgan-Roger Williams disk (a former Billboard "Spotlight") is still the one to watch. (Princess, ASCAP)

**LITA ROZA**  
**Innsmore**...76  
LONDON 1686—The popular British canary sings with knowing warmth and sweetness on a melodic ballad. (Felsted, BMI)  
**No Time for Tears**...76  
A poignant performance on a pretty ballad with moving lyrics. (Francis, Day & Hunter, ASCAP)

**SAX KARI**  
**Tears of Love**...76  
JOSIE 779—Quailtones offer a wild, high-pitched back-up to this heartfelt offering by Kari. Entire job has that melancholy, flatted sound which makes it a possible threat. (Najo, BMI)  
**Roxanna**...76  
Sax Kari half chants, half sings this ode to the lady. Backing features "che de wah's" of the Quailtones and some fancy Latin drum and rhythm beats. (Najo, BMI)

**ENZO STUARTI**  
**Just Say I Love Her**...76  
JUBILEE 5257—Big-voiced warbler sings out in legit-style on a dramatic ballad revived with lush, elaborate backing. In tropical tempo. (Spier, ASCAP)  
**Marisa**...74  
A powerful vocal treatment of a poignant ballad. (Charlotte, BMI)

**ROD MCKUEN**  
**Happy Is a Boy Named Me**...76  
LIBERTY 55034—The pic "The Living End" features McKuen's warbling of this tune. It has a joyful, outgoing quality that is hard to resist. Strong promotion could swing this. (Northern, ASCAP)  
**Jaydee**...69  
This side (which like the flip is an original McKuen composition) is an excursion into folk material. The backing, with occasional exotic, primitive touches, is most unusual. Well done, but perhaps a little too far out, from a commercial point of view. (Liberty, ASCAP)

**TITO RODRIGUEZ ORK**  
**Ad Ad**...75  
VICTOR 6622—Big Latin ork and vocalists turn in two colorful, heavily rhythmic cha-cha sides that are ideal for the terpers and good listening to boot. This side, a mambo-cha-cha, is the more rugged. (Tirod, BMI)  
**Violets and Violins**...75  
Smoother side, a straight cha-cha, is the French song, "Mon Coeur Est Un Violon." (Chappell, ASCAP)

**MARY SMALL**  
**Don't Come Cryin' to Me**...75  
CORAL 61718—The thrush punches home this strongly rhythmic material with telling impact. The rock and roll backing gives a powerful assist. Miss Small has a commercially well-conceived product to offer here. (Planetary, ASCAP)  
**Here's Where I Start (Breaking My Heart Again)**...71  
This is in the torchy vein, and the singer convinces that it comes straight from the heart. She projects the emotion of this material with the intensity one associates with a Kay Starr. (Noteworthy, ASCAP)

**MIKE PEDIQIN QUINTET**  
**Close All the Doors**...74  
VICTOR 6676—A belted lyric plus a honking sax spot stand in the spotlight on this big jump tune. Solid box side. (Tannen, BMI)  
**Teen Age Fairy Tales**...74  
This one's full of that "cool cat" lingo and with the beat, it's bound to appeal to some of the younger rock 'n' roll set. Probably will inspire a whole raft of new cool versions of the fairy tales. (Tannen, BMI)

**DON CARROLL**  
**Italian Rock and Roll**...74  
BATON 230—Novelty rock and roll. Carroll's chanting is backed by driving instrumental performances by the horns and rhythm sections. (Starling, BMI)  
**Where Do I Stand?**...74  
Carroll sings this ballad with a big voice. Good recording aids in the effect. (Starling, BMI)

**CAROLE BENNETT**  
**Someone Else's Arms**...74  
CAPITOL 3564—Lush-voiced canary sings with feeling on pretty ballad with effective lyrics. (Trinity, BMI)  
**I'll Walk the Line**...72  
The thrush turns in a competent vocal stint on a catchy rhythm item with an insistent beat. (Hi-Lo, BMI)

**JAMES BROWN**  
**Forward Ho**...74  
M-G-M 12350—Brown disks here the tune recently done on the "Rin Tin Tin" TV airer. Exposure should bring calls from the kiddie brigade who follow the show and revere its heros. (Bourne, ASCAP)  
**Ghost Town**...70  
Not the tune recently cut by Don Cherry, this is the saga of one of those "out West" towns in the history books. Tune has stepped up pace, but flip, with its natural plug-value, should get the plays. (Paco, ASCAP)

**PAT O'DAY**  
**Is This the Way**...73  
CREST 100—Unusual material. Song has a Latin flavor, with strongly accented rhythm, and a smartly constructed lyric. Pat O'Day sings it with verve. Nice change of pace for deejays. (Pincus, ASCAP)  
**What Is Love?**...73  
Another good song, swiny and melodic in structure. Pat O'Day chants it effectively. (Pincus, ASCAP)

**ABBEY LINCOLN**  
**A Lonesome Cup of Coffee**...73  
LIBERTY 55035—The big voice of Miss Lincoln, which is especially rich and velvety in the lower register, is perfect for a torch song. She wails most effectively on this one. (Harrison, ASCAP)  
**I Didn't Say Yes (I Didn't No)**...72  
Another well-chosen tune for the thrush, this one from the pen of  
(Continued on page 46)

THE SILENT TREATMENT

The SILENT TREATMENT

THE SILENT TREATMENT

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# VOX JOX

By JUNE BUNDY

**DO IT YOURSELF DEPT.:** Gene Phillips, WMAN, Mansfield, O., writes about an interesting gimmick he used this year to help raise money for the local high school band. Upon acquiring some tapes of the band in action, Phillips arranged to have 500 copies pressed by the RCA Custom Record Division, with a local auto dealer donating pressing costs. The station then bought 500 EP's (complete with special jackets) and sold them on the air (with a plug for the auto sponsor) for \$1.25 per platter. The station's call letters were used on the label, and all the sales money went to the band fund.

**CONTESTS:** Ray Otis, WERE, Erie, Pa., is running a contest on Jim Lowe's "Green Door" disk on Dot, whereby he is offering prizes for the best letter describing what is behind the portal. First prize, Dot prexy Randy Wood may be surprised to hear, is an RCA Victor album by Elvis Presley... Maurice Jackson, WTVN, Columbus, O., holds telephone-tape interview chats on the air every other day on his show, and spins the artist's current hit at least five times.

Don Folsom, WCNT, Centralia, Ill., recently conducted a three-week poll on his "Honor Roll of Hits" program to determine Southern Illinois' most popular disk artists. Winners were Elvis Presley, Teresa Brewer, the Platters and Bill Haley... Another poll taker is Gene Davis, WHB, Kansas City, Mo., who received 1,445 votes from "six stations and 188 cities." Winners in their respective divisions were Presley, Gogi Grant (almost a tie with Teresa Brewer), the Diamonds and Lawrence Welk.

**THIS 'N' THAT:** Ed Ferland, WHEC, Rochester, N. Y., needs autographed photos of artists, and gratis LP's and EP's for use as prizes on his Saturday afternoon "Teen-Time" show... Bob Jones, WIST, Charlotte, N. C., is credited with reviving Jack Pleis' old London disk, "I'll Always Be in Love With You." Jones stirred up so much local interest by playing the London waxing on the air, that Coral finally had Pleis cut a new version of the platter and rushed it out on the market last month... Teenage spinner Candy Lee, WDOK, Cleveland, has three new sponsors—a shoe store, a music store and R. C. Cola.

The record librarian at WEIR, Weirton, W. Va., needs photos of pop disk artists to decorate the

**Monitor Musical Survey . . . . .**  
According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Toledo**  
"Just Walking in the Rain," Johnny Ray, Columbia.
- Hutchison, Kan.**  
"Song for a Summer Night," Mitch Miller, Columbia.
- Little Rock, Ark.**  
"Friendly Persuasion," Pat Boone, Dot.
- Jackson, Miss.**  
"City of Angels," Highlights, Bally.
- New York**  
"Canadian Sunset," Hugo Winterhalter, Victor.
- Richmond, Va.**  
"Tonight You Belong to Me," Patience and Prudence, Liberty.
- Amarillo, Tex.**  
"Hound Dog," Elvis Presley, Victor.

## YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

- OCTOBER 12, 1946**
1. To Each His Own
  2. Five Minutes More
  3. Rumors Are Flying
  4. South America, Take It Away
  5. Surrender
  6. If You Were the Only Girl
  7. I'd Be Lost Without You
  8. Doin' What Comes Natur'lly
  9. September Song
  10. You Keep Coming Back Like a Song
- OCTOBER 13, 1951**
1. Because of You
  2. I Get Ideas
  3. Cold, Cold Heart
  4. (It's No) Sin
  5. Loveliest Night of the Year
  6. Down Yonder
  7. World Is Waiting for the Sunrise
  8. Too Young
  9. Come On-a My House
  10. Sweet Violets

library walls... Fans of Ben Blanchard, night man at WIBM, Jackson, Mich., are in there pitching for their durable idol, who spins 'em from 6:15 p.m. to 6 a.m., according to one of his followers... Bobby Aro is in direct competition with himself. His daily live WHLP, Virginia, Minn., show is aired at the same time as his taped program over WMFG, Hibbing, Minn... Allen Hill, WAYS, Charlotte, N. C., has a deal with his listeners. If at any time he forgets to give the time before and after each record, dealers are invited to call and remind, with the first caller winning a free record... Bob Ancell, WCUE, Akron, O., has a provocative way of proving his out-of-home listener ratings. He recently offered a batch of free records to the first person who could park his car and meet the jock personally. The stunt, which averaged less than 13 seconds per person, was finally halted by local police because of the traffic problem outside the station.

**Savoy Paris Pact**  
• Continued from page 16

merly with Capitol and Columbia, and star of the "Louisiana Hayride" show out of Shreveport's KWKH. Said Lubinsky, "We've converted Werly into a rockabilly."  
In the rhythm and blues department, Savoy signed Stomp Gordon, warbler formerly with Baton Records.

## All-Level Plans

• Continued from page 15

return in 10 days, said Mercury will put more emphasis on rockabilly-type c.&w. wax in the future. The label may also make some deals for masters with outside c.&w. reps, in addition to its own recording activities in the field.  
On the artist level, Talmadge reports the signing of Orson Welles and Louis Jordan. Welles will cut a "Command Performance of Great Literary Works" LP and may record the entire Bible in a special LP series. Jordan, who inked a three-year contract, will slice two LP's for Mercury this week under Shad's supervision. Shad, incidentally, leaves October 8 for Europe, where he will record the Blue Stars in Paris.  
Merchandising-wise, Mercury is concentrating on a "Baker's Dozen" plan for its children's record lines, Childcraft and Playcraft, whereby dealers receive an extra LP for every 12 purchased. The label is also readying an extensive Christmas promotion, details of which will be announced next week.

# KING TOPS IN POP!

# HONKY TONK

**BILL DOGGETT** KING 4950

**OTIS WILLIAMS AND HIS CHARMS**  
**WHIRLWIND**  
b/w  
**I'D LIKE TO THANK YOU, MR. D. J.**  
DE LUXE 6097

**LITTLE WILLIE JOHN**  
**DO SOMETHING FOR ME**  
b/w **MY NERVES** KING 4960  
**STILL ON TOP FEVER** KING 4935

## EARL BOSTIC AND BILL DOGGETT

# BUBBINS ROCK

KING 4954

## OTHER HOT RELEASES

**JAMES BROWN and the FAMOUS FLAMES**  
**HOLD MY BABY'S HAND**  
b/w  
**NO, NO, NO, NO**  
FEDERAL 12277

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**PLEASE, PLEASE, PLEASE**  
FEDERAL 12258

**JERRY DORN**  
**I'M SO IN LOVE WITH YOU**  
b/w -  
**NIGHTMARE**  
KING 4968

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**LULA REED**  
**SAMPLE MAN**  
b/w  
**THREE MEN**  
KING 4969

**THE "5" ROYALES**  
**JUST AS I AM**  
b/w  
**MINE FOREVERMORE**  
KING 4973

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**THE MIDNIGHTERS**  
**TORE UP OVER YOU**  
b/w  
**EARLY ONE MORNING**  
FEDERAL 12270

**EARL BOSTIC**  
**ROSES OF PICARDY**  
KING 4943

**THE GUM DROPS**  
**CHAPEL OF HEARTS**  
b/w  
**NATURAL BORN LOVER**  
KING 4963

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Reviews of New Pop Records

Continued from page 44

Jerome Kern. She belts it home with blistering vigor. Benny Carter's band adds more than a couple of degrees to the temperature. (Chappell, ASCAP)

LEW CONETTA Don't Get Me Wrong . . . 73 KING 4972—Conetta makes an earnest pitch to get on the rock and roll bandwagon, with the help of a sock Sid Bass background. Good job by all concerned. (Jimslip, BMI)

JOE LEAHY ORK The Ballad of Jack and the Beanstalk . . . 73 UNIQUE 360—The entire story is told in these verses, as clefted for the forthcoming TV spectacular. Some action may stem from the telecast. (Chappell, ASCAP)

DON JACOBY ORK That Old Feeling . . . 73 CORAL 61715—Led off by a stunning trumpet solo, the ork re-upholsters this standard in vibrant colors but retaining a down-to-earth Swing Era dance beat. A real gasser for terpsiters. (Felst, ASCAP)

CAB CALLOWAY I'll Be Worthy of You . . . 73 AMPAR 9757—Profound romantic thoughts voiced in sincere style by Calloway on his first dinking since "Little Child." Agreeable job all the way.

JOE LEAHY ORK My Son John . . . 72 DAWN 219—Paternal love makes an affecting and not overworked theme. Here it is beautifully expressed in a choral version of a tune recorded earlier by David Whitfield on London. A programming natural for many jocks. (Warock, ASCAP)

FRAK VIRTUOSO Toodle-oo Kangaroo . . . 72 BUD 2221—Virtuoso's vocal styling

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists releases from ABC-PARAMOUNT, BATON, BUD, BUDDY, CANDLELIGHT, CAPITOL, COLUMBIA, CORAL, CREST, DAWN, DECCA, DIG, DOT, FEDERAL, GEE, GOLDENROD, GROOVE, HARPER, HOLLYWOOD, HULL, JALO, JOSIE, JUBILEE, KING, LIBERTY, LONDON, MEL-O-TONE, M-G-M, MERCURY, MOHAWK, PREMIUM, RAMA, RICHLOY, SOUTHWEST, SPECIALTY, STARDAY, SUN, TONE, UNIQUE, UNITED, VERVE, VICTOR, VIK, VITA, WESTPORT, ZEPHYR.

—and the sound of the band backing him—is modeled after the Bill Haley rock and roll hits. The singer hits a good groove, for all that, and ought to make out with the operators. (Myers, ASCAP)

HI-FI'S Dodie . . . 71 LIBERTY 55037—Group harmonizes pleasantly on a nice ballad, theme from pic, "Teen-age Rebel." Impression made is only fair. (Miller, ASCAP)

GLEN-SPICE ORK Promenade . . . 71 MOHAWK 102—This instrumental has a delightful, catchy theme, introduced by solo trombone and then played off against strings. Its bouncy rhythm is perfect for dancing. Good programming possibilities for jocks. (S & S, ASCAP)

MANNY LOPEZ ORK Canadian Sunset . . . 70 VICTOR 6678—This instrumental is styled a "beguine cha cha," and is a quiet, tasteful adaptation of the hit to the needs of Latin dance enthusiasts. (Meridian, BMI)

BOBBY DUKOFF ORK Blue Shadows . . . 69 VICTOR 6669—This attractive tune comes from a recent Dukoff album. It's pervaded by a tropical beat and makes a nice danceable entry. Side features Dukoff on tenor sax spots. (Shapiro-Bernstein, ASCAP)

GEORDE HORMEL Namely You . . . 69 ZEPHYR 005—Hormel (with Rosalie handling the distaff side of the dialog) gives a breezy and rather engaging delivery of this tune from "L'il Abner." Competition is rough on it, however, and will be hard to buck. (ASCAP)

HAPPY PIERRE Eleanor . . . 68 LIBERTY 55036—Not too much here from hurdy-gurdy-sound trio, featuring piano, mandolin and drums. Nickelodeon-type tempo which has been done often—and better. (Salahert, ASCAP)

RONNY ANDREWS ORK Lonesome in a Crowd . . . 68 RICHLOY 101—Joan Eden is the vocalist who voices the lyrics of this affecting plaint. She has a clear, well-schooled set of pipes with a knowingly underplayed jazz feel. A talent to watch. (Myers, ASCAP)

DON HOWARD Oh Happy Day . . . 66 JALO 101—Howard recuts his one-time hit in identical fashion. It's doubtful that lightning can strike twice. (Bregman, Vocco & Conn, ASCAP)

CLIFF WARREN Can You Forget? . . . 63 MOHAWK 101—Warren, a singer with something of the light, silvery quality of Eddie Fisher in his voice gets in a little over his head in this ambitious lament of disappointed love. (Bishop, BMI)

Fire and Ice . . . 60 Another dramatic opus, that may conceivably be effective in a club routine, but falls flat on wax. Singer

Reviews and Ratings of New Jazz Albums

(Continued on page 30)

mond, and interesting discographical notes. Must inventory for jazz shops.

THE BIG SOUNDS OF COLEMAN HAWKINS AND BEN WEBSTER . . . 74 (1-12") Brunswick BL 54016

Both of these "Greats" of the tenor saxophone have just recently been enjoying a new measure of critical acclaim and some of their newer fans should get a big kick out of some of their best sides of yesteryear. Hawkins' six selections were cut in 1943 by Bob Thiele for Signature label. They include his classic "The Man I Love" and almost equally great "Sweet Lorraine." Webster's half dozen date from 1944; "I Got It Bad and That Ain't Good" is a favorite. Basic for serious collectors. Sound quality much improved.

WILD BILL DAVIS ON BROADWAY . 72 (1-12") Imperial LP 9010

Davis has cut nine bands of Swinging material. Whether it's fast ("Take the A Train," "Remember April") or slow ("My Funny Valentine," "Autumn Leaves," etc.) the tunes have Davis' bright, happy touch with the organ and that, taken with Floyd Smith on guitar and Joe Morris on drums, adds up to pleasant listening. Better sound would have helped.

RANDY WESTON TRIO PLUS CECIL PAYNE . . . 71 (1-12") Riverside RLP 214

The critics' New Star pianist isn't at his most impressive in this set, tho an element is added in the shape of baritone saxman Cecil Payne. This under-rated gent blows up some modern flurries in most of the tunes. Tunes include "The Man I Love," "I Can't Get Started" and such. Moderate prospects.

TRUMPET WITH A SOUL . . . 71 Mel Davis, Trumpet (1-12") Epic LN 3268

Davis is a 24-year-old trumpeter who first attracted attention earlier this year as soloist with Benny Goodman. His style tends somewhat to the traditional. Relaxed, easy-going lyricism seems to be Davis' primary aim in this program of standards. Classical training is put to use in "Jeepers Creepers," which has a Bach-like contrapuntal construction that is highly amusing. All in all, an enjoyable LP that could find a wide audience, if sufficiently exposed.

SWEDISH JAZZ . . . 71 Gosta Thesellus and All-Stars (1-12") Bally BAL 12002

This easily is the best set of the five foreign packages issued this month by Bally. In fact, there is plenty here for American fans to pick up on, as the Swedes continue to display their affinity for the modern "Cool" school of jazz. On hand here are such top-notchers as Bengt Hallberg (piano), Arne Domnerus (alto and clarinet), Ake Persson (trombone), and Lars Gullin (bari sax). Main drawback is inclusion of 12 numbers, limiting the length of performances. Jazz specialty shops can move some.

JAZZ IN FOUR COLORS . . . 70 Lou Levy Quartet (1-12") Victor LPM 1319

Levy, usually an under-rated modern

has lots of talent but needs more appropriate material. (Coronet, ASCAP)

VIN CAPLETTE Don't Forget . . . 62 HARPER 4501—Adequate vocal performance of this ballad. (Miller, ASCAP)

Play Me Some Music for Crying . . . 62 Another fair job. Material has an old timey flavor which a lot of jocks are partial to these days. (Miller, ASCAP)

jazzman, proves his fluidity of technique and ideas, but, like so many of the West Coast specialists, rarely varies his dynamics. The result is a certain blandness that limits the set's appeal. Despite a colossal goof on the cover, the personnel is Stan Levey, drums; Leroy Vinnegar, bass; Larry Bunker, vibes.

JAZZ FROM THE NORTH COAST . . . 68 Bob Davis Quartet (1-12") Zephyr ZP 12001

The North Coast, in this case, means Minneapolis, and the cats up there have achieved a high degree of proficiency with the modern idiom. Pianist-leader Davis would seem to be the most original of his crew, being fast and resourceful. Bob Crea is a competent man on alto, tenor and bari, and drummer Bill Blakkestad and bassist Stu Anderson are equally impressive. It's doubtful that these unknowns will sell too well outside of their home territory, however.

SPIKE HUGHES AND HIS ALL-AMERICAN ORCHESTRA . . . 68 (1-12") London LL 1387

Hughes, a British jazz clefter-maestro, visited the U. S. in 1933 with a bundle of his originals and arrangements—excellent, sensitive jazz scores inspired considerably by Ellington. He hired the Benny Carter band to cut them for British Decca; a band that included Red Allen, Luis Russell, Coleman Hawkins, Choo Berry, Sid Catlett, Dickie Wells, etc. Only two of the 12 numbers ever were issued here, and old-time collectors will leap for the package. Unfortunately, most modern buyers will pass it up. For the specialist shops.

A SCRAPBOOK OF BRITISH JAZZ 1926-1956 . . . 65 (1-12") London LL 1444

Limited commercially, this set should have some interest for serious collectors and jazz students. Americans know little of the jazzmen represented here, and most will be amazed to learn that Britishers have kept pace with most of our jazz developments since the early 1920's. They have done little creating, but they emulate the jazz sounds as well as many of our second stringers. The slant in this set is toward the traditional schools.

Spoken Word

DO-IT-YOURSELF PSYCHIATRY . . . 74 Dave Barry (1-EP) Key EP 514

Highly amusing take from comic's routines on the "psychiatry" pitch. Material is solidly delivered for plenty of chuckles and not a few belly laughs. TV and nitery appearances have built comedian a hefty following and this item may spark counter interest. Will need selling, however, as jacket is somewhat obscure.

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Advertisement for Capitol Records featuring the logo and text: "The Best in Hits... The Finest in Fidelity... from Capitol Records"

Advertisement for Billboard magazine: "KEEP POSTED on the AUD-ARENA FIELD and all other phases of SHOW BUSINESS READ THE BILLBOARD EVERY WEEK" Includes a form to subscribe.

Advertisement for Chess Record Co. featuring "TOO MUCH MONKEY BUSINESS" by Chuck Berry. Address: 4750 S. Cottage Grove Ave. Chicago 15, Ill. Phone: Kenwood 8-4342

Advertisement for ABC-Paramount Records featuring "Mama, Teach Me To Dance" by Eydie Gorme. Release 9722

Advertisement for Cadence Records featuring "LAY DOWN YOUR ARMS" and "TEEN AGE GOOD NIGHT" by The Chordettes. Release 1299

Advertisement for London Records featuring "TRUE HIGH FIDELITY" logo

Advertisement for NORTY'S MUSIC CENTER: "SO. CALIFORNIA'S NEWEST AND MOST COMPLETE ONE STOP" with prices for 45's, 78's, E.P.'s, L.P.'s.

Advertisement for Bob Winn: "A NEW HIT! BOB WINN 'GOIN' HOME'" with release number 5410

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**• C&W Best Sellers in Stores**

For survey week ending October 3

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	Last Week	Weeks on Chart
<b>1. DON'T BE CRUEL (BMI)—E. Presley</b>	1	11
<b>HOUND DOG (BMI)—Vic 20-6604</b>		
<b>2. CRAZY ARMS (BMI)—R. Price</b>	2	19
<b>You Done Me Wrong (BMI)—Col 21510</b>		
<b>3. I WALK THE LINE (BMI)—J. Cash</b>	3	19
<b>Get Rhythm (BMI)—Sun 241</b>		
<b>4. SEARCHING (BMI)—K. Wells</b>	4	15
<b>I'd Rather Stay Home (BMI)—Dec 29956</b>		
<b>5. SINGING THE BLUES (BMI)—M. Robbins</b>	6	4
<b>I Can't Quit (BMI)—Col 21545</b>		
<b>6. SWEET DREAMS (BMI)—F. Young</b>	5	17
<b>Until I Met You (BMI)—Cap 3443</b>		
<b>7. YOU ARE THE ONE (BMI)—C. Smith</b>	8	12
<b>Doorstep to Heaven (BMI)—Col 21522</b>		
<b>8. BE-BOP-A-LULA (BMI)—G. Vincent</b>	7	15
<b>Woman Love (BMI)—Cap 3450</b>		
<b>9. CONSCIENCE, I'M GUILTY (BMI)—H. Snow</b>	12	11
<b>Hula Rock (BMI)—Vic 20-6578</b>		
<b>10. I TAKE THE CHANCE (BMI)—J. E. &amp; M. Brown</b>	10	19
<b>Goo Goo Dada (BMI)—Vic 20-6480</b>		
<b>11. TEEN-AGE BOOGIE (BMI)—W. Pierce</b>	—	1
<b>I'M REALLY GLAD YOU HURT ME (BMI)—Dec 30045</b>		
<b>12. DIXIE FRIED (BMI)—C. Perkins</b>	10	2
<b>I'M SORRY, I'M NOT SORRY (BMI)—Sun 249</b>		
<b>12. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	13	20
<b>My Baby Left Me (BMI)—Vic 20-6540</b>		
<b>14. MY LIPS ARE SEALED (BMI)—J. Reeves</b>	14	10
<b>Pickin' a Chicken (BMI)—Vic 20-6517</b>		
<b>15. HONKY TONK MAN (BMI)—J. Horton</b>	—	3
<b>I'm Ready If You're Willing (BMI)—Col 21504</b>		

**• Most Played C&W in Juke Boxes**

For survey week ending October 3

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	Last Week	Weeks on Chart
<b>1. DON'T BE CRUEL—E. Presley</b>	1	9
<b>HOUND DOG (BMI)—Vic 20-6604</b>		
<b>2. CRAZY ARMS (BMI)—R. Price</b>	2	16
<b>You Done Me Wrong (BMI)—Col 21510</b>		
<b>3. I WALK THE LINE—J. Cash</b>	3	16
<b>Get Rhythm (BMI)—Sun 241</b>		
<b>4. SWEET DREAMS (BMI)—F. Young</b>	8	12
<b>Until I Met You (BMI)—Cap 3443</b>		
<b>5. POOR MAN'S RICHES (BMI)—B. Barnes</b>	6	3
<b>Those Who Know (BMI)—Starday 262</b>		
<b>6. SEARCHING (BMI)—K. Wells</b>	5	14
<b>I'D RATHER STAY AT HOME (BMI)—Dec 29956</b>		
<b>7. CONSCIENCE, I'M GUILTY (BMI)—H. Snow</b>	4	5
<b>Hula Rock (BMI)—Victor 20-6578</b>		
<b>8. YOU ARE THE ONE (BMI)—C. Smith</b>	—	5
<b>Doorstep to Heaven (BMI)—Col 21522</b>		
<b>9. I TAKE THE CHANCE (BMI)—J. E. &amp; M. Brown</b>	9	4
<b>Goo Goo Dada (BMI)—Vic 20-6480</b>		
<b>10. BEFORE I MET YOU (BMI)—C. Smith</b>	—	1
<b>Wicked Lies (BMI)—Col 21552</b>		

**• Most Played C&W by Jockeys**

For survey week ending October 3

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	Last Week	Weeks on Chart
<b>1. CRAZY ARMS—R. Price</b>	1	21
<b>Col 21510—BMI</b>		
<b>2. DON'T BE CRUEL—E. Presley</b>	3	9
<b>Vic 20-6604—BMI</b>		
<b>3. I WALK THE LINE—J. Cash</b>	2	19
<b>Sun 241—BMI</b>		
<b>4. SINGING THE BLUES—M. Robbins</b>	5	4
<b>Col 21545—BMI</b>		
<b>5. YOU ARE THE ONE—C. Smith</b>	6	15
<b>Col 21522—BMI</b>		
<b>6. SWEET DREAMS—F. Young</b>	4	16
<b>Cap 3443—BMI</b>		
<b>7. I'M A ONE-WOMAN MAN—J. Horton</b>	8	6
<b>Col 21538—BMI</b>		
<b>8. SEARCHING—K. Wells</b>	7	14
<b>Dec 29956—BMI</b>		
<b>9. HOUND DOG—E. Presley</b>	9	9
<b>Vic 20-6604—BMI</b>		
<b>10. ACCORDING TO MY HEART—J. Reeves</b>	13	3
<b>Vic 20-6620—BMI</b>		
<b>11. JUST AS LONG AS YOU LOVE ME—J. E. &amp; M. Brown</b>	—	2
<b>Vic 20-6631—BMI</b>		
<b>12. YOU GOTTA BE MY BABY—G. Jones</b>	—	5
<b>Starday 247 (BMI)</b>		
<b>13. CONSCIENCE, I'M GUILTY—H. Snow</b>	10	7
<b>Victor 20-6578</b>		
<b>14. YOU'RE RUNNING WILD—Louvin Brothers</b>	—	1
<b>Cap 3532—BMI</b>		
<b>15. ANY OLD TIME—W. Pierce</b>	—	10
<b>Dec 29974—BMI</b>		

**WELCOME  
TO THE  
CLUB**

**I WON'T BE  
ROCKIN'  
TONIGHT**

RCA VICTOR 20/47 6681





John H. DeWitt, Jr.  
President of WSM, Inc. of Nashville, Tennessee,  
announces the appointment of  
**Walter "D." Kilpatrick**  
as manager,  
**WSM's Artists Service Bureau**

For the past 5 years the director of Mercury Records' Country Music Artists and Repertoire Department, Mr. Kilpatrick is a widely known authority on Country Music. His duties will include supervision of the activities and programming of the Grand Ole Opry as well as supervision of the almost 3,000 yearly personal appearance bookings of the Grand Ole Opry Stars.

All inquiries concerning bookings of Opry Stars should be directed to Mr. Kilpatrick at ALpine 4-5656, in Nashville.

**W S M , I n c .**  
NASHVILLE; TENNESSEE

• **Reviews of New C&W Records**

**JOHNNIE AND JACK**  
**Live and Let Live** ..... 83  
 VICTOR 6680—The two fine twang-ers pair on an attractive philosophical ditty. Entry is strong enough to get plenty of plays. (Peer, BMI)

**Tom Cat's Kitten**.... 78  
 The boys have a swifty, humorous tune with tomcat sound effects to boot. Humor element will bring plays but flip may rate more spins. (Acuff-Rose, BMI)

**HANK LOCKLIN**  
**She's Better Than Most** ..... 82  
 VICTOR 6672—A fervent defense of a wayward lass. Locklin belts the tune with zip and fire. Impressive side for jocks and jukes. (Tannen, BMI)

**How Much?**... 80  
 The singer is in good form again in this pleading job but the flip may have more immediate power. (Fairway, BMI)

**LESTER FLATT, EARL SCRUGGS AND THE FOGGY MOUNTAIN BOYS**  
**What Is Good For You (Should Be All Right for Me)** ..... 81  
 COLUMBIA 21561—The boys warble with wistful cheerfulness and loads of that old country sales savvy on an attractive ditty with a pleasant beat. (Cedarwood, BMI)

**No Doubt About It**... 81  
 Same comment. (Golden West, BMI)

**HYLO BROWN**  
**The Only One** ..... 78  
 CAPITOL 3554—Here's one sung with heart and knowhow. Traditional ballad with fine lyric backed with fine country sound deserves plenty of exposure. (Central, BMI)

**The Prisoner's Song**... 76  
 Brown gives this old standard ballad a real country hypo. Plenty of originality and projection savvy have gone into this. This can be a click, too. (Shapiro-Bernstein, ASCAP)

**MARY LUNELL**  
**I Can't Win for Losing** ..... 77  
 VITA 140—A strong piece of material is sung in satisfactory fashion

by the country thrush. Satisfactory may not be enough, however. (Clark, BMI)

**The Fork in the Road**... 76  
 Thrush has another excellent vehicle on this side. This one is philosophical, and double-track harmony helps. (Clock, BMI)

**AUTRY INMAN**  
**Reality** ..... 77  
 DECCA 30074 — Here's a highly emotional country quaker with quivering fiddles backing up the agreeable singing of Inman, who dual tracks the job for pleasing harmony. Worth jockey spins. (Old Charter, BMI)

**Your New Love Song**... 75  
 A salty-teared ballad about the fellow who took over—a fitting country theme—nicely expressed by Inman.

**THE COUNTRY GENTLEMEN**  
**A Rose and a Baby Ruth** ..... 76  
 VICTOR 6673—The lads have a nice, tender version of the tune already in the field by other artists. May be an important item and this could get its share of the rural play. (Bentley, BMI)

**Why Did You Go?**... 73  
 This is a swinging side with many rock and roll touches. The beat and the vocal arrangement reflect that school and it's good listening, solid for jukes. (Tree, BMI)

**BUDDY THOMPSON**  
**Point of No Return** ..... 75  
 VICTOR 6679—Title just about tells its own story here and Thompson sings the tragic thought in suitably moody style. (Acuff-Rose, BMI)

**Fool That I Am**... 70  
 Thompson re-monstrates with himself on his romantic woes. The mood is there but power seems limited. (Fairway, BMI)

**MILT DICKEY**  
**Easy Payment Heart** ..... 74  
 WESTPORT 133 — Smart novelty country lyric. Dickey chants that "he shouldn't have signed the mortgage on her easy payment heart." Makes a lively side. (Acuff-Rose, BMI)

**Six of One**... 74  
 Strong one in the traditional country vein. Dickey chants the lyric with authority and understanding. (Westport, BMI)

**BILL WIMBERLY**  
**It Rains, Rains** ..... 73  
 MERCURY 70973—A satisfying side in the traditional country style. Wimberly's lyric of considerable interest. Vocal is solid. (Peer, BMI)

**Columbus Stockade Blues**... 73  
 An uptempo side, with a lyric of considerable interest. Wimberly's vocal is solid. (Peer, BMI)

**HANK CROW AND JEANNE BLACK**  
**Wish You Would** ..... 73  
 SOUTHWEST 207—Crow and his partner harmonize well on a strong, catchy country opus. Brighter recorded sound would have helped. (Four Star Sales, BMI)

**Who's Gonna Know**... 65  
 The harmonizing on this face points up the foggy recording even more. (Four Star Sales, BMI)

**THE LADELL SISTERS**  
**Don't Wait for Tomorrow** ..... 72  
 MERCURY 70972—A fresh sound is given this neatly-turned lyric by the Sisters. Jocks will like. (Showcase, BMI)

**Frankie's Out on Parole**... 72  
 A sequel to "Frankie and Johnny," ditty warns middle-aged lovers to treat Frankie with consideration. A cute idea, done in lively tempo. (Tree, BMI)

**HANK CROW**  
**Baby Me, Baby** ..... 72  
 SOUTHWEST 204 — Cute, catchy ditty is sung with appropriate charm by Crow. Dancey, commercial side that could step out if it gets circulated. (Four Star Sales, BMI)

**Crazy 'Bout You**... 70  
 Another good effort, tho not as strong as the flip. (Four Star Sales, BMI)

**COUSIN ARNOLD**  
**Sweet Talking Daddy** ..... 72  
 STARDAY 578 — Here's a snappy, rhythmic blues. Arnold belts it with gingerly rickety-tick guitar backing. (Starrite, BMI)

**Heart of Fantasy**... 65  
 Arnold and his "country cousins" turn out an overly long side that doesn't go anywhere special. Slower paced than flip and much less to offer. (Starrite, BMI)

**DOUG BRAGG**  
**Tiger Lily** ..... 71  
 CORAL 61716—Bragg sings a tale of woe about the lily with a tiger's heart. Singer has a bright, expressive style. (Hill & Range, BMI-Alamo, ASCAP)

**Barbed Wire Love**... 70  
 This one has a Western flavor with an upbeat rhythm. Okay performance but flip has more possibilities. (Miller, ASCAP)

**PAT KINGERY**  
**You Played Around Too Long** ..... 71  
 GOLDENROD 202—A weeper, and a piece of very good material. Pat

(Continued on page 53)

**FOLK TALENT AND TUNES**

By BILL SACHS

**Around the Horn**

The Neal-Bamford talent package, comprising Faron Young, Johnny Cash, Sonny James, Johnny Horton, Charline Arthur and Roy Orbison and the Teen-Kings, are scheduled for an appearance in Memphis Sunday (14). . . . Eddy Bond shows his wares with "Louisiana Hayride," Shreveport, Saturday (13). . . . Carl Perkins, forced to cancel his September 29 appearance with "Big D Jamboree," Dallas, to fill an important California booking, is a sure-shot on "Big D" next Saturday (13), when Hank Thompson and His Brazos Valley Boys will be another feature.

T. Tommy Cutrer features a new styling in his newest Mercury cutting, "Free, Free," b/w "Going Walking." . . . Glenn Trout is back working each Saturday with the Tex Williams band at Riverside Rancho, Los Angeles, after a month's tour thru the East and Midwest with the Porter Wagoner trio. . . . The Armory, Akron, ushers in its fall season of country shows Saturday (6), with Ernest Tubb, George Jones, Tommy Collins and Hank Locklin heading up the first contingent. . . . The Arden Sisters, Candy and Susie, have inked recording pact with Foremost Records, Inc., Kansas City, Mo.

The "Grand Ole Opry" unit, headed by Hank Snow and Porter Wagoner and emceed by Carl Stuart, played to more than 6,000 paid admissions in two performances at Syria Mosque, Pittsburgh, September 22. The show was such a success, says Stuart, that WAMO, the station with which he is affiliated, plans to promote c.&w. name acts in Pittsburgh in the near future. . . . During the recent appearance of a "Grand Ole Opry" unit at the Auditorium, Minneapolis, Johnny T., KEVE deejay, was presented with a plaque by Ernest Tubb on behalf of Musicland Record Shop, Minneapolis, for his achievement in the country and western field and for being Mercury's top record seller in a five-State area. The "Opry" unit, which comprised Tubb, Roy Acuff, Johnny and Jack, Jimmy Newman, George Jones, Hank Locklin, Bobby Lord, Betty Foley, Johnny T. and Texas Bill Strength, pulled a fat house on the Minneapolis stand.

Bobby Montgomery, steel man, has joined the Maddox Brothers and Rose group as a regular. . . . Joanie Hall (Sage & Sand) was married September 20 to Jack Murray, nonpro. Joanie is appearing as vocalist with the Frontiersmen in and around Newhall, Calif. . . . George Riddle appeared as special guest on "Peach State Jamboree," Swainboro, Ga., September 22, and on the same day did a guest shot on WAGA-TV, Atlanta, with the Smith Brothers (Capitol). Riddle has been appearing on WIVK and WATE-TV, Knoxville, while working personals in that area. He recently did a guest shot on Ernest Tubb's "Midnight Jamboree" over WSM, Nashville.

Capitol's Gene Vincent, working under the personal management of Sheriff Tex Davis, is in Hollywood, where Gene and His Blue Caps are slated to do a picture for 20th Century-Fox. . . . Lonnie Barron had the October 6 feature slot on

• **This Week's C&W Best Buys**

**LOVE ME TENDER** (Presley, BMI)—Elvis Presley—RCA Victor 6643—See this week's Pop Best Buys.

**TURN HER DOWN** (Lancaster, BMI)—Faron Young—Capitol 3549—After the hits made by "Sweet Dreams" and "I've Got Five Dollars," it is not surprising that the latest Faron Young release should move out as quickly as it has. Richmond, Atlanta, Durham, Nashville, Birmingham and Dallas are among the Southern cities indicating strong sales. Several important Northern markets also reported fine volume. Flip is "I'll Be Satisfied With Love" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

**C&W RECORDS**

**RAY PRICE**  
**I've Got a New Heartache** (Cedarwood, BMI)  
**Wasted Words** (Acuff-Rose, BMI)—Columbia 21562—It must have been hard to find a strong follow-up to something like "Crazy Arms," but "New Heartache" is of the same caliber. It is a poignant heart-ballad in an extremely moving performance by Price. The flip is a weeper of above-average quality, given additional potency by the singer's impressive delivery. Two effectively solid sides.

**ERNEST TUBB**  
**Loving You, My Weakness** (Tubb, BMI)  
**Treat Her Right** (Golden West, BMI)—Decca 30098—Parade of top-flight Tubb platters continues with two more solid sides. The lusty, penetrating style gets over solidly on two fine emotion-laden tunes. Plenty of action fast at all levels seems assured.

**BENNY BARNES**  
**Poor Man's Riches** (Starrite, BMI)—Starday 262—Barnes turns in a powerful reading of a top-notch philosophical ballad that's packed with emotion. The backing rates right up with the quality vocal and with the exposure it's bound to get, this can be a solid seller. Flip is "Those Who Know," another impressive waxing. (Starrite, BMI).

**SACRED**

**RED FOLEY**  
**There'll Be Peace in the Valley for Me** (Hill & Range, BMI)  
**A Servant (In the House of the Lord)** (Amber, ASCAP)—See this week's Pop "Spotlight" Reviews.

**C&W TALENT**

**JAMES O'GWYNN**  
**If I Never Get to Heaven** (Starrite, BMI)  
**Losing Game** (Starrite, BMI)—Starday 266—O'Gwynn, on his first outing on the label, makes a solid start. His high-pitched, wailing quality packs a real wallop on these two sharp sides. On top is a good piece of reflective material while the flip is an equally salesworthy chanting of a message of love.

• **C&W Territorial Best Sellers**

For survey week ending October 3

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. I Walk the Line, J. Cash, Sun
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. Sweet Dreams, F. Young, Cap.

**Charlotte**

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Singing the Blues, M. Robbins, Col.
4. I Walk the Line, J. Cash, Sun
5. Hound Dog, E. Presley, Vic.
6. Cash on the Barrel Head Louvin Brothers, Cap.
7. I Take the Chance J. E. & M. Brown, Vic.
8. Searching, K. Wells, Dec.
9. I Want You, I Need You, I Love You E. Presley, Vic.
10. You Are the One, C. Smith, Col.

**Dallas-Fort Worth**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. I'm a One-Woman Man, J. Horton, Col.
6. Singing the Blues, M. Robbins, Col.

"Circle Theater Jamboree," Cleveland. . . . The Country Rhythm Boys, led by Colonel Sandy, Flint, Mich., have re-organized with the addition of Tom Ellison, who is being billed as the Barefoot Boy from Biloxi. Uni has Sandy on accordion, Little Joe Desinger on mandolin, Ellison on guitar and Bid Ed on violin. Art Sills is handling promotion and publicity.

The Miller Brothers' Band, Sam Gibbs, manager, is set thru October on a weekly Thursday night show over KSYD-TV, Wichita (Continued on page 53)

**Houston**

1. Hound Dog, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. Just One More, G. Jones, Sdy.
5. Poor Man's Riches, B. Barnes, Sdy.
6. Singing the Blues, M. Robbins, Col.
7. Before I Met You, C. Smith, Col.
8. Fool, S. Clark, Dot

**Memphis**

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Without Your Love, B. Lord, Col.
4. Dixie Fried, C. Perkins, Sun
5. I've Known You From Somewhere P. Wagoner, Vic.

**Nashville**

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. Hound Dog, E. Presley, Vic.
4. Searching, K. Wells, Dec.
5. I Walk the Line, J. Cash, Sun
6. Sweet Dreams, F. Young, Cap.
7. You're Running Wild Louvin Brothers, Cap.

**New Orleans**

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. My Lips Are Sealed, J. Reeves, Vic.
4. Searching, K. Wells, Dec.
5. Honky Tonk Man, J. Horton, Col.
6. I Take the Chance J. E. & M. Brown, Vic.
7. Sweet Dreams, F. Young, Cap.

**Richmond, Va.**

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Sweet Dreams, F. Young, Cap.
6. Searching, K. Wells, Dec.
7. You Are the One, C. Smith, Col.
8. Casey Jones, E. Arnold, Vic.
9. Singing the Blues, M. Robbins, Col.

**St. Louis**

1. Don't Be Cruel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Searching, K. Wells, Dec.

**"WOND'RING 'BOUT YOU"**  
 and  
**"ARKANSAS MOUNTAINS"**  
 by  
**House Brothers Quartet**  
 STATE CALLA RECORD CO.  
 2033 Burnett Way  
 Sacramento 18, Calif.

**BIGGER THAN THE MOUNTAINS!**  
**'PAUL BUNYAN LOVE'**  
 By Les Kangas  
**The MADDOX BROS. AND ROSE**  
 Col. #21559  
**VIDOR PUBLICATIONS**  
 Hollywood, California

**TWO NATURALS!**  
**GUITAR GOLDEN**  
 b/w  
**NEEDLES IN A HAYSTACK**  
 by Penny West  
 and her LUCKY PENNIES  
**OZARK RECORDS**  
 7610 WEST BRUNO  
 ST. LOUIS 17, MO.

**A GREAT COUNTRY DUET**  
**Wilma Lee & Stoney Cooper**  
**"CHEATED TOO"**  
 HICKORY-1051

### R&B Best Sellers in Stores

For survey week ending October 3

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 rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.		9	<b>HONKY TONK (Parts I &amp; II)</b> —B. Doggett..... King 4950—BMI
2.		9	<b>DON'T BE CRUEL (BMI)</b> —E. Presley..... HOUND DOG (BMI)—Vic 20-6604
3.		11	<b>LET THE GOOD TIMES ROLL (BMI)</b> —Shirley & Lee..... Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
4.		14	<b>MY PRAYER (ASCAP)</b> —Platters..... Heaven on Earth (ASCAP)—Mercury 70893
5.		7	<b>IN THE STILL OF THE NIGHT (BMI)</b> —Satins..... Jones Girl (BMI)—Ember 10005
6.		1	<b>BLUEBERRY HILL (ASCAP)</b> —F. Domino..... Honey Chile (BMI)—Imperial 5407
7.		4	<b>CANADIAN SUNSET (BMI)</b> —E. Heywood-H. Winterhalter..... This Is Real (ASCAP)—Vic 20-6537
8.		2	<b>STILL (BMI)</b> —L. Baker..... I CAN'T LOVE YOU ENOUGH (BMI)—Atlantic 1104
9.		12	<b>BAD LUCK (BMI)</b> —B. B. King..... Sweet Little Angel (BMI)—RPM 468
10.		22	<b>FEVER (BMI)</b> —Little Willie John..... Letter From My Darling (BMI)—King 4935
11.		11	<b>WHEN MY DREAMBOAT COMES HOME (ASCAP)</b> —F. Domino..... So-Long (BMI)—Imperial 5396
12.		16	<b>RIP IT UP (BMI)</b> —Little Richard..... Ready Teddy (BMI)—Specialty 579
13.		5	<b>SEE-SAW (BMI)</b> —Moonglows..... When I'm With You (BMI)—Chess 1629
14.		4	<b>I GOTTA GET MYSELF A WOMAN (BMI)</b> —Drifters..... Soldier of Fortune (BMI)—Atlantic 1101
15.		1	<b>I CAN'T QUIT YOU, BABY (BMI)</b> —O. Rush..... Sit Down, Baby (BMI)—Cobra 5000

### Most Played R&B in Juke Boxes

For survey week ending October 3

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 rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.		8	<b>LET THE GOOD TIMES ROLL (BMI)</b> —Shirley & Lee..... Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
2.		6	<b>HONKY TONK (Parts I &amp; II)</b> —B. Doggett..... King 4950—BMI
3.		7	<b>HOUND DOG (BMI)</b> —E. Presley..... DON'T BE CRUEL (BMI)—Victor 20-6604
4.		5	<b>IN THE STILL OF THE NIGHT (BMI)</b> —Satins..... Jones Girl (BMI)—Ember 10005
5.		12	<b>MY PRAYER (ASCAP)</b> —Platters..... Heaven on Earth (ASCAP)—Mercury 70893
6.		2	<b>TOO MUCH MONKEY BUSINESS (BMI)</b> —C. Berry..... Brown-Eyed Handsome Man (BMI)—Chess 1635
7.		1	<b>BLUEBERRY HILL (ASCAP)</b> —F. Domino..... Honey Chile (BMI)—Imperial 5407
8.		1	<b>KA DING DONG (BMI)</b> —Diamonds..... Soft Summer Breeze (BMI)—Mercury 70934
9.		5	<b>SEE-SAW (BMI)</b> —Moonglows..... When I'm With You (BMI)—Chess 1629
10.		19	<b>FEVER (BMI)</b> —Little Willie John..... Letter From My Darling (BMI)—King 4935

### Most Played R&B by Jockeys

For survey week ending October 3

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	Last Week	Weeks on Chart	Record
1.		7	<b>HONKY TONK (BMI)</b> —B. Doggett..... King 4950
2.		12	<b>LET THE GOOD TIMES ROLL (BMI)</b> —Shirley & Lee..... Aladdin 3325—BMI
3.		8	<b>DON'T BE CRUEL</b> —E. Presley..... Victor 20-6604—BMI
4.		5	<b>IN THE STILL OF THE NIGHT</b> —Satins..... Ember 10005—BMI
5.		14	<b>MY PRAYER</b> —Platters..... Mercury 70893—ASCAP
6.		2	<b>BLUEBERRY HILL (ASCAP)</b> —F. Domino..... Imperial 5407
7.		1	<b>STILL (BMI)</b> —L. Baker..... Atlantic 1104
8.		10	<b>HOUND DOG</b> —E. Presley..... Vic 20-6604—BMI
9.		3	<b>I CAN'T LOVE YOU ENOUGH</b> —L. Baker..... Atlantic 1104—BMI
10.		2	<b>FOOL</b> —S. Clark..... Dot 15481—BMI
11.		1	<b>TOO MUCH MONKEY BUSINESS (BMI)</b> —C. Berry..... Chess 1635
12.		10	<b>SO-LONG</b> —F. Domino..... Imperial 5396—BMI
13.		3	<b>SEE-SAW</b> —Moonglows..... Chess 1629—BMI
14.		10	<b>WHEN MY DREAMBOAT COMES HOME</b> —F. Domino..... Imperial 5386—ASCAP
15.		3	<b>HEAVEN ON EARTH</b> —Platters..... Mercury 79893—ASCAP

### Rhythm & Blues Notes

By GARY KRAMER

A four-page "Rock 'n' Roll Supplement" inside the regular September 21 issue of Britain's leading trade sheet, The New Musical Express, thrusts home the point that the movement has found genuine international acceptance. On the British "Best Selling Records" chart, 13 of the 30 titles fit the "rock 'n' roll" category. The names of Fats Domino, the Teen-Agers, the Platters, Bill Haley and Elvis Presley (all currently on the chart) are as familiar to overseas teenagers as they are to ours.

"Rock 'n' roll" is just about as controversial in England as it is here. Riots co-incidental with concerts and with the Bill Haley film "Rock Around the Clock," have resulted in a bad press for the idiom. The New Musical Express takes issue with detractors, insisting that the music itself does not unleash acts of violence. "Hooligans were hooligans before 'Rock Around the Clock' was ever exhibited. They have not suddenly become undisciplined and irresponsible because they have heard Bill Haley and his rocking tempos."

An article in the Express described the appalling behavior of some of the crowds at BBC Proms concerts of classical music in the Royal Albert Hall. At one such affair viewed by the writer, he says: "The crowd made an unholy din, threw balloons and streamers over the orchestra and generally let themselves go. Was this caused by the influence of Bach and Beethoven?"

Bill Haley, in any event, has even aroused the interest of Queen Elizabeth herself. She has requested that he give a "command performance" for her this fall. This amused some people in Pittsburgh, where for a while Haley was banned from the Syria Mosque. Now this ban has been revoked. Presumably, if he's good enough for the Queen, he's good enough for Pittsburgh. Barry Kaye, Pittsburgh deejay, describes the "operation control" used by theaters there now to keep the kids under control. It involves a sizable contingent of police officers as ushers and all the house lights brightly aglow.

After eight successful years in the same block deep in Chicago's South Side, the Chess-Checker firm is moving to Michigan Avenue quarters nearer the Loop. The Chess brothers hope to be using new offices and studios in about two months. . . . Ever since Frankie Lyman, the a.&r. men have been careful not to overlook the possibilities of high school kids with pipes. Freddie Mendelsohn, of Savoy, recently signed some Manhattan youngsters who call themselves the Cubs. In the early teens, with a lead only 14, the group is being booked for a number of fall dates by the Gale agency. RCA Victor has outdone Savoy in recording the Three Jays, who are ages 10, 11 and 13, respectively.

"Blueberry Hill" zoomed on to the charts this week, and again the lists of ASCAP standards are being studied by many as good potential material for hits. A few recent examples: the Angels' "Glory of Love," the Charmers' "All Alone," Charles Brown's "I'll Always Be in Love With You," and Joe Jones' "When Your Hair Has Turned to Silver."

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## R&B Territorial Best Sellers

For survey week ending October 3

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

- Honky Tonk, B. Doggett, Kng.
- Let the Good Times Roll Shirley & Lee, Ala.
- My Prayer, Platters, Mer.
- Lonely Avenue, R. Charles, Atl.
- Bad Luck, B. B. King, RPM
- Too Much Monkey Business C. Berry, Chs.
- Still, L. Baker, Atl.
- I Can't Quit You Now O. Rush, Cba.
- Leave My Woman Alone R. Charles, Atl.
- I Asked for Water, H. Wolf, Chs.

### Charlotte

- Honky Tonk, B. Doggett, Kng.
- Still, L. Baker, Atl.
- In the Still of the Night Satins, Emb.
- My Prayer, Platters, Mer.
- Green Door, J. Lowe, Dot.
- Blueberry Hill, F. Domino, Imp.
- See-Saw, Moonglows, Chs.
- Let the Good Times Roll Shirley & Lee, Ala.
- When I'm With You, Moonglows, Chs.

### Chicago

- Honky Tonk, B. Doggett, Kng.
- Don't Be Cruel, E. Presley, Vic.
- Hound Dog, E. Presley, Vic.
- Rip It Up, Little Richard, Spe.
- Soft Winds, D. Washington, Mer.
- See-Saw, Moonglows, Chs.

### Cincinnati

- Honky Tonk, B. Doggett, Kng.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Don't Be Cruel, E. Presley, Vic.
- Let the Good Times Roll Shirley & Lee, Ala.
- My Prayer, Platters, Mer.
- Oh! What a Night, Dels, VJ
- Bad Luck, B. B. King, RPM
- Spring Fever, E. Freeman, Imp.
- Mean To Me, Big Maybelle, Sav.

### Detroit

- Honky Tonk, B. Doggett, Kng.
- Let the Good Times Roll Shirley & Lee, Ala.
- Bad Luck, B. B. King, RPM
- Don't Go No Farther, M. Waters, Chs.
- Don't Be Cruel, E. Presley, Vic.

### Los Angeles

- Honky Tonk, B. Doggett, Kng.
- Hound Dog, E. Presley, Vic.
- Don't Be Cruel, E. Presley, Vic.

- My Prayer, Platters, Mer.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- In the Still of the Night Satins, Emb.
- Bad Luck, B. B. King, RPM
- When My Dreamboat Comes Home F. Domino, Imp.

### New Orleans

- Honky Tonk, B. Doggett, Kng.
- Blueberry Hill, F. Domino, Imp.
- In the Still of the Night Satins, Emb.
- Don't Be Cruel, E. Presley, Vic.
- Someday You'll Want Me S. Lewis, Imp.
- When My Dreamboat Comes Home F. Domino, Imp.
- Hound Dog, E. Presley, Vic.
- Just a Feeling, Little Walter, Che.
- Let the Good Times Roll Shirley & Lee, Ala.
- Lonely Avenue, R. Charles, Atl.

### New York

- Don't Be Cruel, E. Presley, Vic.
- Honky Tonk, B. Doggett, Kng.
- Blueberry Hill, F. Domino, Imp.
- Let the Good Times Roll Shirley & Lee, Ala.
- Hound Dog, E. Presley, Vic.

### Philadelphia

- Honky Tonk, B. Doggett, Kng.
- Canadian Sunset E. Heywood-H. Winterhalter, Vic.
- Fever, L. W. John, Kng.
- Walking in a Dream, S. Burke, Apo.
- It's Too Late, C. Willis, Chs.

### St. Louis

- Honky Tonk, B. Doggett, Kng.
- Blueberry Hill, F. Domino, Imp.
- Don't Be Cruel, E. Presley, Vic.
- I Can't Quit You Now O. Rush, Cba.
- Pleadin' for Love, L. Birdsong, Exc.
- W B C's of Love, Teen Agers, Gee.
- Bad Luck, B. B. King, RPM

### Washington, D. C.

- Honky Tonk, B. Doggett, Kng.
- Hound Dog, E. Presley, Vic.
- Don't Be Cruel, E. Presley, Vic.
- In the Still of the Night Satins, Emb.
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
- Soldier of Fortune, Drifters, Atl.
- I Can't Love You Enough, L. Baker, Atl.
- Fever, L. W. John, Kng.
- Blueberry Hill, F. Domino, Imp.
- Still, L. Baker, Atl.

## Reviews of New R&B Records

### THE FIVE ROYALES

**Just As I Am** ..... 80  
**KING 4973**—The boys come up with another good one, clefied by group's Lowman Pauling. Plenty of originality in this beat projection for potential sales interest. (Jay & Cee, BMI)  
**Mine Forevermore**....77  
 Not up to the flip, but group does handily by another Pauling item. There's plenty of quality here, and jocks will find it a useful spinner. (Jay & Cee, BMI)

### THE HEARTBEATS

**A Thousand Miles Away** .....78  
**HULL 2023** — Very slow rhythm ballad gives group a chance for solid harmonizing, which it indulges for pleasant listening. Good customer bait. (Keel, BMI)  
**Oh, Baby, Don't**....77  
 Group puts a lot of steam into fast rhythm number, also imagination and authentic sound. Can develop good counter interest with proper exposure. (Keel, BMI)

### THE WHEELS

**Tensin' Heart** .....77  
**PREMIUM 408**—The Wheels have a pretty side here, attractively recorded. Vocal is chanted slowly, but gives the impression of up-tempo because the rhythm is in doubletime. Watch it. (Premium, BMI)  
**Loco**....76  
 Up-tempo novelty blues, chanted with spirit and precision by the Wheels. (Premium, BMI)

### PIANO RED

**You Were Mine for Awhile** .....76  
**GROOVE 0169**—This is the tune waxed recently by Eddy Arnold. Red gets fancy choral backing and turns in a good r.&b. hillbilly side that should give the fans a boot. (Trinity, BMI)  
**Woo-ee**....76  
 This is a more conventional Piano Red side, with more primitive backing and some down-home shouting. He has had stronger entries. (Hill & Range, BMI)

### BEE BEE QUEEN

**Yes Sir'ee** .....76  
**HULL 2016**—This one could get hot and is to be watched. Singer is on beam with her novel delivery and hefty beat. Can easily go places via counter exposure. (Keel, BMI)  
**Wanna Be Loved**....75  
 Singer gives this same individual treatment. Flip has the edge by a shade, but side has plenty on ball for a solid sales potential. Jocks can use it to good advantage. (Keel, BMI)

### LINDA HOPKINS

**My Loving Baby**....76  
**FEDERAL 12281** — Fine, shouting thrush returns to disks after a two-year hiatus in Japan. With this rocking shout she should come in for some attention from the spinners. (R-T, BMI)  
**I Can't**....75  
 Another good demonstration of lusty chirping. (Jay & Cee, BMI)

### THE LANES

**Open Up Your Heart (And Let Me In)** .....75  
**GEE 1023**—Lively reading of the up-tempo ditty that has already stirred some action. Vocal group is backed by a driving beat. (Planetary, ASCAP)  
**You Alone**....73  
 A tender ballad. The Lanes sing it with feeling, backed by a good, typical r.&b. arrangement. (Kahl, BMI)

### TAB SMITH

**Feel Like I Wanna Die** .....75  
**UNITED 203** — Vocalist Ray King gets the spotlight on this wailing, belted blues. Tab Smith and band back up in an okay job. (Pamlee, BMI)  
**Yo Yo Blues**....70  
 Smith, with alto sax, heads up this instrumental side with a danceable beat. (Pamlee, BMI)

### BILLY MANN

**Just Like Before** .....74  
**DIG 120** — A great philosophical thought voiced in highly delicate, quaking tones by Billy Mann. Nice performance that rates plays. (Dig, BMI)  
**A Million Heartaches Ago**....73  
 A less distinguished job here but performer still attracts attention, in same basic groove as flip. (Dig, BMI)

### EDDIE BANKS

**Sugar Diabetes** .....73  
**JOSIE 804**—Despite its odd title, this side shapes up as an effective blues. Eddie Banks chants the vocal solidly, to a relaxed, driving backing. (Gale & Gayles, BMI)  
**Rock a Bye Blues**....73  
 Eddie Banks sings out solidly in this version of the oldie. Tempo has a slow and sweeping quality. (Chappell, ASCAP)

### FRANK MOTLEY

**Boomerang Lover** .....73  
**HOLLYWOOD 1067** — This Latin-flavored song is chanted solidly by Motley, with ork backing using both

## This Week's R&B Best Buys

**LOVE ME TENDER** (Presley, BMI)—Elvis Presley—RCA Victor 6643—See this week's Pop Best Buys.

**I CAN'T QUIT YOU, BABY** (Armel, BMI)—Otis Rush—Cobra 5000—A left-field item that is now breaking across the country. Cities as wide-spread as Atlanta, St. Louis and Baltimore report that the Otis Rush disk is among their biggest local sellers. It placed on the national r.&b. retail chart this week. Flip is "Sit Down, Baby" (Armel, BMI).

**HEEBY-JEEBIES** (Venice, BMI)—Little Richard—Specialty 584—Next to Fats Domino, Little Richard seems like r.&b.'s most consistent hit-maker. He also has a huge pop following that is buying this in large enough quantities to guarantee early representation on both pop and r.&b. charts. Flip is "She's Got It" (Venice, BMI). A previous Billboard "Spotlight" pick.

**THIRTY DAYS** (Progressive, BMI)—Clyde McPhatter—Atlantic 1106—Another solid seller for McPhatter. Atlanta, Durham, Nashville, Detroit, Pittsburgh, Philadelphia, Boston, New York, Baltimore and Washington are among the cities reporting lively sales activity. Flip ("I'm Lonely Tonight," Raleigh, BMI) is also doing well here and there. A previous Billboard "Spotlight" pick.

**OH, WHAT A NIGHT** (Conrad, BMI)—The Dells—V-J 204—A "sleeper" that has been stirring considerable excitement in the Middle West and is now also moving quickly in Philadelphia and New York. Currently on the Cincinnati territorial chart, the disk has hardly begun to hit its potential stride. Flip is "Jo-Jo" (Conrad, BMI).

## Review Spotlight on . . .

### R&B RECORDS

#### THE CLEFTONES

**Happ Memories** (Kahl, BMI)  
**String Around My Heart** (Kahl, BMI) — Gee 1025 — Another strong double-header from the group that created "Can't We Be Sweethearts?" and "Little Girl of Mine." The top-listed side is a spiritedly harmonized opus with a fine, swingy beat. The flip is an artfully styled ballad in which the Cleftones invest considerable emotion. Either side could bring in the teen-age crowds.

**NOTE:** "Mother," backed with "Shall We Meet" by the Paramount Singers was a Spiritual "Spotlight" in the September 22 issue. The number of the record was listed incorrectly. It should have read Duke 212.

r.&b. and Latin rhythms. Pop-ish in character. (E. B. Marks, BMI)

#### THE LAST TIME

**Frank Motley** sings this rhythm piece with pop-ish flavor, the ork's backing having a Latin beat. (Golden State, BMI)

#### LARRY WATERS

**I Wonder, Wonder** .....70  
**DIG 121**—A blues with a good lyric. Waters sings it with real feeling. Side has a good amount of Southern flavor, with typical guitar work. (Dig, BMI)  
**Wish I Didn't Love You So**....69  
 A slow tempo blues, sung with considerable heart by Larry Waters. Backing is simple and effective. (Dig, BMI)

#### THE CHIPS

**Rubber Biscuit** .....69  
**JOSIE 803** — Novelty with a gimmicked lyric of the double talk type. Worth a few laughs. (Benell, BMI)  
**Oh My Darlin'**....65  
 Routine r.&b. ballad and performance. (Benell, BMI)

### Sacred

#### JIMMY HOWELL

**The Crossroad** .....76  
**GOSPEL JUBILEE 501** — Howell sings this simple but important lesson in deeply religious style. Tune is a winning one and lends itself to joining in by happy and devout groups. (Ralph's Radio, BMI)  
**Over in Gloryland**....72  
 The Southerners group joins Howell on this spirited, rhythmic religious piece. Pleasant performance. (Ralph's Radio, BMI)

### Polka

#### BILL GALE ORK

**A Million Beers From Now** .....84  
**VICTOR 6657**—The Nippers handle the boisterous vocal choruses on this fully-orked pop-style polka. Good temp fare and a good box entry. (Gala, BMI)  
**Sweet Guitar**....80  
 A more conventionally styled polka, this time featuring some glittering guitar. Both sides could do okay in pop locations, as well as in polka nabes. (Gala, BMI)

#### STAN WOLOVIC

**Dreamy Fish Waltz** .....78  
**ABC-PARAMOUNT 9728** — Polka with vocal chorus. One of the most pleasant of its type in some time. Lyric is a cutie. Side makes an effective deejay item. (Studio, BMI)  
**Whoo Pie Shoo Pie**....78  
 Another polka with vocal chorus. A lively side, which a lot of jockeys and listeners will like as a change of pace. (Studio, BMI)

## Jose Morand Sets New Polka Label

**NEW YORK**—Piknik Records, a new polka label, has been launched by publisher-orkster-disk producer, Jose Morand. The line will be operated as a subsidiary of Morand's Fiesta company. Latter has been primarily a Latin outfit. According to Morand, Piknik will shoot at both the Polish and Slovenian markets, using a variety of bands mainly from the Connecticut and Pennsylvania territories. Piknik will be handled by Fiesta distributors.

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# Writer-Pubber Von Tilzer Dies

HOLLYWOOD — Albert Von Tilzer, 78, charter member of the American Society of Composers, Authors and Publishers and an outstanding music business figure since the early part of the century, died at his home here last week (11) after a lengthy illness.

A veteran writer-publisher, Von Tilzer was best known as composer of "Take Me Out to the Ball Game"; "Wait Till the Sun Shines, Nellie"; "I Used to Love You But It's All Over"; "Put Your Arms Around Me, Honey"; "O By Jingo" and a score of other hits.

Born in Indianapolis in 1878, Von Tilzer was a musical director for a vaudeville company and later left show business to become a buyer at a Brooklyn department store. Von Tilzer's first published work was "Absent-Minded Beggar Waltz" in 1900. He joined his brother Harry's music publishing firm in Chicago and subsequently organized his own publishing firm with his brother, Jack (York Music Company), in 1903.

He is credited with the scores for the musical comedies, "Gingham Girl," "Honey Girl," "Adrienne"; "Bye, Bye, Bonnie," and "Somewhere."

# KRKD Format Shift: 100% C.&W. Music

HOLLYWOOD—Radio Station KRKD, Los Angeles, last week completely changed its format, switching to an over-all policy of airing country and western music. Frank Oxarart, president of Continental Telecasting Corporation, announced the signing of disk jockeys Jolly Joe Nixon, Tennessee Tom Brennan, and Uncle Joe Allison to an exclusive seven-year term contract. All three were previously at Station KXLA, Pasadena.

Jockeys will each have four hours of broadcast time daily, with future plans calling for a live jamboree radio show.

Dick Scofield, former sales manager at KXLA, also joined KRKD in a similar position. Station is currently recruiting the help of all major and independent record companies to aid them in setting up its c.&w. music library. A full-scale promotion campaign, lauding the station as the first Los Angeles all c.&w. outlet, is scheduled to begin here October 1.

# All-Out Push on 'Bundle of Joy' Tunes by RCA

HOLLYWOOD — RCA Victor, in conjunction with RKO Pictures, will stage one of the biggest promotion campaigns ever staged on motion picture music when it releases single recordings and the sound-track album from the RKO film "Bundle of Joy."

The full strength of the Mutual network of General Teleradio's radio and TV stations, as well as a number of important guest spots on other TV network and disk jockey shows, will be utilized in saturation selling of the music from the Eddie Fisher-Debbie Reynolds musical.

With the film scheduled for a Christmas premiere, RCA Victor will release the sound-track album next week, an EP of four tunes from the film early next month and a plug single by Fisher on November 15 airing "All About Love" and "Some Day Soon."

# Package Disk Year Predicted

Continued from page 16

"Three Suns — The Sounds of Christmas," Melachrino's "Christmas in Hi-Fi," etc.), RCA Victor will convert 10-incher "Perry Como Sings Merry Christmas Music" to 12-inch with a new cover, and add new covers to other old LP's.

New RCA Victor LP's include "Christmas Hymns by George Beverly Shea." The label, in all, will release seven pop yule sets, eight Red Seal (including "The Messiah") three childrens disks and 19 EP's.

Camden will market four LP's and 10 EP's, including the newly cut "Christmas Party."

Mercury has 10 old Christmas packages for release, including albums by Patti Page, Jan August, and two new packages, "Hi-Fi Harp at Christmas," by Carlos Salzedo, and an organ album by Ashley Miller, Radio City Music Hall organist. The label is readying a special Christmas promotion, featuring new display material for dealers, details of which will be revealed next week.

Capitol can be expected to reissue its standard winners "Yingle Bells" by Yogi Yorgesson; "The Organ Plays At Christmas," by Buddy Cole, and "Songs of Christmas," by Jo Stafford and Gordon MacRae. Dot Records will have a new Pat Boone release in addition to several new albums for Christmas. Verve Records is planning a special surprise Christmas release of seasonal music by Spike Jones.

M-G-M is bringing out six new packages by Ray Charles Singers, Mary Mayo, Joni James, David Rose, Richard Ellsasser and the Crossroads Quartet. M-G-M is also putting a big promotional push behind its old Judy Garland movie sound track, "The Wizard of Oz," to cash in on the first TV screening of the movie over CBS November 3.

ABC-Paramount will market three new Christmas albums, including "Christmas in Hi-Fi," by organist Hank Sylvem. The label will also put special promotional stress on its Mickey Mouse Club line. Cadence Records will reissue its Julius La Rosa EP of traditional Christmas songs and Andy Williams' single waxing of "Christmas Is a Feeling in Your Heart," which hit the market too late last December.

London Records is bringing out

one new Christmas LP — Stanley Black's "Christmas Holiday" plus five old 12-inchers, four 10-inchers and one special package (four 12-inch LP's) featuring the complete "Messiah." Kapp Records has two new packages, "Roger Williams Plays Christmas Songs," and "Listen to the Story Princess, an original cast album from the ABC-TV kiddie spectacular series. Kapp will also re-release Dennis James' "Let's All Sing a Song for Christmas."

Altho there hasn't been too much open activity thus far on the singles front, a number of songs are known to be attracting attention. Among them are E. B. Morris' "Hosanna, Hosanna," by Herb Hendler and Jerry Grey, which has been covered by the Andrew Sisters on Capitol and others. Regent, which published "I Saw Mommy Kissin' Santa Claus," has a ballad "I Want You With Me Christmas." Kahl Music is pushing the official Christmas seal tune. Columbia has "I Want a Fireplace for Christmas," and ABC - Paramount has recorded "Dear Santa Have You Had the Measles?" by Cab Calloway's little daughter Laei.

### Count on Faves

Despite the avalanche of new tunes, it's the perennial Christmas favorites that can be expected to garner the bulk of air play and sheet music sales — "Winter Wonderland," "White Christmas" (Atlanta is re-releasing its waxing by Clyde McPhatter and the Drifters), "Santa Claus Is Coming to Town," and, the top winner for the past six years, "Rudolph the Red-Nosed Reindeer."

In line with this, Trinity Music is sending out special copies of its two versions of "Santa Baby," by Eartha Kitt, and Homer and Jethro's "Santy Baby" to deejays in hopes of sparking reissue plans for the disks by RCA Victor. Simon & Schuster will re-release Trinity's "Story of Christmas," by Roy Rogers.

Another strong point in favor of packaged goods is the definite effort that will be made to sell music as a gift item. Columbia Records introduced its gift buying and gift wrap program last year, and will continue to expand it during the coming season. Other majors will also strongly pitch the idea of "Giving Music at Christmas."

# FOLK TALENT AND TUNES

Continued from page 50

Falls, Tex. The Miller combo recently concluded a 14-week trek thru the North and Northwest. . . . A newcomer to Nashville's c.&w. circles is Louise Duncan, whose latest on the Capitol label is "Gossip" b/w "Wherever You Are." She recently appeared with Dave Rich and Jimmie Worth on the Gold Medal portion of the "Friday Night Frolic" over WSM, Nashville. Al Flores, Ray Price's manager, has Miss Duncan tentatively set for a Canadian tour beginning early in November.

Gabe Tucker has Justin Tubbs and the Wilburn Brothers set for three performances at Memorial Auditorium, Kansas City, Kan., Sunday (14). For Monday (15), the three-some moves into Municipal Hall, Topeka, Kan., for a single show. They follow with the Paramount Theater, Omaha, October 16; Memorial Hall, Salina, Kan., 17; Forum, Wichita, Kan., 18-19, and Municipal Auditorium, Dodge City, Kan., 20.

Hank Snow and His Rainbow Ranch Boys are set for next Sunday (14) in Hammond, Ind., and the

following Saturday (20) begin a tour for A. V. Bamford in Minneapolis. They follow with Des Moines, 21; La Crosse, Wis., 22; Fargo, N. D., 23; Sioux Falls, S. D., 24; Sioux City, Ia., 25, and Waterloo, Ia., 26. Jimmie Rodgers Snow put in all of last week on dates in Indiana, Michigan and Ohio. . . . Billy and Phyllis Holmes, formerly with WLW's "Midwestern Hayride," have joined Station WZIP, Covington, Ky., as a platter-spinning team. Covington is just across the Ohio River from Cincinnati.

Bert Somson, whose resignation as executive vice president of WLW Promotions, Inc., talent agency handling "Midwestern Hayride," was announced recently, is entering the personal management field, and says he'll work thru General Artists Corporation, New York. Somson reports that he'll also be engaged in producing package shows thru Cova Productions, New York, of which he has been named executive vice-president. He'll make his headquarters in Cincinnati. . . .

(Continued on page 58)

# Reviews of New C&W Records

Continued from page 50

Kingery sings it with a lot of heart. Disk could have been recorded better — with a brighter sound; but it merits a whirl by deejays. (Tubb, BMI)

Volcano... 69  
The lyric likens love to a volcano, and the chanteuse advises him to calm down and marry her. Makes a fair side in the traditional vein. (Tubb, BMI)

BOB DOSS  
Don't Be Gone Long... 70  
STARDAY 265 — Brisk, tremulous rockabilly side in the Presley format. Not much originality here, altho some territorial sales are likely. (Starrite, BMI)

Somebody's Knocking... 70  
A rock and roll ballad treatment for a Western-style melody. Doss warbles well, but this is no blockbuster. (Starrite, BMI)

BOB WILLS ORK  
My Shoes Keep Walking Back to You... 70  
DECCA 30068—Lee Ross offers a honey-voiced styling of this weeper. Wills peeps up the lyrics with humorous asides. Pretty, listenable material. (Copar, BMI)

Texas Fiddler... 65  
A furiously paced instrumental that displays the fiddles of Will's Texas Playboys to good advantage. Fair juke box fare. (Old Charter, BMI)

TROY CRANE  
Huntsville Prison Blues... 69  
OAK 102—Crane sings the well-paced blues from the depths of his cell. The atmosphere is sad and lonely and singer projects the mood. (Peer, BMI)

Hawaii Hula... 66  
Here's a blend of country and Hawaiian forms, with Crane piping out the hula-inspired, uke-accompanied lyric. (Peer, BMI)

TEX CHERRY BAND  
Dirty Jim Blues... 68  
MEL-O-TONE 1135—A lively novelty in which deejay Jim Ross interjects satirical commercials between Tex Cherry's vocal choruses. Other deejays may find this good for a few yocks.

Cannon Ball-Fox Chase... 66  
The main interest here is in the fancy harmonica work rather than the vocal, which is weak material-wise. Some deejay possibility.

LUCKY WRAY  
Got Another Baby... 67  
STARDAY 575—Blues with Western-type treatment. Only fair material and projection. Sales appeal will be moderate. (Starrite, BMI)

What-Cha Say, Honey?... 65  
Slower tempo with less appeal than flip. (Action, BMI)

RICHARD WILKINSON  
My Dearest Prophecy... 66  
TONE 1126—Appeal here is something less than great. Singer puts little heart into warbling and trio backing with Hawaiian guitar lead doesn't help much. (Queen-ette, BMI)

Wicked Woman... 65  
Just another country lament as title suggests. Little or no potential here. (Queen-ette, BMI)

TOMMY JACKSON  
Cotton-Eyed Joe... 65  
MERCURY 70974 — Here's a fast, swinging, fiddle bedecked instrumental played in typical square dance rhythm. Good juke wax. (Alpine, BMI)

Chickenreel... 65  
Same comment. (Alpine, BMI)

# Hadlock Buys Jazz Disk Mag

NEW YORK — The Record Changer, pioneer jazz record collectors' magazine, has been purchased by Richard B. Hadlock. Hadlock, who formerly was administrator of export record sales for RCA Victor's International Division, took over the journal from Bill Grauer Jr. and Orrin Keepnews, owner and editor respectively, since 1948.

Grauer and Keepnews, owners of Riverside Records, now intend to devote all of their time to the expanding diskery. Riverside recently announced a new program calling for the release of 100 12-inch LP's between September, 1956, and August, 1957.



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LUCKY BOGGS  
How Long? ... 64  
BUDDY 109—Boggs and the Tune Toppers work out on a romantic tune. Small commercial appeal here. (Tubb, BMI)

Rainbow Waltz... 62  
An over-echoed, slow-moving waltz opus with little to offer. \* Poorly recorded job. (Tubb, BMI)

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## Birmingham Fair Up At Gate in Face of Rain, Higher Prices

### Strong 3-Day Finish Overcomes Early Bad Weather; Midway Gross Climbs

BIRMINGHAM—The Alabama State Fair demonstrated remarkable strength here in its six-day run which ended Saturday (6), overcoming three days of rain and higher gate admission prices to finish with higher attendance and greater receipts than last year.

Rain hit the first three days of the fair, washing out the Monday night (1) grandstand show, causing the shortening of Tuesday night's grandstand show, and cutting into Wednesday night's turnout for the grandstand program.

Even on rain-hit Wednesday, patrons in surprisingly large numbers thronged out, prompted by aired plugs by the fair that they could come out in the rain and still enjoy it by remaining undercover and visiting exhibits housed in buildings.

The weather turned Thursday (4) and patrons thronged out. The exceptionally heavy turnouts continued thru the final two days.

#### Gate Prices Hiked

The fair's outside admission prices were pegged at 75 cents and 25 cents for adults and children respectively. In prior years adults paid 50 cents, kids 10 cents.

On the midway, the Olson Shows turned in a ride gross substantially higher than last year due to the strong crowds the last half of the fair and a surprisingly good crowd that showed on the midway even in rain on the earlier days.

Grandstand business, once the weather turned, was strong. The Barnes-Carruthers No. 1 Revue, Miss America, the Chordettes (in for four nights) and fireworks by Thearle-Duffield Fireworks Company, Chicago, comprised the night bill.

The grandstand was not used for paid attractions the first four

## Turnouts Off At Corn Palace

MITCHELL, S. D. — Attendance at the 14 shows staged by the Corn Palace was off over 6,000, officials reported last week. This year's show, headed up by Patti Page and Tony Pastor, drew 32,490, compared with 39,000 chalked up last year by the Freddie Martin ork and the King Sisters.

The Page-Pastor show, booked in thru GAC-Hamid, grossed \$53,565.05 with Corn Palace execs reporting they paid \$20,000 for the package.

The record for the Palace is held by Lawrence Welk, who several years ago pulled 50,000 in 15 performances.

#### Carson in Cotton

LOCKNEY, Tex.—Tex Carson Circus played here in harvest season and pulled a half house in the afternoon and near-full house at night Saturday (29). Show paraded and had Rotary auspices. Cotton harvest also was in process when it played Floydada, Tex., Thursday (27) and drew three-quarter and near-full houses. Rodeo club was the auspices.

## Winkley 500 Pulls 28,312 At St. Paul

ST. PAUL—The first annual Gopher 500, first still-date auto race to be staged at the fairgrounds of the Minnesota State Fair, pulled a whopping 28,312 racing fans here Sunday (30).

Ideal weather prevailed for the event, which was staged by Midwest Sports Promotions, Inc., with Frank Winkley as promoter-director. The 12,500-seat grandstand, which was sold out three days ahead of the race, was filled and every seat in the bleachers was occupied.

Paid attendance was 26,575, with the grandstand priced at \$4 for boxes and \$3 for the remaining seats. Bleachers were turned into reserves, also selling at \$3.

The program, operated under the banner of the International Motor Contest Association, included a divided bill of late-model stock car races. First a 250-lap qualifying race was run on the half-mile oval. This was followed by a 250-lap feature with an inverted start.

As a result of the success for the race, an annual running was almost assured.

afternoons. Big car races, staged by Al Sweeney, were presented the closing two afternoons.

#### New Offices

Several plant improvements were made prior to the opening under the supervision of R. H. McIntosh, fair secretary. Portions of the grounds which had been unfenced were fenced and new fair offices were built in the Agricultural Building, which had only been partially completed before the '55 fair. The new offices, which rank with the finest in the nation, include spacious, well-lighted, air-conditioned areas for the fair staff, an office for McIntosh board meeting room, and a dining room and kitchen.

Visitors included Douglas K. Baldwin, secretary of the Minnesota State Fair, St. Paul, and Frank Kingman, secretary of the International Association of Fairs and Expositions.

## Atlanta Up Slightly, Tho Pelted by Rain

### Midway Business Hits New High; Roller Coaster in Action; Old Town Featured

ATLANTA—The 10-day Southeastern Fair drew to a close Saturday (6) with slightly higher attendance than last year, even tho its run was one day shorter and had been hit three days by rain.

Of the amusement-type attractions, the midway again proved the outstanding feature. The Gooding Amusement Company's rides and shows raced far ahead of the previous peak year in receipts, with indications that the gross would hit \$153,000.

#### Roller Coaster Back

Permanently installed midway attractions in the fair's amusement

park set-up also enjoyed excellent business. A feature of this segment of the operation was the return of the Roller-Coaster, reconditioned in time for the fair's opening.

Owned by Ernest Troutman and Carl Queen, the Roller Coaster, which had been idle since 1953, was reconditioned at a reported cost of \$60,000. Working behind a 50 cent price, it carried about 35,000 persons during the first nine days of the fair.

Sole grandstand attraction was a thrill show, Joie Chitwood's, which was in for 12 performances and played to what fair secretary E. Lee Carteron termed light crowds.

The fair, he added, is planning (Continued on page 62)

## Virginia Lynch Disputes Thrill Show Title Claim

CHICAGO—Announcement by Earl Newberry that he would tour the Jimmy Lynch Death Dodgers in 1957, last week was disputed by Virginia G. Lynch, holder of the auto thrill show title.

In a wire from Texarkana, Tex., Mrs. Lynch said: "Under no circumstances have I given authority to anyone but Bill V. Reed to use Death Dodger title."

Reed, who has toured the Lynch show for the past several years, also announced from his Akron base of operations that he would again take out the show in 1957.

Newberry was unavailable for comment.

## BLOOMSBURG WINDS UP STRONGLY AT 140,000

BLOOMSBURG, Pa.—BloomSBurg Fair's paid attendance reportedly topped 140,000 this year, to edge ahead of 1955 by 7,728. Considering the liberal admission policy, the fair's officials were figuring the total turnout at double paid gate.

It was one of the event's best seasons, altho somewhat shy of the all-time record paid gate of 167,000 set in 1943. Despite spotty weather which produced chilliness and rain on several occasions, the Reithoffer Shows enjoyed a good week in its first appearance here.

Good weather on closing Saturday (29) allowed the fair to finish with a rush, with a one-day mark of 48,460 paid. All school-age kids are admitted free, so estimates for the day ran over 100,

## Albuquerque Fair Tops 400,000 Gate For All-Time High

### Mutuel Betting, Midway Business Also Climbs in Perfect Weather

ALBUQUERQUE—The New Mexico State Fair thru Saturday (6), eighth day of its nine-day run, caught the best weather in its history and attendance soared to an all-time high.

Continued perfect weather was forecast for Sunday (7), the wind-up day, and Leon Harms, fair manager, expressed confidence that the gate would break thru the 400,000-mark for the first time. Previous record for the full run was 365,000, set last year.

New high daily gate totals were set last year.

#### Betting Up 10 Per Cent

New high daily gate totals were registered each of the first seven days. Final tabulation had not been made of Saturday's turnout, but pending this, the gate was also placed in the record-breaking category.

All segments of the fair raced at near-record or record paces. Pari-mutuel betting was running 10 per cent higher than the previous peak going into the final weekend, and Harms looked for a final betting total of \$2,500,000.

On the midway, the Siebrand Shows, toting more power than last year, were running substantially ahead of last year in ride and show receipts. Grandstand attendance, both day and night, was strong. Running horse races were the afternoon attractions each of the nine days, with a rodeo, presented by the Buetler Brothers, of Elk City, Okla., and fireworks, staged by Thearle-Duffield Fire-

## Plan Toledo Sports Show

TOLEDO — Plans are being completed for the 21st annual Toledo Sports, Home, Boat and Auto Show, March 9-17, 1957, at Civic Auditorium here. Managing director of the show, sponsored by local WSPQ-TV-AM, is Paul Spor, former stage producer and director for Paramount-Publix Theaters.

works Company, Chicago, as the night attraction.

All available commercial exhibit space was used and a number of would-be paid exhibitors had to be turned away, Harms said. The new Coliseum, while not completed, was pressed into use to house some exhibits and shows such as the atomic exhibit, the Navy exhibit and the rabbit show.

The fair board meeting Saturday (6) voted to have an automobile show in the building in February and an ice show in April.

About \$100,000 was spent on plant improvements, prior to the opening of the fair. The improvements included the erection of a new entrance gate, complete with turnstiles and an underground money-counting room; two new race barns and two exhibitors buildings.

On two of the biggest days the record turnouts caused the fair to close all gates to the 210-acre plant because all available parking space was crammed.

## Ak-Sar-Ben Ups Rodeo Score; Autry, Annie In

OMAHA — Ak-Sar-Ben Rodeo recorded an increase over last year's business. Attendance was up 10 per cent and gross was up about 20 per cent, due in part to an increase in prices.

Features this time were Gene Autry and Annie Oakley. Autry appeared on the opening day, but became ill and returned to Hollywood. Gail (Annie Oakley) Davis headed up the show for the remainder of the run. The last four performances were sell-outs.

Autry's unit also included the Cass County Boys, Carl Kotner and Autry's horses.

## Appoint Manager Of Chicago Fair

CHICAGO — Richard Reynes, membership services director of the Chicago Association of Commerce and Industry, has been named director of the Chicagoland Fair, to be held here next summer.

The fair, to be sponsored by the association, will be held June 28-July 14 at Navy Pier. It will present exhibits highlighting Chicago's commercial, cultural and education features.

#### Von Vs. Football

MOREHEAD CITY, N. C.—Von Bros.' business was light here Friday (28) and at nearby Beaufort, N. C., Thursday (27). The show drew people from Morehead at Beaufort and it bucked two home football games, a dance and two movies at Morehead. Thursday had one-quarter and one-half houses, while Friday brought one-half and one-quarter turnouts.

# Krekos to Quarters Following Okay Season

MADERA, Calif.—West Coast Shows Corporation moved the equipment of its two shows to the Madera District Fairgrounds here for the winter after closing its 28th year and a successful season at the Kern County Fair in Bakersfield Sunday (30).

The corporation, headed by Mike Krekos, operates West Coast Shows, managed by Edward Hellwig, and West Coast Exposition Shows, managed by Edward J.

## Fairs Up 20% For Gladstone

CLARKSDALE, Miss.—Altho early season business for Gladstone Exposition Shows was just so-so, fair business has been a sturdy 20 per cent ahead of last year, F. O. Poole, show owner, disclosed last week.

The organization still has three Mississippi fairs to play, Charleston, Belzoni and Canton, before going into winter quarters at Jackson, Miss. A Rock-o-Plane will be added to the line-up of seven rides and five shows for next year, Poole said.

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## FAIRS TO PROFIT, TOO

### 10-Yr. Middle Belt Record Set for Tobacco Poundage

DURHAM, N. C.—Volume of tobacco handled continued big this week in the Middle Belt, with prices fluctuating from below to above the 1955 levels. But the amounts being turned over were much larger than last year, with the result that greater sums of money were involved. Sales thru-out the Middle Belt as the week opened set a 10-year record in poundage.

The end result was encouragement to showmen playing fairs in the State.

Monday's (1) sales grossed 6,211,022 pounds, averaging \$52.35 per hundred, or 97 cents above the price of the previous Friday (28). Prices declined somewhat during the week but volume continued high.

Sales on the North Carolina-Virginia Old Belt on Monday were the highest of the year, averaging \$51.12 for the 8,309,630 pounds

sold. The average was up \$1.38 over Friday.

Encouraging reports were made from markets in Danville, Va.; Mount Airy, N. C.; Reidsville, Stoneville, Madison and Winston-Salem.

### N. C. Spots Hot 'n' Cold For Marks

FAYETTEVILLE, N. C.—The Marks Shows wrapped up a good week here at the Fayetteville Fair after a dismal run at the Hickory (N. C.) Fair, which ended Saturday (29).

Hickory was practically a total blank, with rain ruining the first five days. Saturday was clear but cold followed the rain.

The fair opened here Monday night (1) with about 6,000. There were 12,000 on Tuesday and business looked to continue good.

A fine illustrated feature story on Owner John Marks was run by The Fayetteville Observer.

### Spending Up For Tinsley

WAYNESBORO, Ga.—Spending at fairs played by the Johnny T. Tinsley Shows has been substantially ahead of last year and in many cases new midway gross figures have been racked up. Owner Tinsley reported here last week.

Fairs, which started Labor Day week, have given the rides and shows somewhere near 25 per cent more money than in '55. Following the stand here the show will play four more Georgia fairs at Vidalia, Moultrie, Blakely and Hawkinsville.

Line-up this season included 14 major and kid rides, six back-end units and some 40 concessions.

### Pomona Fair Hosts Over 300 PCSA Members

LOS ANGELES—Members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary were entertained at the Los Angeles County Fair in Pomona Thursday (27). Approximately 300 attended, with the clubs grossing nearly \$500.

Free admissions to the fair were extended by C. B. (Jack) Afflerbaugh, the exposition's president and general manager. Harry A. Illions, operator of the event's midway, was host and donated the trophy awarded to the owner of the horse winning the race honoring the show people. Tevis Paine, fair special events director, arranged for the presentation by Robert Downie, PCSA vice-president, and Berta Harris, Auxiliary past president.

Chairman of the clubs' committees were Al Flint for the PCSA, and Lucille Dolman, the Auxiliary. Serving on the Auxiliary committee were, in addition to Mrs. Harris, Trudy DiSanti, Marie Tait, Clara Zeiger, Emily Bailey, Mary Taylor, Peggy Forstall, May Mortensen, Sally Flint, Peggy Butler and Doris Stolze. The men's group was represented by Flint, Downie, Robert Matthews, Steve Vaughn, S. L. Cronin, Illions, Louis Cecchini, Al Weber, C. E. (Doc) Zeiger, Fred Mortensen, Earl Stolze, Joseph Wolfe, Joe Blash, Cal Lipps and James Keen.

To accommodate the crowd, a 30-by-50-foot big top, donated by United Tent & Awning Company here, was erected by Lipps, Blash and Vaughn. Over 250 dinners were served to the visiting members. Substantial donations for serving the guests were made by Cecchini and Vaughn.

The PCSA resumed its regular schedule of weekly meetings on Monday night (8). Both board of governors and membership meetings will be held each Monday night thru-out the winter, Flint, PCSA executive secretary, announced.

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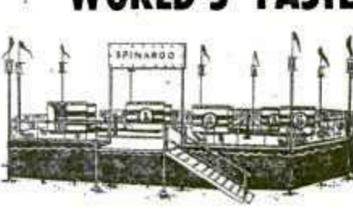
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## GM Doubles Road Exhibits

DETROIT — General Motors' touring scientific shows, "Previews of Progress," this fall will go out with twice the number that toured last year, GM officials announced last week. Twelve units, which are highly mobile and portable, will be seen at fairs, camps, schools and similar locations. Six toured last year.

Featured attraction will be the GM Sunmobile, a miniature car operated on power obtained from the sun. The dozen units are slated to travel 180,000 miles, not including other ones that will travel in 11 foreign countries.

Each unit can be set up or torn down within an hour. Equipment is mounted in station wagons and each unit is handled by a two-man team. Up to six performances a day are possible and in the past an estimated 13,000,000 people in the U. S. have seen the show.

## Do Arenas Rent Mineral Rights?

COLUMBUS, O. — Sometimes the arena business isn't limited to its indoor aspects. Harry Schreiber, manager of the Memorial Auditorium, has rented 3,000 square feet of the parking lot for a trade show October 1-5.

That's when the National Water Wells Association is here. They will use part of the building's 35,000 square feet indoors, also. The outdoor area is for demonstrations by well-drilling rigs. No one says what happens if they strike water or oil.

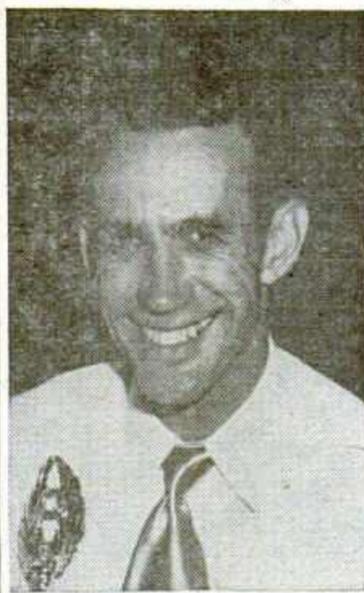
## Herb Dotten Wynne—the Winner!

NOWHERE in recent years have fairs shown the same rapid (and sound) growth than below the Mason-Dixon line. Run down the list of the biggest of the annual expos in the land of hominy and grits and you'll note not one but a sizable number which have made marked—and, in some instances, remarkable—gains.

Of those which have grown the most, the Mid-South Fair at Memphis ranks among the most outstanding. Until a few short years ago, the fair had been floundering. Since new, vigorous life has been breathed into it. New, purposeful direction has been given. Many forward-looking changes have been effected. And now the fair is a flourishing institution, held in mounting esteem thruout the constantly developing Mid-South.

What's more, the fair's future is bright with the promise of greater growth. Two smashing successes in as many years have convinced public, press, exhibitors and showmen of this.

A major, if not the chief reason, for the Memphis turnabout—a veritable bootstrap operation—is G. W. (Bill) Wynne, the fair's energetic, progressive manager. The 42-year-old Southerner has held the reins for the past two years, during which time he has accomplished wonders.



WYNNE

## Gives 'Em New Features

In his first year he guided the fair to an all-time attendance high. And this year it went that record far better. The gate for the nine-day run soared to 445,503, up a thumping 85,149.

That record turnout points up the success of Wynne's efforts. But it only begins to tell the whole story. Midway rides and shows produced a 31 per cent higher gross than last year, games concessions were up 18 per cent, food and direct sales showed a rise of 16 per cent, and gate and parking revenues, together accounted for a gain of 19 per cent. Too, all records were shattered for commercial exhibit income, the number of livestock entries, and the space occupied by paying farm implement exhibitors.

All of these records are impressive. But just as impressive was the well-gear operation. Everything clicked to perfection. Gates were tight. Parking was handled with speed. The grounds were never more attractive. Virtually all available space, both indoors and outdoors, was used. Improvements included new street lighting.

Attraction-wise, the fair offered much that was new. The rodeo, a traditional feature, with Cisco Kid in for two shows, had its run shortened from 15 to 10 performances and did well. A new talent show headed by Dennis Day and Jaye P. Morgan was offered in the Coliseum on a two-a-day basis for two days. And another new show—Showboat Follies—was presented three times daily under canvas behind an attractive, specially built front.

Acts were rotated in four exhibit buildings. Commercial exhibits, handled by Glenn Pinkston, never were more attractive. And exhibitors reportedly were delighted with the results. Elsewhere thruout the grounds there was an abundance of things—many of them new—to see.

## Puts Thru Many Changes

The midway operation again was a big success. A powerful line-up of top rides and shows was brought in by Cliff Wilson. And the gross was up 31 per cent, reflecting ever-growing acceptance of the operation.

Games concessions, which were marked by a generous distribution of merchandise, also turned in substantially higher returns to the fair and to Chuck Moss, concession contract holder. Again this mirrored the mounting acceptance of the midway operation.

One of Wynne's early objectives was to put all major concessions under percentage contracts and to set standards for their operations. Those for games, for instance, required liberal distribution of merchandise. Those for the food and drink concessions included provisions for improved sanitation, greater appeal and standardization of products sold.

In '55 Wynne effected a change that greatly speeded handling of incoming crowds and also upped gate receipts. He fenced the fair-owned parking areas off from the fairgrounds proper, causing all cars to be parked outside of the fairgrounds. This eliminated delays which had been common at automobile gates and also forced the patrons to go thru the fair's tight walk gates.

Other Wynne achievements included the establishment of a trailer park for exhibitors and concessionaires, extension of hard-topped streets, installation of street gutters and of modern street lights, and effective planning of the fair's livestock barns which house 1,000 head of cattle and provide sleeping accommodations for 80 herdsmen.

Once the livestock building was on its way up, Wynne succeeded in building up interest in the livestock show and in greatly developing youth participation in this and other phases of the fair.

As Wynne sees it, the Mid-South Fair now is definitely on the march. It may, he concedes, take a year or two to sell all of the people of the area on what the new Mid-South Fair has to offer.

"But I think we'll do it," he says with quiet confidence.

## DRIVE-IN SALE SET FOR SHOWS AT BIRMINGHAM

BIRMINGHAM—Taking a tip from the trend that has brought on drive-in banking, drive-in mail drops and other variations on the theme, the Birmingham Municipal Auditorium is to have a drive-in ticket window.

Manager Fred McCallum points out that the current remodeling program at the Auditorium includes the unique set-up. Motorists will be able to drive up to the window and buy tickets to Auditorium events without even having to get out of their cars.

## Saskatoon, Sask., Leases Building

SASKATOON, Sask. — City council has decided to rent the Arena in downtown Saskatoon for a three-year term at \$15,000 annually in advance, and the city is to have the option of purchasing the rink at the end of each lease year for \$250,000. A full-time manager is being sought.

The possibility that the Arena might close developed earlier this year after the board of directors declared its inability to carry on operations in view of financial losses in past years, arising largely from failure of professional hockey to pay its way.

## Canadian Cowboy Works Drive-Ins

MONTREAL—Walter Siedlak, Canada's cowboy king, has been drawing good business at drive-in theaters in this area.

Ralph Dale, of Odeon Theaters, brought Siedlak in for a percentage date at the Cornwall Drive-In and he scored a full house. Bob Maynard, owner of two Ottawa theaters, followed with two bookings that pulled a week of big business.

Siedlak works with trained horse and does marksmanship and singing.

## Ray Speer Plans Calif. Vacation

ST. PAUL—Ray P. Speer, veteran advertising-publicity director of the Minnesota State Fair, plans to spend part of the winter vacation in California. He will return here in March to work with his son, Dave, in publicizing the March of Dimes campaign.

During the past two winters Ray wintered in Tampa, where he directed the publicity and public relations for the Florida State Fair.

**ANCHOR TENTS**

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# Dodge Tours New-Car Shows To 20 Buildings

DETROIT—Dodge auto makers are completing twin routes of announcement shows, unveiling new models to dealers meeting at auditoriums and arenas in 20 key cities.

The division of Chrysler Corporation also announced it will take part in more than 100 major auto shows, including the International Auto Show at the New York Coliseum, December 8-16, and the Chicago Auto Show at the International Amphitheater, January 5-13.

Dodge's display equipment is built by Gardner Displays, Pittsburgh; Manhattan Exposition, New York, and Bromel Associates, Detroit.

### Two Units Tour

Schedule for the dealer shows follows:

Western Tour—Kiel Auditorium, St. Louis, Friday (21); Municipal Auditorium, Kansas City, Monday (24); Ellis Auditorium, Memphis, Wednesday (26); Will Rogers Memorial Coliseum, Fort Worth, Friday (28); Civic Auditorium, Long Beach, Calif., October 1; Civic Center, Richmond, Calif., October 3; Civic Auditorium, Seattle, October 5; Coliseum, Denver, October 9; Municipal Auditorium, St. Paul, October 11.

Eastern Tour—Onondaga War Memorial, Syracuse, N. Y., Monday (24); Waldorf-Astoria Hotel, New York, Tuesday (25); John Hancock Auditorium and National Guard Armory, Boston, Wednesday (26); Town Hall and National Guard Armory, Philadelphia, Thursday (27); Syria Mosque, Pittsburgh, Friday (28); Radio Center, Charlotte, N. C., October 1; U. S. Naval Air Station, Atlanta, October 2; Cincinnati Music Hall, Cincinnati, October 4; Masonic Auditorium, Cleveland, October 5; Milwaukee Auditorium, Milwaukee, October 8, and Masonic Temple, Detroit, October 15.

# Lubbock's Bldgs. Score

LUBBOCK, Tex.—The new, fan-shaped municipal Auditorium and Coliseum here has a partial season behind it and a well-booked second season under way.

The building, one of two in action at Lubbock, has "Ice Capades," Victor Borge, "The Pajama Game," Vienna Boys' Choir, Rubenstein, Fred Waring, a sports show, Jose Greco, Stan Kenton, home show and the Fujiwara Opera Company among its attractions for coming months.

The auditorium section was opened in March with "Teahouse of the August Moon," drawing 10,000 for three performances at the 3,023-seater. The 7,506-seat Coliseum opened in July and has had rodeo, sports, conventions and a variety show. A home show drew 40,000 in eight days, a Bible forum had 30,000 in eight days, while the rodeo had 22,000 in four performances. Liberace played to 4,000, Jane Powell's variety show to 5,000 and Jeanette McDonald to more than 2,500.

Manager is David T. Blackburn, who formerly was with the State Fair of Texas at Dallas.

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## ARENAS & AUDITORIUMS

# Managers Buy Attractions; Patrons Buy Food, Drinks

By TOM PARKINSON

THERE'S no mistaking it. Managers of today's auditoriums and arenas, very much in show business, are active in buying acts and recommending talent sources to others. In many cases they are counted as their community's entre to the entertainment world.

This comes as no news to the scores of managers who are busy daily in dealing with local groups who want them to obtain shows that clubs can sponsor or talent for a banquet show or acts for any of dozens of types of events at the buildings.

**THEIR DIRECT** connections with seeking out full shows or single acts is in addition to working with shows that come to them for dates. It's also in addition to the fact established in The Billboard's survey of a year ago that 41 per cent of the auditorium and arena managers are permitted to promote events on their own in the buildings they operate.

The Billboard's 1956 survey reveals this new information: Seventy-one per cent are consulted frequently by local groups about acts or attractions that might be available.

Fifty-three per cent are asked frequently by such groups to actually book or contract talent.

Fifty-seven per cent are contacted by local persons not only for talent that is to appear in events at the manager's own building but also for acts to work some other location in their city.

Thus, arena and auditorium managers emerge as very considerable influence in the buying of acts.

**THIS YEAR'S STUDY** of the auditorium-arena field developed two other points pertinent to all who are active in the business.

One is that the average person attending an event in such a building will spend nearly 17 cents for food and drink concession items.

Reports from individual buildings ranged from 7 cents to 35 cents for averages, and even higher totals were reported for specific kinds of events. The Cow Palace, San Francisco, reported its per capita for food-drink concessions varies from 21 to 42 cents, depending upon the type of event.

The Minneapolis Auditorium told that concession spending is 20 cents at basketball games, 27 cents at wrestling, 30 cents at other sports events and 32 cents at conventions, for a 27.5 average.

**THE OTHER POINT** resulted from an effort to determine paid attendance at the average auditorium or arena for a year. Sixty-one per cent of those taking part in the survey reported their estimated annual attendance.

These figures brought out that the average auditorium or arena houses 385,200 ticketholders yearly.

Contributing to this average were such totals for big buildings as 1,900,000 and 1,500,000. Smaller buildings reported totals of 40,000, 53,000 and 72,000 persons.

# Arena Recap

"Holiday" Grosses 267G

At Salt Lake City Fair . . .

SALT LAKE CITY—"Holiday on Ice of 1957" grossed \$267,000

# 'Ice Follies' Cast Named

LOS ANGELES—Credits for Shipstads & Johnson's "Ice Follies," with P. K. Von Egidy as executive director, include Company Manager R. J. Heim, Stage Manager B. J. Lundblad, and direction by Frances Claudet, Mary Jane Lewis and Stanley D. Kahn.

Charles Skillings is in charge of lighting; George Hackett, music; Renie, costumes; Fernando Carrere, props and settings.

Members of the cast include: Charlotte Altman, Bertelle Beaverson, Helen Burgenheim, Carol Caverly, Janet Champion, Ginger Clayton, Patricia Crandall.

Frances Dorsey, Richard Dyer, Ole Ericson, Bernis Fallis, Earl Farnsworth, Gail Foster, Mary Jane Freudenthal, Mary Goodreau, Patty Hall, Aida Hansen, Karen Hawkins, William Henry Jr., William Henry Sr., Diane Huebsch, Diane Jacobsen, Jacqueline Jaenisch, Gary Johnson, Jill Kirkwood, Jeannette Lambert, Andrea Lovald.

Andra McLaughlin, George Manuel, Irene Maguire, Shirley Matteson, Dawn May, Dick Mershon, Doris Meyers, Barbara Myers, Milton Mountaintes, Florence Rae, Beverly Ann Roberts, Noble Rochester, Joan Schapler, Joan Schiller, Joan Schroeder, Diane Schwartz, Patrick Shanahan, Margot Squire, Joe Sullivan.

Georgiana Sutton, Betsy Todd, Kurt Trostorff, Jim Waldo, Janus Waring, Sharon Wien, Colin Beatty, Molly Beatty, Jean Jack, Harry Taylor, Eric Kermond, Norman Kermond, William Jack, Lynne Bagnell, Donna Mae Bell, Gordon Crossland, Elaine Dawson, Sue Delorme, Gaynor Galoska, Lesley Goodwin, Judy Stewart, Linda Drost, Monica Hill, Marlene Kistner, Jill Lister, Arlene McFarlane, Janet Macauley, Anna Mitchell, Nancy Smith, Barbara Trostorff, Werner (Frick) Groebil and Walter Muehlflochner.

in a 20-performance stand at the Utah State Fair here. The show was as the fairgrounds Coliseum.

New Coliseum Stadium

Proposed at Covington . . .

COVINGTON, Ky. — A \$1,500,000 coliseum and stadium has been proposed here. The Covington Civic Coliseum Commission has been formed.

Stay-at-Homes Blame

Baby-Sitter Shortage . . .

LOUISVILLE — Survey into why the Iroquois Amphitheater, outdoor theater set-up here, has failed to draw adequate business has been made by The Louisville Times. Biggest single reason given for not attending shows was difficulty in obtaining baby-sitters.

# 'Ice Capades' In Charlotte; Cast Named

CHARLOTTE, N. C. — "Ice Capades" is appearing here thru Sunday (7) at the Charlotte Coliseum with benefit of a hypoed advance promotion. Heavier push was geared up when it developed that the advance sale had been lagging.

Show now has played New York and Raleigh, N. C., since the formal opening of this unit, which is the 17th edition.

Dates to follow, thru Christmas, are Philadelphia, October 9-24; Cleveland, October 26-November 12; Buffalo, 13-18; Syracuse, 19-25; Toronto, 26-30; Montreal, December 2-9; Springfield, Mass., 10-16. Holiday layoff will be from December 17-27, followed by the reopening in the Boston Garden December 28-31.

Season's tour runs from July 20 thru the closing in the Los Angeles Pan-Pacific Auditorium on May 26.

### Cast Listed

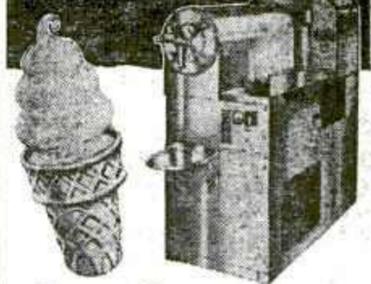
Performing personnel include the following: Rosemary Henderson, Bobby Specht, Ronnie Robertson, Orrin Markhus, Irma Thomas, Bobby Maxson, Herb Cowman, Helen Davidson, Labreque and Gray, Eric Waite, Forgie and Larson, Cathie Machado, Joan Penwar, Cowman, Drummond and Brink, Gigi Naboudet, Christiane Moreux, Freddie Trenkler, the Burling Triplets.

Line skaters are Frances Dempster, Claudia Lattin, Janet Knutson, Barbara Shebatka, Betty Jane Ingham, Evelyn Gray, Shirley Costello, Claudette Marleau, Marlene Sherman, Carolyn Tingle, Virginia Iverson, Wendy Taylor, Glenna Burling, Gladys Burling, Gloria Burling, Marilyn Holt, Eleanor Sheridan, Patricia Clohessy, Christiane Moreux, Joan Ansell, Mary Campbell, Dolores Arden, Shirley Thomas, Joyce Hukkala, Pauline Archambault, Florence Roman, Mary Lou Travers, Penny Mintey, Barbara Booth, Gigi Naboudet, Janet Dusan, June Gill, Vera McColgan, Pauline Gallagher, Donna Hukkala, Joan Penwar, Shirley MacFarlane, Patricia Matthews, Eleanor White, Jackie Benson, Sylvia Whatley, Patricia Hopkins, Jean Alsop, Ann Bridgen.

Also Lou Edwards, Bob Drummond, Herb Cowman, Barry North Paul Sibley, Bob Logan, Don Falkner, Reg Phillips, Walt Chapman, Dick Egan, Bruce Wilson, Terry Sajo, Jack Vanderwier, Bill Dougherty, James Leslie, Leo Brink, Tom Brinker, Bob Skrak, Joe McGuirk, Harry Sheridan, Ron Kinney, Ray Dusan, Fred Yanke, John Colter, Phil Fraser, Terry Hall, George Bornyak, Hans Muller, Dennis Sheridan, James Lynch, Tom McDermott, Lyall Stevenson, John Sheridan, John Dauphinal, Don Cosby, Henry Sequin, John Furness, Mel Dougherty, Tommy Sheridan, and John Henry.

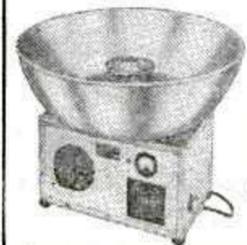
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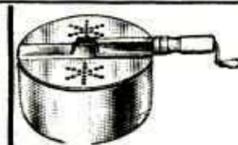
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# CHRISTMAS SHOPPING MADE EASY!

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## Christmas Merchandise Section

in this issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

## THE FINAL CURTAIN

**BARCLAY—Robert Lee,** 56, former Motordrome operator and rider, recently in Culver City, Calif., of a heart ailment. Survived by his widow, Dorothy.

**CAMPBELL—** Father of Charlie Campbell, outdoor showman, at Sylva, N. C., recently.

**CONWAY—Edward M.,** 86, for many years a concessionaire on circuses, recently in Philadelphia. He began his circus career as a young man and trouped with the Barnum, Forepaugh, Buffalo Bill, Pawnee Bill, Ben Wallace, Hagenbeck, John Robinson, Barnum & Bailey and Ringling shows. Prior to his retirement, he worked a number of race tracks. Burial in New Cathedral Cemetery, Philadelphia.

**FISS—Buck,** 46, cook with the Clyde Beatty Circus, recently in Houston when struck by a hit-and-run driver.

**GAULKLER—Francis O.,** 75, president of the firms which operated the old Racing Railway and Mountain rides at the former Riverview Park, Detroit, September 29 in Detroit. Survived by his widow, Beatrice. Interment in Mount Olivet Cemetery, Detroit.

**IRWIN—James C.,** 63, independent movie producer

in the early 1920's and associated with outdoor show business in later years, September 23 in San Francisco. Survived by two sons, James Jr. and John, and a daughter, Doris. Burial in that city.

**MERKEL—Harry,** 60, concessionaire with the Douglas Greater Shows, September 30 in Los Angeles following a long illness. Born in Baltimore in 1895, he had been a member of the Pacific Coast Showmen's Association since 1939 and had served on the association's board of governors for a number of years. Survived by his widow, Grace. Burial in PCSA Showmen's Rest October 3.

**SCHUYLER—Carl Phillip,** 68, former musician and advertising agent with Sells-Floto, Downey Bros.' Circus, 101 Ranch Shows and others, September 17 in Tucson, Ariz., of a heart attack. Survived by his mother, Mrs. Hattie Schuyler; a sister, Mina Glover, and two brothers, Clark H. and Roy N. Cremation followed services.

**VARNUM—Raymond R.,** 80, formerly with circuses as a property man, starting with Hargreaves and including Great Wallace, John Robinson and Sells-Floto, at Belfast, Me., September 28. Burial at Belfast.

**WICKER—Frederick,** 68, concessionaire, September 24 of a heart attack at the Los Angeles County Fairgrounds, Pomona. He leaves his wife, Betty. Cremation in Santa Monica, Calif., September 28.

**WILLIAMS—Mrs. Sara W.,** 104, mother of Harry E. Wilson, veteran carnival press agent, ride operator and concessionaire, September 13 in Yokohama, Japan, while visiting another son, Irving Williams, who is stationed there. Body was cremated and remains will be brought to the States by her son in January.

## MARRIAGES

**TUCKER—PIFER—** Sam Tucker, concessionaire with the Floyd O. Kile Shows, and Mrs. Manie Pifer, September 18 in Russellville, Ark.

## BIRTHS

**ALCOTT—** A daughter September 14 to Mr. and Mrs. Ronald Alcott. Parents are outdoor showfolk.

**BROWNING—** A son, William Thomas, to Mr. and Mrs. Bill (Boom Boom) Browning September 28 in Waco, Tex. Father is former drummer with Ringling Bros. and Barnum & Bailey and Polack Bros.' circus bands.

**GOREE—** A daughter September 13 to Mr. and Mrs. James Pierce Goree, of Azle, Tex. Father is the son of C. A. Goree, former carnival operator. Mother was formerly with the Gordon Circus.

**SKIE—** A son, Harold H., October 2 to Mr. and Mrs. Ronald E. Skie in Little Rock, Ark.

Norm Bale, KWKH, Shreveport, La., is now holding forth with a new afternoon show, "Town and Country Time," along with his regular nighttime stanza, "Red River Round-Up."

## FOLK TALENT & TUNES

• Continued from page 53

**Joe Taylor and His Indiana Red Birds** concluded a tour of Indiana fair dates at Monroe, Ind., Friday (5).

The **Key Twins**, popular with c.&w. fans in the St. Louis area, have a new release on Sarge Records, "Down in Brazos Valley" b.w. "Secret Rendezvous," both published by Ozark Music, St. Louis, headed by Joe Adams. The Key Twins are backed on both tunes by **Fiddlin' Willie and His Ozark Pals**. . . . **Troy Crane's** new release on the Oak Record label is "Huntsville Prison Blues" b.w. "Hawaii Hula."

**Marlene Borland**, of Shaw Artists Corporation, Chicago, calls attention to a new country and western group currently appearing at the Silk Hat in the Windy City. The group, headed by bassist-vocalist **Andy Christ**, promises to become one of the top names in the c.&w. field, Miss Borland avers. "I was amazed by the new sound, both instrumentally and vocally," type-writes Miss Borland. "They have been offered several recording contracts, but are considering carefully before signing. Our company is not affiliated in any way with this group. It's just that I'm sure they're destined to hit the top." The Christ combo is slated to hit the road soon.

**Tom Kelly**, manager of **Hawkshaw Hawkins** and **Jean Shepard**, announces the formation of the **Hawkshaw Hawkins Music Publishing Company** and **Jean Shepard Publishers**, both subsidiaries of Atlantic Music Publishers, New York, and both members of BMI. . . . **Hank Snow** will be the star on the September 29 **Prince Albert** portion of "Grand Ole Opry" over the NBC radio net from Nashville, when **Hawkshaw Hawkins** will be his special guest. **Faon Young** headed up the **Prince Albert** seg last Saturday (22), when **Carl Perkins** was special guest. **Del Wood** and **Chet Atkins** have a new RCA Victor release in "Intermission at the Opry," b/w "Are You From Dixie?" . . . **Tex Lancaster** is playing niteries in the Oakland, Calif., sector. . . . The **Rouge Valley Boys** are still displaying their wares at **Oasis Ballroom**, **Eagle Point, Ore.** **Billy Lively**, local radio performer, is a feature with the gang.

"**Red River Jamboree**," new Saturday night show in Paris, Tex., made its debut September 22, with promoter and banjoist **Roy Glenn** in the driver's seat. Regular entertainers with the group are **Robby England** and the **Rob Cats**; **Benny Thomason**, fiddler; the **Musical Keeners**; **Don McKnight**; **Jerry**, **Johnny** and **J. C. Case**; **Douglas Potts**, **Pat** and **Edwin Watson** and the **Mount Pleasant Ramblers**. **Texas Al** and **Shorty**, guitar and mandolin, and **Leford Hall**, fiddler, were on hand for the opening.

A solid c.&w. package, highlighting **Webb Pierce**, **Ray Price**, **Little Jimmy Dickens**, **Red Sovine**, **Del Wood**, **Wanda Jackson**, **Bobby Lord**, **Porter Wagoner** and **Marty Robbins**, plays the **Colosseum** on the **Kentucky State Fairgrounds**, **Louisville**, Sunday, November 18. Booking was arranged by **William H. King**

**Enterprises, Louisville**. . . . **Lou Black**, of **Top Talent, Inc.**, **Springfield, Mo.**, and his associate, **Lucky Moeller**, have moved into new offices in the **Radio-TV Building**, 1121 **South Glenstone**, **Springfield**. The move puts all firms associated with "**Ozark Jubilee**" under one roof now.

**George Jones** and his personal manager, **Hal Smith**, had **Harold (Pappy) Daily**, owner of **Starday Records**, as a weekend guest in **Nashville** recently. Jones' new release on the **Starday** label is "Just One More," b/w "Gonna Come and Get You." **Jockeys** may write to **Smith** at **4705 Gallatin Road**, **Nashville**, for a sample. . . . **Dave Rich**, who has just inked another year's contract with **RCA Victor**, headlined a show for the **Chamber of Commerce** in **Campbellsville, Ky.**, September 21. Others on the bill were **June Carter**, **Anita Carter**, **Grady Martin** and the **Wingin' Strings**. **Dave's** new release is "Ain't It Fine?" b/w "Your Pretty Blue Eyes."

## With the Jockeys

**Ray (Slim) Corbin**, of **WHOB**, **Hobbs, N. M.**, waxes heatedly concerning **RCA Victor's** recent switch to **EP's** for radio station singles. "I thought that the idea might be all right until I got the first package of singles in **EP form** from **RCA**," typewrites **Slim**. "If you go into the subject in your column, I would like very much to be quoted as saying 'phooey' or anything worse you can think of. Don't they realize the difficulties librarians will have in filing and classifying the darned things when **Eddie Fisher** is on one side and the **Mike Pedicin Quintet**, with rock 'n' roll, on the other. Or when **Hank Locklin** is on one side and the so-called **Country Gentlemen** are on the other with a couple of strictly pop recordings? Or do they think we just slap all records in the same bin, regardless of their classification? I realize that the foremost purpose of the idea is to save money and better the chances for plays for all sides released, whether they are good enough or not. It seems to me that record companies usually just slap anything, preferably bad, on the B side of a record so as not to waste a good song, seeing as how it takes only one good side to sell any record. So now, it will be very difficult for us program directors to cull out (tape up in my case) the worthless side of a record. I'm sure **RCA** had that in mind."

**Cactus Joe Wesley** is now spinning the wax daily over **KSTL**, **St. Louis**, 10-11:30 a.m. and 1-1:30 p.m. . . . **John Corrigan**, formerly with **CKOY** and **CFRA**, **Ottawa, Ont.**, now holds down the job of news reporter and program director at **WMOD**, **Moundsville, W. Va.**, a 1,000-watter recently purchased by **Doc Williams** and **Jake Taylor**, veteran c.&w. entertainers. In addition to handling the chores of vice-president and assistant manager, **Taylor** broadcasts each day from 9-10 a.m. . . . **Bill Mack**, **Wichita Falls, Tex.**, types: "My **Blue Sage Boys** and I are now doing tele shows over two stations. We recently kicked off a new, fully sponsored one-hour show over **KSWO-TV**, **Lawton, Okla.**, which is in addition to our regular 'Big 6 Jamboree' which is beamed over **KSYD-TV**, **Wichita Falls.**"

**Frank Page**, chief announcer at **KWKH**, **Shreveport, La.**, is now doing a new country-platter show, Monday thru Friday, from 5-7:55 a.m. . . . **George Popkins**, who pilots "Pop's Country Store" over **WXGI**, **Richmond, Va.**, is setting aside a half hour each day to program new folk and western album selections. . . . **PeeWee Hall**, **WMOR**, **Morehead, Ky.**, informs that he has built a new show around the controversial rockbilly music. Hall features disks by such artists as **Elvis Presley**, **Johnny Horton**, **Johnny Cash** and **Gene Vincent** and says that he is getting good listener response. . . . **Red Jones**, ex-GI announcer and disk jockey for the **Armed Forces Network**, **Germany**, is skedded to rejoin **KTAE**, **Taylor, Tex.**, soon and would like to hear from the publishers and record men who contacted him in **Germany**.

**Ernest Tucker**, **WEKR**, **Fayetteville, Tenn.**, complains that a lot of the platters he's receiving nowadays are so badly cut he can't play them. . . . **Ramblin' Lou**, **WJLL**, **Niagara Falls, N. Y.**, recently spent a week vacationing in **New York** during which time he did a lot of reminiscing with **Shorty Long** (**RCA Victor**), of the **Broadway** hit, "Most Happy Fella." . . . **Station KBMX**, **Coalinga, Calif.**, has kicked off a new country music show which is being piloted by **Chuck Kilby**.

**Dave Fennell**, **WIDE**, **Biddeford, Me.**, is on the air Monday thru Saturday, 3-5 p.m., with "1400 Club," a combination of pop and country & western, and from 9:30-11 p.m., Monday thru Friday, with his "Records at Random." Each Saturday **Fennell** helps stage a live show, "Hillbilly Jubilee," which is broadcast from 7-8 p.m. **Mickey Evans**, of **WHOO**, **Orlando, Fla.**, has added a half hour to his stanza. It's now heard from 1:15-4 p.m. each day. "Still receiving very poor service from **Capitol**," writes **Mickie**.

**Paul Simpkins**, **WBAM**, **Montgomery, Ala.**, infos that grave-side memorial services were held recently in **Montgomery** for **Hank Williams**. **Hank's** sister, **Mrs. Irene Smith**, who headed the services, was introduced by **RCA Victor** artist, **Jack Turner**. Some 25 **Williams** followers attended the services held in **Oak-Wood Cemetery**. . . . **Bostick Wester**, **KBAB**, **El Cajon, Calif.**, writes: "After four years in **Las Vegas, Nev.**, I have returned to **San Diego, Calif.**, where I spun country & western records for seven years prior to the **Las Vegas** stint. I am now on home base with **KBAB**, doing 16½ hours per week. I am continuing transcribed with **KLAS**, **Las Vegas**, 30 minutes per day, and I am also transcribed an hour a day over **KEAC**, **Tijuana, Mexico**."

**Jack Gale**, **WTMA**, **Charleston, S. C.**, has formed his own label, **Jalo Records**, which he will operate from his record store at 500 King Street, **Charleston**. **Gale**, formerly with **WSRS**, **Cleveland**, headed **Triple-A Records** in **Cleveland** for a time. He'll operate the new label in conjunction with his **Jalo Music** pub firm (**BMI**). . . . **Georgia Boy Ben Worthy** is currently helming a daily one-hour country-country music stanza over **KWHM**, **Jackson, Mich.** **Worthy** is in need of new releases.

### In Loving Memory

Of My Dear Wife

CLEONE IRMA  
CROWE



Passed Away October 10, 1953

Gone But Not Forgotten

James E. Crowe

HUSBAND

### IN LOVING MEMORY OF

"OUR MOM"

MRS. SARA W. WILLIAMS

who passed away in Yokohama,  
Japan, Sept. 13, 1956.

"Though you are gone, Mom, you  
will always live in our hearts."

HARRY E. & PEGGY WILSON  
AND IRVING WILLIAMS

### IN MEMORY

Of Our Precious Mother

MRS. WALTER  
LONG

October 15, 1952

MILDRED AND ELIZABETH

# COL. ROBERT H. MORTON

June 1, 1894—September 16, 1956

In beloved memory of our pal and  
associate, a wonderful guy, gone  
but shall never be forgotten.

## GEORGE A. HAMID, SR. and Family

### Members of Staff

George A. Hamid, Sr.  
Dorothy Packtman  
Carl Sonitz  
Vernon McReavy  
E. C. MacBeth  
Omer Kenyon  
Howard Y. Bary  
Henry Robinson  
Charles Basile  
Joe Basile  
Lee Barton Evans  
Len Humphries  
Ben Truex  
Bill Tumber

### Performers—1956-'57 Season

Pat Anthony  
Malko Troupe  
4 Angels and Angelito  
Jack Joyce  
Virginia and Eddie Vess  
The Roland Tiebors  
Wells and 4 Fays  
Flying Marilees  
Les Arrigoni's  
Nicoloni's Chimps  
Al and Joyce Vidbel  
Bill and Beverly Buschbom  
The Great Wilno  
Myriam France  
Jerry Bangs  
Dime Wilson and Family  
Peggy and Shorty Sylvester  
La Blonde Trio  
Slim Collins  
Freida Wiswell (Funny Ford)  
Merle Cook  
Mazurs

FOOD DEVELOPMENTS:

Push-Button Grill For Franks, Hamburgs

INDIANAPOLIS — A broiler that turns out hamburgers, hot dogs and toasted buns at production-line speed with inexperienced help, has been introduced here.

At the end of the broiling run, both meat and buns come out of their separate chutes into pans for immediate serving.

Portemont Eyes 20% Increase

SCOTTSBORO, Ala. — Given good weather for the balance of its fair season, Johnny's United Shows should wind up somewhere between 20 and 25 per cent ahead of '55.

Following the annual here the show will move to Anniston and Dothan, Ala., before making its final winter base run to Gantt, Ala.

At least a part of the increased business is attributed to the stronger earning power this year, which will be further augmented in '57.

Inc., 1348 Stadium Drive, Indianapolis.

Compact Dispensers . . .

LIMA, O.—A line of electrically cooled, manually operated pre-mix drink dispensers has been introduced by a local manufacturer.

Instant Coffee Maker . . .

CHICAGO — A coffee maker that supplies hot water for instant coffee and all other hot beverages is being marketed here.

Soft-Serve Freezer . . .

ROCKTON, Ill.—A continuous freezer designed for speed, savings and sanitation has been designed here.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- A-1 Amusements: Steele, Mo. Alamo Expo.: (Fair) Sulphur, La.; (Fair) Liberty, Tex., 15-20.

- Gooding Am. Co., No. 3: Columbus, Ga. Gooding Am. Co., No. 6: Bradford, O.

Circus Routes

- Beatty, Clyde: Baton Rouge, La., 9: Vicksburg, Miss., 10; Yazoo City 11; Greenwood 12; Greenville 13.

COMING EVENTS

Alabama DeWitt—Ark. Co. Livestock Show, Oct. 10-13. Harold Kendall, England—Festival, Oct. 15-20.

Arizona Ajo—Ajo Rodeo, Nov. 3-4. Chuck Rasmussen. Buckeye—Halloween Carnival, Oct. 31.

California Blythe—Blythe Rodeo, Oct. 20-21. Ray Seeley. Los Angeles—Great Western Livestock Show, Nov. 24-29.

Connecticut Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14. John W. Daly.

Florida Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1. W. P. Hayman.

Georgia Gainesville—VPW Celebration, Oct. 8-12. Dr. P. D. McCoy.

Illinois Chicago—Chicago Rodeo, Oct. 5-14. M. E. Thayer.

Indiana Indianapolis—Irvington Plaza Festival, Oct. 5-14.

Louisiana Abbeville—Abbeville Rodeo, Oct. 20-21. Gabriel Abshire.

Miscellaneous Brunk's Comedians: Clovis, N. M., 9-13; Portales 14-20.

Ice Shows Holiday on Ice of 1956: Shreveport, La., 9-10; Corpus Christi, Tex., 12-14.

Alaska Crowley—Intl. Rice Festival, Oct. 17-18. A. L. Stoessel.

Canada Edmonton—Fall Livestock Show and Sale, Oct. 22-26.

Ontario Brooklin—Intl. Plowing Match, Oct. 9-12.

Saskatchewan Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.

Texas Albee—Coastal Bend Livestock Show, Oct. 25-27.

Utah Ogden—Ogden Livestock Show, Nov. 16-21.

Maryland Timonium—Eastern Natl. Livestock Show, Nov. 10-16.

Massachusetts Boston—National Home Show, Oct. 14-21. John D. Daly.

Michigan Detroit—Home Improvement Show, Nov. 2-11. R. George Wood.

Mississippi Cleveland—Bolivar Co. Rodeo, Oct. 11-12. Leroy Finley.

Missouri Kansas City—American Royal Livestock Show, Oct. 20-28.

New Mexico Roswell—Roswell Rodeo, Oct. 9-13. R. L. Fessler.

New York New York—International Antiques Exhibition and Sale, Oct. 17-23.

North Dakota Minot—Minot Rodeo, Oct. 26-28. Pearl Cullen.

Ohio Bradford—Pumpkin Show, Oct. 9-13. P. O. Meek, Box 66.

Oklahoma Oklahoma City—Modern Living Home Furnishing & Sports Car Show, Nov. Jack Wright.

Oregon Portland—Pacific Intl. Livestock Expo. Oct. 20-27. Walter A. Holt.

Pennsylvania Pittsburgh—Jr. Beeb & Lamb Show, Nov. 6-8. N. L. Claiborne.

South Carolina Greer—Centennial, Oct. 16-20.

South Dakota Sioux Falls—Auto Show, Nov. 20-24.

Tennessee Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.

Texas McKenna—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.

Texas Nashville—Flower Show, Oct. 24-27.

Texas Nashville—Davidson Co. PFA Rally, Nov. 17. John T. Tucker.

Texas Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

Texas Albee—Coastal Bend Livestock Show, Oct. 25-27.

Texas El Paso—Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.

Texas Floresville—Peanut Festival, Oct. 8-14.

Texas Hedley—Cotton Festival, Oct. 11-13.

Texas Liberty—Liberty Rodeo, Oct. 18-20. Hubert Taylor.

Texas Odessa—Oil Show, Oct. 17-21. Frank O. Swartz, Hobbs, N. M.

Texas San Antonio—South Texas Vegetable Day, Nov. 10.

Texas Tyler—Tex. Rose Festival, Oct. 19-21. Frank Bronough, Chamber of Commerce.

Utah Ogden—Ogden Livestock Show, Nov. 16-21.

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## Tulsa Tops 500,000 For New Gate Mark

One-Day Attendance High of 132,584 Is Set; All Segments Do Thumping Biz

TULSA—The Tulsa State Fair, which closed its seven-day run Friday night (5), topped all of its previous editions by a big margin and tossed many records into the discard.

Attendance skyrocketed over the 500,000-mark for the first time in history. Thru the first six days the gate tally was 468,000. The final day's count, pending final tabulation, was estimated at about 90,000 to put attendance for the full run at close to 550,000. The previous record, set last year, was 474,000.

A single day attendance record of 132,584 was chalked up Sunday (30). The turnout eclipsed the old mark of 128,000 set last year on a kids' day.

All segments of the fair experienced either record or excellent business. Midway receipts, both from the William T. Collins Shows and the permanent Kiddieland operated by Bob Bell, were up sharply. Thru Thursday (4) the gross for the two operations was \$66,000 and the take for the closing day, when finalized, was expected to lift the total to \$80,000, Clarence C. Lester, fair manager, said. Last year the combined operation grossed \$58,000 for the full run.

"Holiday on Ice" grossed \$52,000 in the first seven of its eight performances and appeared assured of a \$60,000 gross for all eight shows. Last year the icer grossed \$45,000.

Grandstand receipts for the first seven days also were up sharply,

totaling \$28,000, with receipts for the closing night's stock car races still to be added. Last year grandstand attractions for the seven days yielded a gross of \$24,000.

Joie Chitwood's thrill show was in for afternoon and night shows the first two days, Red Foley headed the bill three nights, Monday thru Wednesday, and also at a Monday matinee; midget auto races, presented by John Zink, local promoter, were staged Thursday night, and stock car races, also

(Continued on page 62)

## ONLY 2 BEEFS MARK DANBURY \$1.50 GATE FEE

DANBURY, Conn.—Of the more than 75,000 persons who had passed thru the Danbury Fair gates midway in the run, only two registered complaints on the increase in the adult admission price—from \$1.35 to \$1.50.

One of these, according to John W. Leahy, general manager, resulted from the misinterpretation of an ad. The patron confused the entrance fee with the grandstand charge, \$1.10, on the two Saturdays and two Sundays.

The fee, believed to be the highest of any fair, includes parking and, on weekdays, admission to the grandstand.

## Little Rock Holds Up Despite Weather

Rain, Threatening Skies Mar Four Days Of Six-Day Run; But Midway Biz Rises

LITTLE ROCK — Rain two days and menacing skies as many more held down attendance at the six-day Arkansas Livestock Show which closed Saturday night (6), but Clyde E. Byrd, secretary, said just prior to the close that he believes final tabulation would put attendance at about even with that for last year's run.

The weather finally cleared Fri-

day (5) and crowds responded to offset earlier attendance losses because of the rain.

Patronage for the rodeo also was hit by the weather. The rodeo, produced by Byrd, with Homer Todd providing the stock, was in for 11 performances. Besides the competitive events, it offered Jimmie Wakely, recording star; the Three Rays and Pinto Del Oro, formerly with the Ringling-Barnum circus; the Cordons, whip act, and Jimmy Murphy, Roman fire jump act, among others.

Midway business was up for the Royal American Shows despite the weather. Going into the final day, the Royal's ride and show grosses, it was estimated, would finish 17 per cent higher than last year.

The independent midway concession space was completely sold out, with the Bush-Laube Concession Company and the Dale Pesley Catering Company both having taken more space than ever before.

All space in the merchants' exhibit building, the industrial building and the commercial exhibit building was sold, and they were used to house the overflow. Livestock entries were 12 per cent above last year.

Byrd disclosed that the fair plans to ask the Arkansas Legislature for a \$500,000 appropriation to complete the Coliseum and build a new livestock arena. Project already scheduled is one to heat the Coliseum at a cost of \$50,000.

## Huntsville, Ala., Beats Weather

HUNTSVILLE, Ala. — The Madison County Fair and Tennessee Valley Exposition closed its six-day run here Saturday (29) with an increase of 6.8 per cent in outside admissions. Fair was hurt by a hurricane threat the early part of the week and some rain and cold, but came out of the inclemency okay and raced to a big windup.

Tuesday, kids' day, topped last year; Wednesday and Thursday were fair, but the final two days saw the fairgrounds jammed to capacity on both days.

Buff Hottle No. 1 Shows provided the midway attractions.

## Pomona Attendance Misses '55 by 17,207

POMONA, Calif.—The 29th Los Angeles County Fair pulled a total attendance of 1,003,984 during its 17-day run which ended here Sunday (30). The fair showed a loss of 17,207 under 1955. Record mark was set in 1948 when 1,254,503 attended.

The loss was blamed on hot weather and construction of a 13-mile section on the nearly 30-mile freeway stretch between Los Angeles and the fairgrounds. During the run, the thermometer each day was in the 90's.

The fair opened Friday (14), this being one of the few years in which the event was held entirely in September.

During the run, 14 days of pari-mutuel horse racing were featured. While attendance at the afternoon grandstand event dipped slightly, the handle was said to be up over last year. Acts used between the races were booked and presented by Fred H. Kressmann, of Barnes-Carruthers Theatrical Enterprises, Inc., Chicago.

For the first time in a number of years, the evening grandstand show was presented by a new booker, H. Werner Buck, Hollywood. The schedule included Louis Armstrong and the Dave Brubeck Quartet the first two nights in "Jazz at the Fair." The remainder of the run was divided between "The Horse Cavalcade" and "The Stampede."

Attendance at the shows was re-

ported "satisfactory" by Phil Shepherd, newly appointed assistant manager under C. B. (Jack) Afflerbaugh, president and general manager. Saturday night (15), "Jazz" pulled nearly 5,000 people. "Stampede" had a grandstand crowd of over 5,000 on Sunday afternoon (23) when it opened for eight days. In pulling power, "Jazz" was first, "Stampede" second and "Cavalcade" third.

While attendance was down, independent midway concessionaires generally reported no great losses in business.

Annual attendances since 1948 were: (1949) 1,027,466; (1950) 1,059,878; (1951) 1,076,654; (1952) 1,085,478; (1953) 1,063,149; (1954) 1,110,927, and (1955) 1,021,191.

## Yakima Grandstand Up Altho Attendance Dips

YAKIMA, Wash. — Weather held outside gate attendance at the Central Washington Fair to 132,905, a mere 1,411 under 1955, during its five-day run ending here Sunday (30), J. Hugh King, manager, said.

Despite the slight dip, King said that attendance at the afternoon and evening grandstand shows was up approximately 14 per cent and the carnival gross increased 7½ per cent.

The evening grandstand show, with admissions from 50 cents for kids under 12 years old, to 95 cents and \$1.50, in addition to the 25 and 75-cent gate, was headlined by Guy Mitchell and June Valli. Show was booked by GAC-Hamid for the first time.

Mitchell pulled heavily, the manager stated, and co-operated in promotions, including riding in the parade. The singer also appeared in one of the horse show performances, opening Thursday (27) for four days, and won third place in the Arabian costume division. Mitchell was unannounced and his identity was not disclosed until he removed a heavy false beard at the close of the event.

Opening day's afternoon attraction was Bill McGaw's "Tournament of Thrills," playing to a good crowd.

Meeker's Shows, headed by Jo and Ralph Meeker, were featured on the midway for the 10th consecutive year. Show's rides were

augmented by those of Robert Bollinger, operator of Oak Amusement Park, Portland. The lot was flashed with Meeker's three No. 5 Ferris Wheels and a No. 16, supplied by Bollinger. Top money was garnered by the Skooter with the Round-Up second.

Fire, which damaged paddocks, (Continued on page 62)

## Charlotte Opens Big; Improvements Pleasing

CHARLOTTE, N. C. — The Southern States Fair got off to a roaring good start Tuesday (2), but had to share billing with "Ice Capades," which ran concurrently at the Coliseum. Turnouts tapered off at midweek, but a good wind-up was expected for Friday and Saturday (5-6).

Participation in the fair was encouraging, Dr. J. S. Dorton reported, with exhibit and commercial space all taken. Opening ceremonies were highlighted by singer Pat Boone, of the GAC-Hamid show, cutting the ribbon Tuesday morning.

The veteran fair official, with eye pleasure in mind, this time provided a glittering paint job to the main building and grand-

stand, plus new light towers and new wood structures for housing ponies.

Fair officials agreed to pay up to \$550 for overtime work by county police during fair week. The decision, pleasing to the police department, was to split overtime pay for the first \$1,100, representing the first time the fair has participated in this activity. Police take 12-hour shifts during the fair's six days.

Opening day was enlivened by thousands of county kids who entered or tickets distributed for the first time thru the schools. Altho both county and city school systems did not release students during hours, they compromised on the ticket distribution. City kids used their tickets on Friday (5).

## J. Fred Walters Marks 50th Year At Huntingdon

HUNTINGDON, Tenn. — J. Fred Walters, manager of the Carroll County Fair here, was honored by the fair board recently for 50 years of service to the event. A bag of 50 silver dollars was presented Walters.

John Portemont Sr., father of John Portemont, owner of Johnny's United Shows, gave the veteran fair executive a bronze plaque. Among those attending were Gordon Browning, former Tennessee governor.

## Richmond Slashed 11% By Winds and Rainfall

RICHMOND, Va. — Rainy weather and winds brought by the tail end of Hurricane Flossie washed away 53,776 admissions that would have pulled the Virginia State Fair even with last year's attendance. J. A. Mitchell, general manager, estimated the nine-day total at 345,524, an 11 per cent decline.

His daily breakdowns were as follows: Friday, 14,747; Saturday, 80,073; Sunday, 50,856; Monday, 5,382; Tuesday, 76,611; Wednesday, 5,751; Thursday, 1,528; Friday, 54,576, and Saturday, 56,000.

Fair weather on closing day was enough to draw crowds that warranted a double showing of the Harry Cooke grandstand offering, which had part of its midweek schedule washed out.

Cattle, swine and sheep exhibits were removed from the fair after the livestock auctions on Friday (28), but the rabbits and poultry exhibits remained thru the fair's closing hours. Most of Sunday and ensuing days were spent cleaning up. Fair tents are erected behind permanent fronts which, side by side, give an effective resemblance to regular buildings.

It rained on Monday, Wednesday and Thursday of fair week, and skies were overcast on the other days. A good start was enjoyed for the opening on Friday (21) and the first weekend, but then the bad weather started plaguing the operation and the Cetlin & Wilson Shows' midway for the remainder of the run.

# Danbury Again Will Top 140,000 Mark

Accessibility Holds Capacity to 38,145 On Sunday; Adult Charge Record \$1.50

DANBURY, Conn.—With the weather prospects good for the concluding weekend, Saturday and Sunday (6-7), the Danbury Fair again seemed assured of attendance topping the 140,000 mark. Thru Wednesday (3) after five days of operation the total was 75,906 as compared to 82,281 for the same period a year ago.

The record gate was established in 1954 with 153,121 paid. Last year's total was 141,802. An all-day drizzle cut into attendance on Thursday (4). The bulk of the attendance, however, is garnered on the two Saturdays and two Sundays with the weekend sessions only occasionally topping the 10,000 mark.

Altho the fair has handled more than 41,000 persons on a single day in the past, it hit capacity on Sunday (7) with 38,145. By 3 p.m. the spacious parking areas were jammed and State police were forced to route all traffic away from the fairgrounds. The crowd turned out despite the fact that the start of the day was not promising.

### Sunday Saturation

The fair has hit the saturation point often on Sundays in the past and, as a result, cautions the public to plan on attending weekdays, if possible. But John W. Leahy, manager, points out that people will only attend when it is possible or convenient for them to do so. Accordingly, the aim is to create more parking so that the crowds can be handled as they come.

In preparation for this year's event Leahy spent \$18,000 on filling in part of the 28 acres of swamp land that will eventually be entirely reclaimed for parking. Altho parking was expanded for this

year, the increasing length of new cars and a lower passenger average are important factors in the over-all attendance, Leahy said.

Leahy raised the adult admission price from \$1.35 to \$1.50 this year, a probable record high for fairs. Parking is included and, on weekdays, the grandstand is free. The fee for children is 60 cents. City school children are given free tickets for one day and the schools are closed. There are no passes and free admissions of any kind are held at a bare minimum.

### Wind Damage

Altho showers nibbled at the gate on Thursday, the fair caught most of its weather woes in advance. About two weeks before opening 75-mile winds swept thru the area, causing more damage than the hurricane of 1938. The erection of the fair's big top had been luckily delayed that day because of a lack of manpower. The week before opening the plant was again swept by wind and rain and some damage was caused to decorations and the big tent.

The plant was sparkling for opening, however. New features were added and changes made to continue the show of progress always evident at this event. Assistant manager Irving Jarvis had the grounds full with exhibitors and concessionaires. Gold Town, a novel reconstructed western settlement begun last year, has been expanded.

Jack Kochman's Hell Drivers were the feature grandstand presentation on closing Saturday and Sunday. Thru the week Buck Steele's Frontier Days was presented free.

The fair is unique in that it operates only days.

## DROUGHT HITS

# Waco Slumps 10%; Midway Business Up

WACO, Tex. — Long-existing drought conditions hit the Heart of Texas Fair, which Friday night (5) closed its seven-day run.

Attendance was cut 10 per cent below last year and a rodeo, staged by Tommy Steiner, also was down 10 per cent from '55. Only the midway ran stronger than last year, with rides and shows of the 20th Century Shows reported up slightly.

The Waco area has suffered from drought conditions for seven of the last eight years, Othel M. Neely, secretary of the fair during that period, pointed out. He termed the 20th Century's midway business "amazing" in light of the fair's lower attendance and the generally tighter money in the area resulting from the drought.

The rodeo was presented for one matinee, Sunday (31), and six night shows and besides the cowpokes featured Preston Foster, movie-TV star, and Eddie Dean, cowboy singer.

Novel twist was given Bill Atterbury's two-member Sky Kings act, which was spotted to the rear of the midway. One member was flown in by helicopter and landed atop one of the two poles used in the act.

"Dancing Waters," an added fair attraction, was given light patronage.

# Weather Hurts But Trenton Ends OK

TRENTON, N. J.—The New Jersey State Fair wound up strong on Saturday and Sunday (29-30) altho it was still touch and go with the weather on the final day. Rain hit and virtually washed out the middle section of the eight-day event, including the big and important Thursday (27).

Early Sunday, with big car auto races scheduled, weather was threatening and, for a time, the Sam Nunis promotion faced postponement, George A. Hamid, president, said. The skies remained static, however, and the event was staged before a nearly full grandstand. In better weather the 10,000-plus capacity would easily have been reached and the day, as a whole, would have been a record breaker, officials said.

On the midway the World of Mirth Shows also wound up good, considering the loss of working time to the weather. Concessionaires, generally, had a good week.

For the first time the fair had to cancel a night show. Winds up to 40 miles per hour on Thursday forced the cancellation of the final appearance of Bill Haley and the Comets in a Rock 'n' Roll show. The stage has a canvas cover and the grandstand is covered so that rain alone would not cause a show cancellation.

The program was heavy with attractions as usual. Night business was reported better than in the past, with Pat Boone continuing here the success he has scored at fairs.

A stricter interpretation of the

State's game laws resulted in the absence of bingo this year. About 200 feet of other concessions were also missing, including all group games. However, the midway area was far from barren as was feared might be the case early in the summer when hardly any game concessions were allowed to operate.

# 4 Kiddie Days Mark Program At Orangeburg

ORANGEBURG, S. C. — Three kiddie days, Tuesday, Wednesday and Thursday, will highlight the six-day Orangeburg County Fair which gets under way October 15. Entry tickets will be distributed by teachers. The same applies to Negro children on Saturday.

Among entertainment features this year are high school and college football games, and school band contests. Orangeburg High and Barnwell High play on Thursday night (18). On Friday afternoon at 2 o'clock, Citadel plays Wofford.

Monday's grandstand attraction will be the Jack Kochman Hell Drivers. A GAC-Hamid revue will be seen on each following evening. Midway will be occupied by the John Marks Shows.

Space in the main building will be used to display farm machinery, household equipment, farm supplies, eating booths and other concessions. A fat barrow show will be part of the swine exhibit this year. The hog barn has been practically rebuilt and is so arranged that entries can be seen much better than in the past.

## Atlanta Up

Continued from page 54

to erect a new grandstand in 1958. He also pointed out that the fair has been offered additional land by the city.

Exhibit-wise, the big feature of the fair was "Crackertown U.S.A.," a replica of an early Georgia village that embraced an old grist mill powered by a water wheel, a log cabin in which women were at work spinning, sort cotton, etc.; a livery stable, a sorghum mill, an old country store and post office.

A revision in the past policy resulted in an increase in gate receipts. Last year passes were good on all days but Fridays. This year they were honored on days except Fridays and Saturdays, which narrowed the number of days they were accepted to six days as compared to nine days last year in the one-day longer run.

## Yakima Dips

Continued from page 61

wood fences and bleachers to an estimated \$7,500 about 10 days before the event opened did not interfere with the operation, King added.

Governor Langlie of Washington attended and presented a deed to the grounds to the county, which in turn leased them to the fair board for 35 years.

Fair managers visiting included V. Ben Williams, Pacific National Exhibition, Vancouver, B. C.; Harry Fitton, Midland Empire Fair, Billings, Mont., and John McMurray, Western Washington Fair, Puyallup.

# Revamped Petersburg Registers Increases

PETERSBURG, Va.—A revitalized Petersburg Fair got off to a good start Monday (1) and the pyramiding of crowds thruout the week indicated wide public acceptance.

Thru the first three days an attendance of 41,610 was recorded, according to Ralph Lockett, manager, under whose guidance the event, sponsored by the Lions, has taken new form.

Five tents and two buildings were used to house the exhibits, which formed a well-rounded fair and included a State exhibit, arts and hobbies, commercial, home arts, cattle, swine, community and agricultural shows.

The novel barn entrance was completed in time for opening. An avenue of flags was created to out-

line the approach to the main entrance.

An actual attendance in excess of 100,000 appeared likely. The city schools closed for the occasion for the first time in 16 years. On Friday (5) one county closed its schools for the day and three other counties closed for half a day. There were 21,000 tickets in circulation in the county schools.

The fair received an excellent press, with 81 stories appearing in nine newspapers just prior to the opening. Lockett staged a press party in conjunction with the opening and 110 newspaper, radio and television representatives attended.

### Live Television

Coverage continued good thruout the run, with WXEX-TV broadcasting live from the grounds for an hour each day. Radio station WCLA aired all of its programs from a booth on the grounds thruout the fair.

A 3,000-seat steel bleacher grandstand replaced the wooden structure demolished by fire. A new stage and announcer's tower were constructed.

On Monday and Tuesday Sunshine Sue and her radio group pulled fair attendance. The Gene Holter Ostrich Races played to standing room on Wednesday.

The Joie Chitwood Hell Drivers were in on Thursday and a Music Corporation of America package, featuring Tex Ritter and Smiley Burnette, was set for the final days, Friday and Saturday.

An Army band from adjacent Fort Lee was an attraction for two days. In addition, a 90-foot helicopter from Fort Belvoir, Va., was on view.

Business for the Ross Manning Shows on the midway was at least 50 per cent ahead of last year, according to available records, Lockett said. Concessions took up 1,750 feet of space.

## Tulsa Gate Mark

Continued from page 61

under Zink, were the closing night attraction.

Records were set in the livestock divisions, with a total of 4,889 entered, an increase of about 1,400 over the '55 total. The 4,889 total is the largest ever made for any fair in Oklahoma.

Included among the entries were 1,600 head of beef and dairy cattle, 400 head of horses (Shetland ponies, palominos and quarter horses), 978 head of sheep, and about 2,000 swine. The livestock was housed in the fair's huge cattle barns, which spans an area 200 by 1,484.

New features of the fair include a refrigerated meat exhibit which required the installation of a \$7,500 refrigeration unit; cut-out decorations, done in a humorous vein over some of the exhibit buildings, and a cooking demonstration of new type, Oklahoma-grown sweet potatoes.

## ACTS and ATTRACTIONS

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# Bakersfield, Calif., Gets Record 175,696

BAKERSFIELD, Calif. — An all-time attendance record of 175,696 was set by the Kern County Fair, which closed its seven-day run here Sunday (30). The figure represented a healthy increase of 5,971 over 1955.

Edward H. Clendennen, who was named secretary-manager earlier this year, also reported the paid gate up 30 per cent. John Fox, head cashier, declared that independent midway concessionaires were up about 40 per cent because of a change in the parking areas that funneled people into that section of the grounds.

To mark its 30th anniversary, the fair debuted a new grandstand seating 5,000. Free horse shows, limited to two hours, were presented for five evenings, starting Wednesday (26).

The show teed off its free entertainment program with a Navy Talent Revue on the opening Monday (24). George B. Hunt & Associates, producing the show for the fifth consecutive year, presented two shows of three nights each. Starting Tuesday and running thru Thursday, the line-up included the Orwyns, Risley; Ed Ford and Whitey, dog act; Skeets Minton, ventriloquist, and Libonetti and Rickey, comedy knockabout. The Friday thru Sunday program included Dwight Moore's Dogs; Eddie Bartell, emcee and comedy; the Frank Wheeler's Marimba Trio, and the Armetis, teeterboard. Appearing on both shows were the Marion Rankin Dancers (6), Al Lyons and his accordion, and an orchestra directed by Larry Foster. Larry (Bozo the Clown) Valli worked the independent midway and conducted the kids' contests.

One of the several exhibit features was "Implement City" with

an estimated \$1,000,000 array of farm equipment. Charles Elwood, director in charge, said sales of machinery made at the fair totaled over \$100,000.

Bert Bates, press director, obtained a number of radio spot announcements by selling a package deal by which program advertisers obtained the plugs.

The fair opened daily Monday thru Thursday at 3 p.m. and at 9 a.m. on Friday for kids' day. Saturday and Sunday openings were at noon.

H. W. (Pat) Kelly, assemblyman from Shafter, Calif., visited the fair on Friday. Kelly is a member of the committee working on the reclassification of fairs.

West Coast Shows and West Coast Exposition Shows combined to play the date, a contract they have held for several years.

Clendennen was named to the post of manager here in June. Formerly secretary-manager of the Chowchilla Junior Fair, Chowchilla, he succeeded William A. Straub, who was appointed manager of the Santa Clara County Fair, San Jose. Straub assumed the post vacated by Russell E. Pettit, who resigned to devote full time to the San Jose Chamber of Commerce management.

# Iowa Park, Tex., Gate Up 10%, Midway Tops '55

IOWA PARK, Tex. — The Texas-Oklahoma Fair closed its six-day run here Saturday (29) after experiencing its best run since 1946 and accomplishing this despite drought conditions that were hurting thruout the Southwest. Total attendance was close to 150,000.

T. Leo Moore, general manager, reported that revenue from the 50-cent outside gate was up 10 per cent and midway grosses, racked up by Alvin Van Dike's organization, was 12 per cent over '55.

Featured attraction on the grounds was the daily free show in the 1,500-seat air-conditioned Auditorium. A strong line-up of bands and programs was presented daily from 4:30 p.m. to 10 p.m. with 15-minute breaks. On the final Saturday the show got under way at 8 a.m. and continued until 10 p.m. Included in the line-up were the Midwesterners, Bill Mack's CBS show, Miller Bros. Band and the Plainsmen, all local favorites.

The Van Dike midway attractions, which played here for the 12th year, included 26 rides, 11 shows and upward of 60 concessions. The show was again signed for 1957 with fair dates to be September 23-28.

Total gross from the gate, midway and concessions was estimated to be in the neighborhood of \$35,000, Moore disclosed.

# Hoosier State Ads New Director

INDIANAPOLIS — Appointment of Robert H. Weedon, Indianapolis, to the Indiana State Fair Board was announced last week by Gov. George N. Craig. He succeeds Walter Horpel of Crawfordsville. Reappointed to the board for an additional term were Robert Harris, Kokomo, and Mrs. Margaretta Cassell, Brazil. All three appointments were for two-year terms.

# Du Quoin, Ill., Adds Seats for Hambletonian

DU QUOIN, Ill. — The Du Quoin State Fair will almost double its grandstand seating capacity next year for the Hambletonian Stake, harness racing's classic \$110,000, E. J. Hayes, president, announced. The trotting race will be moved here from Goshen, N. Y., for '57 and '58 and will be held during the fair. Dates for next year's fair are tentatively set at August 25-September 2.

Grandstand capacity will be increased to house 20,000 spectators, Hayes said. Official word that the race will be held here was received last week from the executors of the W. H. Cane estate at Goshen, N. Y.

# Lubbock, Tex., Counts 172,144 for New High

LUBBOCK, Tex. — The gates closed on the 39th annual Panhandle South Plains Fair here Saturday (29) after a record 172,144 people had attended the fair, topping the former mark of 171,112 set in '54. A. B. Davis, manager, announced.

The big turnout was also felt thruout the attraction program. Featured entertainment was "Holiday on Ice" which drew close to 30,000 in nine performances in the air-conditioned 4,400-seat Fair Park Coliseum. The six night shows drew capacity, with good crowds coming out for the matinees.

Other features drawing good crowds were the West Texas Twirling Festival, the Texas State Championship Baton Twirling Contest and a wrestling card. Free acts performed daily at 3 p.m. and 9 p.m. and included the Sky Tones,

Kimris and the Sabre Jet Sensation.

Additional attendance-building features included the Parade of Bands on the rural area school day with some 26 musical aggregations participating for \$600 in case awards. Kids' day for Lubbock youngsters took place on Thursday (25) and the following day was called Texas Tech and Reese Air Force Base day.

The Bill Hames Shows reported brisk business from the record crowds as did concessionaires and exhibitors thruout the grounds.

Livestock exhibits, both in quantity and quality, exceeded any previous year. And fairgoers found the grounds vastly improved as a result of a refurbishing program that included much landscaping and repainting of buildings. Major repainting job was given the Coliseum.

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## All-Weather Park Studied for L. I.

Webb & Knapp Mulling Feasibility Of Steeplechase-Type Park Shell

By IRWIN KIRBY

NEW YORK—Plans are being made for an enclosed, all-weather amusement spot which will minister to the fun desires of the more than 1,000,000 residents of Long Island's Nassau County, which adjoins the city line. As ideas go, this one is no different than what would be expected of the Webb & Knapp construction empire and one of its vice-presidents, showman Billy Rose.

Some of these ideas have not

jelled in recent years; but others have, resulting in Webb & Knapp, headed by Bill Zeckendorf, becoming one of the nation's moving forces in real estate development and control.

A couple of concepts regarding the proposed amusement park must be discounted, Rose told The Billboard, and he expanded on others. Publicity given the scheme, he said, was premature and exaggerated, as "It's one of those things that pop up at breakfast meetings." Chances that the park would become a reality, he said, are "good. Better, in fact, than the likelihood there will be no such park."

Parking for 11,000

The site would be at Roosevelt Field, Long Island, where Webb & Knapp has completed a vast shopping center featuring a Macy's department store and other retail

(Continued on page 65)

## Regina, Sask., Kid Spot Ups Ride, Eat \$\$

REGINA, Sask.—Altho weather was not up to '55, the Regina Kiddieland wound up its second season a week after Labor Day with a 25 per cent increase in ride grosses and a whopping 50 per cent hike in eat and drinks revenue, William Macovichuk, co-owner, announced. John Macovichuk is a partner in the operation.

The ride line-up includes a Miniature Train with a half mile of track, Merry-Go-Round, Roller Coaster, Sky Fighter and Boats. Tickets are 15 cents each or seven for a dollar. Spot opened at 6 p.m. each evening with weekend openings at 2 p.m. Food items included hot dogs, soft drinks, ice cream, popcorn and candy bars.

A regular promotion program was used during the summer, including newspapers, radio and television. Rides are now being dismantled and overhauled, and much landscaping is being done. Plans for next year call for the addition of one more major ride and an Arcade.

## Lake Caroga Scores Big Gains in '55

CAROGA LAKE, N. Y.—Floyd and Frank Sherman's Caroga Lake Park got off to a slow start when it opened its '55 season in May, but business perked up in June and before the spot closed for the season, all operators reported gains over last year.

Biggest gains were chalked up by the Merry-Go-Round, Tilt-a-Whirl, Skooter and the restaurant. The new snow cone stand and fish bowl game went way over expectations as did the Kiddie Boats. Skillo, themed to Sadie Hawkins, proved very satisfactory, Floyd Sherman said.

The partners recently purchased a new bulldozer and are already at work enlarging the park's picnic area. Other plans on the schedule include modernization of the Whip building and the addition of new lights. Three new cars will be added to the Skooter for a total of 20 and new Kiddie Rides are

## Seek \$2 Million for Pier & Hall in Md.

WASHINGTON — Ocean City Pier Corporation of Berlin, Md., Thursday (4) filed a registration statement with Securities and Exchange Commission seeking registration of \$2,000,000 of 6 per cent debenture bonds and 4,000,000 shares of its 1-cent par common stock. Proceeds of the securities sale will be used to construct and operate a large, modern steel and concrete convention hall and amusement pier in Ocean City.

Present plans indicate that the structure will be 600 feet long, 180 feet wide and three decks high. It will house a convention hall, ballroom, restaurant-night club, concessions, rooming facilities and various other facilities. Cost of construction is estimated at \$4,500,000, plus \$175,000 for furnishings and equipment. Construction contract will be awarded to W. J. Barney Corporation.

The securities will be offered in units consisting of one \$100 bond and 200 common shares. Units will be sold at \$300 per unit by Paul Korn, of Johnstown, Pa., on a "best efforts" basis. He is a promoter and director of the company.

Other promoters include: Lt. Col. James A. Grazier (USAR), Leonard F. Grazier, John W. Ennis, Anthony Villani, Alan Fraser, Charles Bupp, Angelo Villani and George A. Hamid, who have purchased a total of 200,000 common shares. Lt. Col. Grazier is listed as board chairman and president.

First proceeds of the financing will be used for general organizational and administrative expenses, financing costs, fees, plant site, advertising and similar purposes.

## 26,000 Attend Berry Fete

SOUTH CARVER, Mass. — A crowd of more than 26,000 jammed this little Cape Cod town for the ninth annual Cranberry Festival at the Edaville Railroad's grounds this week. Originally scheduled for Saturday (29), the event was postponed when it was learned that the tail end of Hurricane Flossie was to bring up a messy day. But despite this, 4,000 persons showed up and the narrow-gauge line had a busy day.

The railroad has a five and a half mile track which hauls visitors at 50 cents for adults and a quarter for children. Last year more than 200,000 persons patronized the attraction. There is also a railroad museum at 40 and 20 cents. The affair this week also featured a chicken barbecue dinner at 99 cents for adults and 60 cents for moppets.

A highlight was the presentation of new cars for the line by Patrick McGinnis, of the Boston & Maine Railroad. McGinnis also recently gave E. Nelson Blount, Rhode Island industrialist and operator of Edaville, a full-sized B&M locomotive to add to the museum collection.

planned. Additions to the kitchen recently included a dish washer and new stainless steel sinks.

## New Fairy Village Slated For South Jersey Location

PHILADELPHIA—S. J. Mirabello and Albert J. Thomas, of suburban Feasterville, have told plans for Wonderland, Inc., kiddie attraction to be built on 21 acres along the White Horse Pike, Route 30, about seven miles from Atlantic City on the edge of Absecon, N. J. It will be an animated storyland, with scenes depicting Mother Goose and fairyland tales.

Some of the characters will be the Three Bears, Little Red Ridinghood, Jack and the Beanstalk and the Old Lady Who Lived in a Shoe.

Mirabello described the enterprise as a "park and tourist attraction" which will feature "educational family entertainment" and "new and unique mechanical

## NEW RIDES ORDERED

## Spring L. Doubles Use of Free Acts

New York—Spring Lake Park is going to double its free-act usage next year, enabling patrons to see two acts on the same bill. One act will change weekly and bookings will be for two consecutive weeks. Roy Staton, operator of the Oklahoma City funspot, said extreme success has been enjoyed by the four-way booking arrangement set up in recent seasons by a group of Southern and Southwestern parks.

Participants are Spring Lake, State Fair Park in Dallas, Craterville, Okla., and Pontchartrain Beach, New Orleans. Three seasons of joint booking, Staton said, have afforded Spring Lake with superior attractions which are lured by the chance of consecutive weeks of employment.

Last year the park expanded its amphitheatre to 3,500 seats plus standees. It also modernized an existing building, air conditioned it and fitted it out for souvenirs and novelties, a business which did surprisingly well this year altho some western-styled souvenirs had to be returned in favor of other items. Patrons, it proved, were more cosmopolitan than western in taste. Final improvements for the 1956 season were a huge shelter to cover the entire kiddie ride section and protect it from the sun, and a Little Showboat ride for the lake.

Season Ended

Business this past year was better than in 1955, it was disclosed, altho the pool suffered somewhat until a final six-week stretch of favorable weather enabled it to catch up nicely.

Staton, 72, and blessed with leisure time, hit New York fresh from a buying trip to Dayton, where he ordered a new Pony Trot ride, Coaster braking system, two major Coaster trains, and an

intermediate-sized Coaster, from National Amusement Device Corporation. The trains will feature a new oscillating headlight which will illuminate the ride better and cast beams for long distances. In addition, next year will see further enlarging of the amphitheatre, erection of two picnic area shelters and installation of more picnic tables.

Staton was contemplating a trip to London while staying at the New Yorker Hotel during the World Series. Handling affairs in his absence from Oklahoma are his son, Marvin, park manager, and his wife. The elder Staton is a past vice-president of the National Association of Amusement Parks, Pools & Beaches.

## Atlantic City Bathhouses On Way Out

ATLANTIC CITY—Failure to enforce a law on the books for a good many years has driven 14 public bathhouses out of business and is now threatening to make this once-popular enterprise extinct around these parts.

Seaside Baths at Pennsylvania Avenue and the Broadwalk will be razed to make room for a parking lot. Operators say too many visitors are changing to beach attire during the summer months in parked cars or under piers. At one time 20 public bathhouses were in operation here. This past summer the City Mercantile Tax Office issued only six such licenses.

As to those who use their cars to change clothes, there is a law against this practice, and the few remaining bathhouse owners are urging that police department enforce it rigidly next summer. They pointed to other resorts such as Asbury Park, Ocean City, Md., and Miami Beach where a similar law is enforced fully.

## Biloxi Park Damaged by Hurricane

BILOXI, Miss. — Altho the brunt of the recent hurricane missed the Biloxi-Gulfport Amusement Park here, the tail-end struck the spot and did considerable damage, Ken Davis, owner-manager, announced. Davis is also owner of Gold Coast Shows.

Gale-like winds struck, snapping the Scooter center pole and the top was a total loss. Scooter cars had been removed from the park before the storm hit. Water, that was two feet above normal, did considerable ground damage, Davis reported.

While Davis was at the park his carnival trailer was robbed of \$400 in silver. The traveling show suffered no damage as equipment was left on the trucks until the blow subsided.

The Newton (Miss.) Dairy Show was a big winner for the show. E. Schroeder joined there with four concessions.

## Butte, Mont., Spot Scores

BUTTE, Mont. — Columbia Gardens, which wound up its season here Labor Day, had a season that was termed "very satisfactory."

Dances, with name bands, drew good turnouts with Ralph Flanagan's ork chalking up the biggest crowd of the summer. Ted Beech, superintendent, said plans are to bring in a new Ferris Wheel, Dodgem, Tilt-a-Whirl and Kiddie Rides for next year. The park is also mulling the addition of an outdoor swimming pool.

amusement rides."

The layout will include a three-acre lake for water scenes like the Three Men in a Tub, Noah's Ark and Jonah and the Whale. There will be boat rides on the lake and a miniature train will take riders on a tour of the park. A large fairyland castle with 85-foot spires will dominate the entrance. Off the highway will be six to 10 acres of parking area, with a nearby shopping village of fairyland architecture and souvenir shops and refreshment stands.

Mirabello and Thomas and others have been working on the project for 18 months and hope to open the amusement center next

(Continued on page 65)

**ROLLER RUMBLINGS**

**Mineola, Under Threat, Opens to Big Turnout**

MINEOLA, N. Y.—In the midst of a hot fight to prevent Mineola Roller Rink from being dismantled so that the site may be used for erection of a proposed Nassau County court house, the Earl Van Horn-Harry Bickmeyer-Inez Van

Horn-operated rollery opened for its 23d season September 14 to a large crowd of patrons and well-wishers.

High spot of the evening was a presentation of the Earl Van Horn Dance and Figure Skating Club's 1956 champions in a well-balanced and expertly executed skating show that included dance skating and other artistic skating exhibitions. Among those on hand for the opening were Bill Love, The Billboard representative and New York Journal-American skating editor; George Apdale, president of the United States Amateur Roller Skating Association, and a group of school executives and clergymen who sponsor skating parties at Mineola each season.

The rink is now open on a regular schedule of sessions each night except Mondays, and matinees on Wednesdays, Saturdays, Sundays and school holidays. Returned to the rink staff are professionals Gladys Weeden, Margie Myers and Edward O'Donnell; Steve Warner, in charge of the floor staff; Dick Brumblay, skate shop; Florence M. MaLon, Anne Landgrover, Trudy and Marie Rulfes, Ann Flerx and Bill Landgrover heading other departments; Artie Busk, editor of the rink's organ, and Phil Reed, organist, who replaces veteran Bobbie Weeden, who has opened her own rink. Reed, who is nationally known, has had a varied musical career that has encompassed posts as musical director of a number of well-known vaudeville theaters and appearances on radio and with dance orchestras and cocktail combos.

When word of the proposed demolition of the rink got about, it brought an avalanche of petitions and letters of protest directed at county officials. These protests say that there is plenty of vacant space in the immediate vicinity of the rink on which the public building could be erected. Friends of Mineola Rink point out that it has always been a strictly supervised facility, operated in a dignified manner and one of the few fine available places where children and teenagers are able to amuse themselves in clean, wholesome surroundings. Many of the letters emphasize the rink's important role in combatting juvenile delinquency.

**Renege on Skating in Middletown School Gym...**

MIDDLETOWN, Conn.—The park department has been notified by the Town Consolidated School District that Wilson Junior High School gymnasium will not be available for public roller skating this season. In 1955, some 20 sessions were held at the gym, with average attendance of 350. Roller skating, the department was notified, damaged the floor by obliterating basketball lines. Moreover, it was said, skates cut groves in the

**All-Weather Spot**

Continued from page 64

outlets. Rose said the firm controls ample acreage adjacent to the shopping center, which has parking facilities for 11,000 cars.

"We would have a tremendous audience to cater to," he said. "And since the shopping center would operate year-round, the park would also be a January-to-January business, not just a warm weather thing."

Immediate step is to determine whether the development would be commercially feasible, and then architectural work would begin. Rose said that once Webb & Knapp decides to get the ball rolling, completion could be expected within two years.

He repeatedly emphasized that the enclosed park is "an idea," but he was just as emphatic that it is a sound one, that is likely to materialize.

The planners envision a two-block-long shell, the first major park pavilion since Steeplechase was erected at the turn of the century. Cost would be roughly \$2,000,000 and other elements would be another \$1,000,000. The building would be air-conditioned and would house all elements of a full-scale amusement park.

**Rides, Shows, Games**

Rose said this last subject included rides, show units, and concession games. "Not freak shows, but units which are discreet and of universal appeal. And games of pure skill. After all, if a person wants to throw a dart, roll a ball or pitch a coin, with the hope of winning a prize, there is nothing objectionable about it in my mind."

On the one hand, he said, the park would stick to the tried and proven amusement rides. On the other, it would retain basic ride principles while adapting the structures in a novel manner.

As to whether Webb & Knapp would prefer to book rides or operate its own, that is too early for decision, it was said. The same goes for the contemplated skating rink and other operational units. "It's just an idea," Rose said, "but it's a beauty."

The Roosevelt Field center was constructed at a cost of \$36,000,000 and opened last summer. It is located in mid-county and is easily accessible by parkway and local roads.

floor and the shearing effect of skaters breaking speed and banking caused the floor to rise. The department, which had three concerns interested in handling skating this season, said an attempt would be made to hold the sessions elsewhere.

**Norfolk Trio Surpasses 1955 by Four Per Cent**

NORFOLK, Va.—An estimated two million fun seekers visited the three amusement parks in the Norfolk area according to officials of the firm that operates the three spots.

The estimate was based on 1½ million at Ocean View Amusement Park here; 400,000 at Seaside Park, Virginia Beach, and close to 200,000 at Seaview Beach on Shore Drive.

All three parks marked up a gain over '55 despite cool and wet weather during August. Only three Sundays during the entire season were not without rain of some degree. The average over-all gain was reported at 4 per cent and the largest increase was registered by Seaside Park, which scored a 6.1 per cent increase.

The addition of new rides was

credited with much of the gain in addition to expanded use of thrill acts, fireworks and constant maintenance.

Maintenance crews are already at work renovating and replacing worn machinery. Ocean View is repairing left-over damage which occurred last April. A new roof will be put on the ballroom and the Old Mill will be rebuilt in part. Electrical work is also planned and a new 1,000-foot fishing pier is planned for spring completion.

Major addition to Seaside Park will be the construction of a modern motel by the park owners. The motel will include 42 air-conditioned units.

Seaview Beach will rebuild its picnic area, replacing many of the timber uprights.

**New Fairy Village**

Continued from page 64

July. Actual construction is scheduled to start soon.

Mirabello said approximately 22 persons will be employed when the park opens.

Wonderland, Inc., is a corporation chartered in New Jersey with offices at the site of the amusement park and also in Feasterville. Members of the board of directors are Thomas, Mirabello; James C. Greenwood, of Holland, Pa.; Walter F. Hunt, of Furlong, Pa., and Thomas' son, Lt. Albert Thomas, USAF, Orlando, Fla. Part of the \$250,000 capital for the venture has been raised thru sale of stock, the backers claim.

Mirabello, whose varied activities include movie making, will film activities at the park and arrange for distribution to schools and civic and community organizations. He said the project has been "enthusiastically received" by the New Jersey Southern Development Council.

WATERBURY, Conn.—Albert E. Corey and James Luccia, operators of the roller skating concession at Hamilton Park for 21 consecutive years, have opened a fall skating season at Temple Hall, with skating sessions on Mondays, Fridays and Saturdays from 7:30 to 11, and kiddie skating on Saturday and Sunday afternoons from 1:30 to 4:30.

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## CRISTIANI FINDS SOUTHERN CROWDS

Dixie Dates Give Show Big Business; Bennie Fowler in Sponsor's Role Now

CLARKSDALE, Miss.—Cristiani Bros.' Circus has been winning good business in the Deep South. General Agent Paul Cristiani said last week that the previous 10 days had been excellent and that the territory was proving better for the show than in previous years.

Schools have been dismissed for afternoon shows in a number of the spots, with Ben Thomas working this set-up. Paul Cristiani has been doubling on press since the death of Joe Glass.

Bennie Fowler, former circus general agent, was general circus chairman for the Shrine at Montgomery, Ala., a two-day stand. Charles Blaum promoted Columbus, Ga. Bernie Smuckler visited at Meridian, Miss. The show faced opposition paper from the Beatty show at Greenwood, Miss.

### Georgia Dates Described

Recapitulating, Cristiani said Waycross, Ga. (17), had half and full houses; Valdosta (18), half and straw; Albany (19), two straw houses.

Columbus (20) drew a near-full afternoon and a heavy straw house at night for one of the best dates of the season. Auspices was the Pilot Club, and advance sale moved 7,000 tickets. Opelika followed with half and straw houses.

Montgomery began with two capacity houses Saturday (22) and

was rounded out with a capacity house Sunday afternoon plus a half house Sunday night. Show was sponsored by the Shrine.

The jump to Meridian was 181 miles, but the delay in getting the afternoon show off was primarily because of hurricane warnings. Performances drew half and full houses.

Columbus, Miss. (25), had half and two-third houses. At Greenwood, Miss. (26), the Cristiani show had Lions auspices and played to three-quarter and one-half-houses. Beatty was billed for October 12 and there was football competition. Cotton crop is better than expected locally, but sales are slow and ready money is short.

Clarksdale, Miss., had a straw afternoon and three-quarter night. Shrine was the sponsor. The show gave a morning parade.

Show completes its Mississippi route Saturday (6) and then criss-crosses the Alabama-Florida line the following week.

## Emmett Kelly Tells Comics, TV Film Plans

NEW YORK — Emmett Kelly stated last week that he has no intention to retire and plans "to bring Willie to the public as long as I can." He said that apparently he had been misunderstood during an Indianapolis interview earlier.

Kelly reported that he is planning to syndicate a comic strip in the next year or two and that he plans to "take over the drawing of that if and when I settle in one place or semi-retire."

Meanwhile, he has a long-term contract with Mercury Artists and is awaiting results of a pilot TV film he did for CBS. It is entitled "The Emmett Kelly Show," and it is contemplated as a TV film series in color.

He said that this, his personal appearances and his merchandise corporation keep him "far too busy now to retire or even get the strip started this year."

## 3 Days in Houston Go Well for Beatty

HOUSTON — Clyde Beatty Circus played to good business for a three-day stand here September 28-30. Show was in competition with "Ice Capades" at the Sam Houston Coliseum and with a college and four high school football games.

Circus broke in a new lot at 11000 South Main Street. The first day brought only a one-quarter afternoon and a three-quarter night.

But Saturday (29) was strong, with a three-quarter afternoon and a near-full night house. The Sunday (30) shows pulled three-quarter and near-full houses also. Date was sponsored by a Lions Club.

Earlier, at Galveston, the show had a turnaway at night Thursday (27). Afternoon house had pulled

a near-full crowd, altho it was late in starting. Jaycees sponsored and had registered with a good advance sale and heavy publicity. Justino Loyal took a tumble but the injury was minor.

## Schumann Gate Trails 1955 Summer's Run

COPENHAGEN—Circus Schumann wound up its indoor season Sunday (30) night after a run of 149 days. When the circus opened here on May 5 it had already played about six weeks in Sweden—split between the Lorensberg Circus arena in Gothenburg, and the Djurgarden Circus arena, in Stockholm. Total attendance was a bit above 400,000, which was good in view of the unfavorable weather this season, but not as good as last year.

The final show drew an overflow turnout. Final parade around the ring was saddened by the absence of senior director Ernst Schumann, who is convalescing from a severe illness. Albert, Paulina, Max and Vivi took the bows and flowers for the Schumann family and Paulina read a brief message from Ernst. The usual farewell party was held in the "Cantine" during intermission.

Circus Schumann started its post-season tour with a 10-day stand in Fyn's Forum, Odense, on Thursday (4), and will play similar stands in Aalborg and Aarhus before heading for winter quarters. Playing the full season are Albert, Paulina, and Max Schumann, horse presentations; Enrico Caroli troupe, bareback riders and clown act; Three Akeffs, antipodists; Two Mascotts, fem equilibrist; Five Medifords, jugglers-tumblers; Anderson & Allan, contortion novelty; Frank Connelly, aerial; Duncan's collies; Kunzelmann's seals; Five Biasinis, bike; Karl Kossmayer & Svend Pfanner, clowns; Karl Kossmayer and his balking mule, and Antonio, walk-around clown.

Albert and Paulina Schumann are set for Christmas season—starting December 21—at Belle Vue Circus, Manchester. The 1957 season will tee off early in March, in the Lorensberg arena, in Gothenburg, with Pinito del Oro, Ringling-Barnum feature aerialist, as a headliner.

## Gil Gray Big In Texas Town

SAN ANGELO, Tex.—Gil G. Gray Circus, playing under Shrine auspices, played 3,500-seat Guinn ball park here September 26-27.

Performances on first day drew 3,000 and 3,500, while the second day had a full-house 3,500 followed by a strawed 3,600.

## Alexandria, La., Okay for Clyde

ALEXANDRIA, La.—Howard Suez's Clyde Bros.' Circus played to two half houses at Bringhurst Field here Saturday (29). Show was sponsored by the Shrine Club.

The Clyde Beatty Circus was billed for a week later, October 6.

## Weather Holds During Mills' Late Season

CLINTON, Ill. — Mills Bros.' Circus found Illinois stands to its liking last week. The show, staying in the area considerably later than is normal, found weather was holding good and business matched.

Aurora, Thursday (27), had two near-capacity houses under Jaycee auspices.

Springfield (1) came thru with a three-quarter afternoon and half house at night, with Navy Club auspices. Clinton followed (2) with half and three-quarter houses under Jaycees. Publicity was good and the schools were dismissed in the afternoon.

## Hagen Trails Miller in Ark.

ARKADELPHIA, Ark.—Hagen Bros.' Circus is trailing Al G. Kelly & Miller Bros.' Circus in four Arkansas stands. On October 11 they are in Stuttgart, where Kelly-Miller appeared September 22. Hagen is in Benton on October 15; Kelly-Miller was there September 24.

Hagen goes to Malvern October 17, following K-M's September 25 stand. At Arkadelphia, Hagen plays October 18 and Kelly-Miller was here September 26.

## BUILD, BUY, BARGAIN? Circusdom Speculation Features Art Concello

SARASOTA, Fla.—The wondrous activities of Art Concello are being observed thruout circusdom. As the season for building, buying and planning nears, his name kicks up in connection with nearly every possibility.

Status of the circus business pressages a busy winter as new alignments are established for the 1957 season. With the first stages of that action now under way, Concello and his influence are extensive.

It starts with Ringling Bros. and Barnum & Bailey Circus. Rumors there go in every direction and Concello is in all of them. He has been linked with rumored moves by John Ringling North, with unconfirmed action by the minority stockholders, and with independent possibilities.

One rumor of wide circulation has him mulling a new railroad circus to fill the gap left by North's abdication.

### Linked to Veeck

Sports writers last week had rumors that Bill Veeck, former part-owner of big league ball teams, might figure in a plan to buy the Ringling show. Inasmuch as Veeck was working with a concessions outfit, this tied in with a report that Concello was taking out the show, with Jacobs Bros.' Sport-service operating the concessions. More, Veeck, Concello and Pat Valdo, Ringling personnel director, were pictured together at a Sara-

sota hotel some weeks ago. They disclaimed then any plan concerning the circus. Veeck has a home in Sarasota.

Concello's influence ranges beyond the Ringling show, however. Five persons associated in the ownership of the Clyde Beatty Circus equipment are or have been close business associates of Concello. There is general speculation in circus business that he figures somewhat in the Beatty operation. That, however, is denied by all concerned.

### Interested in Others

When part of King Bros.' Circus was up for sale recently, it was finally acquired by James E. Strates. But not until after Concello also had shown interest in acquiring the same animals and equipment.

Finally, Concello has visited other circus owners who now have active shows on the road. He has offered to buy in and to come up with seat wagons and "modernization" equipment in return for a share in management.

Best information at the week's end is that none of these reports has materialized in any sort of definite form. But Art Concello is shopping.

## Toronto Bow Good For Hamid-Morton

TORONTO — Good business of the New Jersey State Fair, of which he is president.

### Big Matinee

Hamid reported the opening one of the best and the advance sale at least as good, and probably better than last year. A capacity matinee was reported on Friday (5) by Len Humphries, Canadian representative.

Morton's memory was honored at the opening performance with a uniformed Shrine guard participating in the center of the arena. The hall was darkened and a spotlight focused attention as taps were sounded.

George A. Hamid Sr., who took over his partner's responsibilities, supervised the opening, flying here Sunday (30) after the conclusion

## Savannah Okay For Polack Eastern Unit

SAVANNAH, Ga. — Polack Bros.' Eastern Circus racked up four good crowds at its two-day showing here Monday and Tuesday (1-2).

Performances were held in the 4,400-seat Grayson Stadium and pulled a total of slightly less than 10,000. Afternoons pulled 1,275 and 3,500 respectively while crowds of 2,200 and 2,900 turned out in the evenings.

The Shrine announced they had re-contracted the circus for next year.

## Kelly-Miller Finds Crowds Spotty in Ark.

CAMDEN, Ark.—Al G. Kelly & Miller Bros.' Circus played to a three-quarter house at night here Thursday (27) but a scattered attendance in the afternoon. Weather was hot and dry.

On Friday (21) the show was at Brinkley and used Lions auspices. It had a three-quarter afternoon and a near-full night. A football game didn't interfere much.

Both Camden and Brinkley were about five years fresh for the show.

Acts playing a Framingham, Mass., shopping center Monday (1) thru Saturday (6) included Johnny Weldes' bears, Al Prandini's dog and horse and Mickey Sullivan's band.

## Gray Acts Join Carson

LUBBOCK, Tex. — Animals from the Gil Gray Circus, including elephants, two six-pony drills and mixed camels, llamas and Asiatic sheep, and presented by John Herriott, have joined the Tex Carson Circus. Mildred Welbes, organist, also made the switch.

The Gray acts will replace Blonda Ward's acts, Ed Widaman's elephants and organist Marie Loter, who closed recently.

# UNDER THE MARQUEE

Jack and Gladys Smukler switched to a clown routine to do a benefit September 30 for the Kiddies' Parade at Livonia, Mich. Line-up included their son, Dwight, and their 1907 Hupmobile.

Jack (Clown Cop Corrigan) Disch, Cudah, Wis., has been ill at home and would enjoy mail, writes Jack Guill. Racine fans caught Mills Bros. recently, Guill states.

Lewis E. Brown, Ringling usher, is back in Sarasota, Fla. . . . A Ken Maynard Wild West Show at Flint, Mich., has been scheduled for Saturday and Sunday (13-14), having been postponed from September dates.

Clowns working as Richo for the Rich Plan Corporation, Dallas, are Albert White and Charles Bell. White has the Northeastern territory, while Bell works South Texas. Both were with Ringling and now have year's contract with Rich. Bell was with the Ringling show from 1908 to 1920 and from 1929 to this year.

Jorgen Christiansen got back to his Fulton, Ind., home last week for the first time in many months, except for a brief stay in December, 1955. In the intervening time he has been with Polack Eastern a year, on "Big Top," in Honolulu, Los Angeles Sports Show, Tom Packs Western show, the Zemater park circuit and Barnes-Carruthers fairs. He wound up at Hillside, Mich., where his Storybook animal act was on the same bill with Paramount Bears. The bear act jumped to Waterloo, Ia.

Harold Ramage, Bloomington, Ill., associate of flying acts, visited in Chicago Wednesday (3). . . . Miller & Woodcock Elephants worked last week at a Ford agency in Joliet, Ill., with more time for Norge Refrigerators coming up in Chicago. Then Bill Woodcock will take them to Peru, Ind., for a few days before joining Orrin Davenport's show.

From Polack Eastern, Kitty Ronstrom reports that the Pat Purcells caught the show at Orlando, Fla. . . . Maurice Gelder, Carl Robinson and Bob Warren, former Ringling bandmen, visited Henry Kyes and Rex Ronstrom. . . . More visitors out of Sarasota were the Freddi Troupe, Carl Gunther, Jackie Freilanis, Lolly and Jim Davidson, the Harry Clausen fam-

ily, Greg and Dianne Pettison, Sammy Elderman, Joe Hodgini, Don Edwards, Charlotte Walch and her daughters, Linda and Leita. . . . The Hugo Schmitts visited Pinky and June Madison. . . . Henry Kyes was selected by a Sarasota quiz program, but he missed out on a \$1,000 jackpot because he didn't return the call in a specified time. . . . Tommy Hanneford celebrated a birthday. . . . The George Hannefords and Kay surprised Struppi Hanneford with a buffet supper for her birthday in Orlando, Fla. . . . Gene Randow bought a new trailer in Sarasota. . . . Many of the performers were in Sarasota for two weekends.

Bill Johnson, head of the Wisconsin circus model builders, writes that Clyde Bros.' publicity for its La Crosse, Wis., stand in November is under way. . . . Mrs. Jethro Almond, wife of the veteran tent showman, is recuperating at home in Tubemarle, N. C., after an operation.

Rex M. Ingram writes that Dr. George D. Barrett, associated with Ingham in the U. S. Society of Zoologlog, is back in action after a two-year layoff caused by injuries sustained in an auto accident. Barrett is agent for two units operated by the society. One is a dog show handled by Dick Kriel, who just completed a season with Hunt Bros., and the other is a snake show handled by Chuck and Barbara Naidl, of Baraboo, Wis.

Springfield, Ill., Sunday paper for September 30 carried a circus feature story which began with a page of pictures on the front of the society section. The yarn was about local circus fans and was linked with the Mills Bros. date there.

Acts at the Virginia State Fair, Richmond, included Janet's Dogs and Ponies; Corrine Dearon, Bert Dearo; Zoppe, ladder act; Regals, skating number; Mable Carson Liberty and Dressage Horses; Ad-amsons, perch; Hip Raymond's Midget Car; Frank Cooke, high-wire; Laflotte Duo, bike act; Zavatans, bareback; Betty Pasco, high act, and Vin Carey, Lou Meyer, Hip Raymond and Christine Beloff, clowns.

Art Miller, general agent for Kelly-Miller Circus, caught the Clyde Beatty show at Houston. . . . At Clinton, Ill., a Mills Bros. Circus elephant paraded downtown with a banner for a candidate for governor.

Bill Green, former circus press agent now with Cinerama, is at New Grace Hospital, Detroit, after the first of four operations which will keep him there about eight weeks.

Hugo Zeiter, civilian with the Army at Fort Buckner, Calif.,

writes about Japanese circuses of this year. . . . Clintonville (Wis.) Aribune carried a feature about Bob Couls and Hagen Bros. Circus.

Hildebrand's Fun-O-Rama Circus played St. Paul recently, with acts including Noble Trio, Barons, Six Sailors, Jatindas, Lex Blue and Yvette, Helen Haag's Chimps, Bob Perry, Young China, St. Leon Troupe, George LaSalle, Rollo, John Toy and Don Adams. Date was for the VFW. Birthday party was given for Linda Sue Berg, niece of the Hildebrands.

Anita Conley, of the Riding Conleys, underwent surgery for the third time recently for removal of pins from a shoulder bone that had been broken in a fall while performing with King Bros. Circus in 1955.

H. R. Ray reports that Ray's Circus closed its season at the Bill Green Rare Bird and Animal Farm at Fairlee, Vt., and headed for winter quarters at Canton, O. . . . H. C. (Cuz) Halliburton is back at his North Little Rock, Ark., home after spending a week clowning on Clyde Bros. Circus. Also scheduled on the Halliburton travels is a week on the George W. Cole Circus.

Buster Odle clowning the recent San Bernardino County Fair, Victorville, Calif., with his balloon animals and Punch and Judy puppets.

Port Arthur, Tex., Tuesday (2), came up with a half house in the afternoon and a full tent in the evening. The matinee turnout was hurt somewhat by a morning rain, which also delayed setting up the show.

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Booking Agent who can book for Phone Promotion—\$50.00, \$75.00 and \$100.00 per town, plus five per cent. Ted Young, call me collect if I know you.  
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Ground Acts of all types, also Dog and Ponies for winter tour of Florida. Following contact at once: Matt Laurish, Mike Gasca, Rica the Juggler. At liberty for winter—Elephant, Susie Q. Belton, S. C., Oct. 8; Seneca, S. C., 9; Cornelia, Ga., 10; Jefferson, 11; Tucker, 12; Lithonia, 13; McDonough, 15.

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Three deals ready. 50th Ann. Labor Souvenir Program. High-class Opera Program. Something never worked here. Men made over \$200.00 wk. last city. Year round, backed by largest Labor Council here. No collect calls.  
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Can use two more good Phonemen on a good Masonic deal which will run until Christmas.  
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We need a few more good producers to fill our next crew on **LABOR-BOY'S HAVEN-CHURCH** and **40-8 LEGION CONVENTION BOOK**  
All the above are local and state-wide deals. Year-round work, as we are booked solid here.  
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Two expert Long Distance Men who can work directly in Chiefs of Police offices in a sober, capable manner. If you drink one drop we don't want you. No collects, no advances. This is a permanent proposition in every town in Tennessee under the state-wide police auspices.  
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Experienced, Tickets, Adv. Needed on  
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for entire labor movement of Pueblo, Colo., Building Fund Drive. Grossed last year \$16,000, four weeks. Deal easily good for \$150.00 or better per week. Booked into Denver after completion, November-December for 6th Annual New Year's Eve Labor Ball. Come in, write or phone prepaid.  
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Pat Patterson, call Doug.

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For single Elephant. Year-round work. Good home for single man. Apply:  
**AUT SWENSON THRILLCADE**  
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(Hungry, Little Junior, contact me.

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For Winter Tour.  
Trick Roping, Whip Act, Knife Throwing, Comedians, Sharpshooting, Trick Riding, Indian Acts, Cowgirls. Must be sober, reliable and have sharp wardrobe. No phone calls. Write or wire immediately. **WESTERN SWING ENTERPRISES, 11245 Ventura Blvd., North Hollywood, Calif.**

**ADMEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
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**Christmas Merchandise Section**  
in this issue  
Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

## Rain Fails to Hinder Olson in Birmingham

Ride-Show Gross Climbs Estimated 20%, With Bad Weather Three of Six Days

BIRMINGHAM — The Olson Shows received a pleasant surprise at the Alabama State Fair despite rain three of the six days of the run.

While ride and show takes for Saturday (6), the final day, are yet to be totaled, estimates put the ride and show gross for the full run at close to 20 per cent higher than last year.

Rain hit the first three days of the fair. Of these, the first two normally are the lightest of the fair from an attendance standpoint. Wednesday (3) normally is one of the bigger days. Yet, despite the elements, folks thronged out in large numbers.

The weather turned good Thursday and from then on the turnouts were bigger than usual, and the daily takes took a marked jump over those for the corresponding days of last year. In 1955 one of

the last three days was hard hit by a drenching rain.

Of the shows three were bunched close together for top money. They were Gene Vaughan's revue, Charlie Teichner's "Rock 'n' Roll" and Virgil Pierson's Posing Show. The Sky Wheel, here for the first time in five years, paced the rides.

A benefit show, held Thursday night (4) in the Rock 'n' Roll show top, raised an estimated \$2,000 which is to be shared by the Showmen's League of America and the Hot Springs Showmen's Association. Nip Nelson emceed the show.

Maurice Ohren, co-owner of the show and president of the Showmen's League of America, was among the visitors.

## '2-LEGGED MAN' GETS LIFT IN TIME MAG

NEW YORK — The pixie inclusion in the Bill Lynch Show's advertising, while playing the Frederickton (N. B.) Fair, of the line: "An Extra Added Attraction, a Closeup View of the Strangest of All Living Creatures — the Two-Legged Man," was made note of, sans comment, in the October 1 issue of Time magazine.

The creation of Fred Phillips, Eastern Canada correspondent of The Billboard and a willing worker in behalf of all invading show activities, the double-take item is reminiscent of T. W. Kelley's search, thru newspaper ads while showing the New York World's Fair, for the only man in the world with "one eye-right in the middle of his forehead."

## Gooding Registers Peak Atlanta Gross

ATLANTA — Gooding Amusement Company Saturday (6) went into the final day of 10-day Southeastern Fair with a new ride and show gross record for the fair already in the bag.

Going into the wind-up day, the tape showed a gross of \$137,000, and indications were that with the final day's take added the gross would be in the neighborhood of \$153,000. Previous record for the fair was \$128,000, set last year when the fair ran 11 days, one day more.

A record one-day gross of \$35,560 was set Saturday (5). This eclipsed the previous single-day high by about \$4,000.

The "Follies of '56," Gooding-owned show managed by Joy Purvis, was expected to finish with a gross of close to \$20,000. On one day the unit, working at 90 cents, turned in \$5,800. Duke Pilgrim's "Rock 'n' Roll" was running second, with Mickey Mansion's Side Show third. The Dodgem snared

Joe Sciortino, feature show operator who often operates on a freelance basis, bemoaned the fact at the Petersburg (Va.) Fair that while his top had been used to house five jamborees so far this season, not one had included his favorite Tampa Showmen's Association.

top money among rides, with Tio Zucchini's dark ride, in a surprising show of strength, garnering the next highest ride gross. The strong midway business was registered despite rain Tuesday thru Thursday.

Hal Eifort was in charge of the Gooding operation, assisted by Charles O'Brien and Joe Fontana.

The Gooding operation embraced 1,000 feet of concession space, with concessions directed by John Callagan and Morris Lipsky.

## WOM Takes Pace '55 at Greensboro

GREENSBORO, N. C. — A fluctuation of only a couple of hundred dollars marked the grosses of the World of Mirth Shows thru the first half of their engagement at the Greensboro Fair.

The indications are, Frank Bergen, owner and manager, said, that clear weather on closing Saturday (6) could easily boost the show earnings over those of last year.

Last week at the Trenton (N. J.) State Fair the show was plagued by bad weather and the grosses for the run dipped as a result. Thursday (27), normally a big day during the run, was washed out completely. Several other days were also hurt badly by adverse weather.

### Fast Train Move

The show train made an excellent run in here from Trenton. In Trenton the train was loaded after

## Expanded Line-Up Ups Fair Takes For Cumberland

SUMMERVILLE, Ga. — The addition of two rides, a Flying Skooter and Roller Coaster, increased ride grosses substantially this year for Cumberland Valley Shows, Lavo Winton, owner-manager, announced.

Show is carrying 10 major and five kid rides, four shows and upward of 60 concessions. Following the fair here and the one at Fort Payne, Ala., show will wind up its season of fairs which began the first week in August.

## Pomona Fun Zone Tops '55 by 25%

POMONA, Calif. — Altho a final accounting is yet to be made, revenue of the World's Fair Midway at the Los Angeles County Fair, which closed its 17-day run here Sunday (30), is expected to be up as much as 25 per cent over 1955, Harry A. Illions, operator, said.

The fair pulled a total attendance of 1,003,984, which was 17,207 below last year.

Illions said that the increase was overall and would include revenues from what he designated as No. 1 and No. 2 kiddielands. He operated the No. 1 section, managed by Rose Ferris, while rides from Pan American Amusement Corporation, headed by Jimmie Wood, were in the No. 2 area near the fair's Mexican Village. Pan American also had six major rides on the main midway.

The veteran park operator, who installed 14 permanent devices here five years ago, moved rides and equipment from his New Liberty Park in Buffalo here during the summer.

### Adds Bounce

The Bubble Bounce from the Eastern park was installed in the main Fun Zone with the kiddie rides plus a No. 16 Ferris Wheel being set up in the No. 1 section.

Wood said that business for his 16 rides, including 10 kid devices, was "okay." It was the first year for Pan American to supply the additional equipment.

Top money-makers for the Illions-owned rides were the Sky Wheel with the Skooter, owned by Rudy Illions, second.

Illions said that injuries to 26 passengers stranded on the Ferris Wheel Thursday night (27) were

averted because of his requirement of a daily written check report and the installation of a device to prevent patrons from opening the safety bar.

Firemen were called with high ladders to rescue 14 of the patrons from the 58-foot wheel when an axle broke about 8:40 p.m. Equipment was sent from East Los Angeles for the work with the riders treating the event as a lark.

## 1st So. Tour Success for Glosser-Link

PULASKI, Tenn. — Ep Glosser, co-owner with Rod Link of the World of Pleasure Shows, states that their first Southern tour has been successful so far. After a rough spring due to weather conditions, the fair season has turned out good. With two more fairs to show, at Boaz, Ala., and Meridian, Miss., the outlook is gratifying.

On the staff with Glosser and Link are Cash Wiltse, general agent; Harold Risch, secretary, assisted by Jo Ross, and Al Page, ride superintendent. Gene Rose is concession manager and Charley Stewart is show manager. Of the 40 concessions, 15 are office-owned. Gene Rose has 10, others are owned by Maynard Ostrow and N. C. Taylor. Show has 15 rides; 10 major and 5 kiddie, nine of which are office-owned.

On the back-end, Doc Thomas has a minstrel show and fat show. Henry Valentine has the side show. The snake show, girl show, single-O and unborn are Ward Hall and Leonard attractions. The Fun-house is office-owned.

## O'Haver Re-Inks Cairo, Ill., Fair

CAIRO, Ill. — The Tri-State Fair here has again awarded the midway contract for 1957 to Jack's United Shows, Jack O'Haver, show's owner-manager, announced.

The organization played the event this year and shows, rides and concessions all racked up good takes. The midway is laid out on the main streets.

## Weather Is Off, Biz Up for RAS At Little Rock

LITTLE ROCK — The Royal American Shows shrugged aside two days of rain and two days when skies threatened to run up a 17 per cent higher ride and show gross at the six-day Arkansas Livestock Exposition, which closed Saturday (6), than was registered here last year.

Only on one day, Tuesday (2), when a heavy early afternoon rain was followed by a heavy mist that clung on thru the night hours, did the Royal's day-by-day business drop below that for the corresponding day last year.

The Royal American management, with the help of the Royal American Shows Shrine Club, played host Wednesday (3) to about 100 children from the Arkansas School for the Blind. The youngsters were placed on rides and were given box lunches.

Visitors included J. M. Dean, former secretary of Mississippi State Fair, Jackson, who now is a member of that fair's board.

### \$1,153 FOR MIAMI

## Crowds at Petersburg Boost Manning Grosses

PETERSBURG, Va. — A nifty gross was assured the Ross Manning Shows as the Petersburg Fair entered its final day, Saturday (6).

The fair, revitalized under new management, won wide support from the press and the public. Attendance was good as a result and spending brisk thruout the week.

Ralph Lockett, fair manager, reported the Manning gross at least 50 per cent ahead of last year, according to available records.

The Manning lineup included 14 shows and 21 rides. In addition, concessions occupied 1,750 feet of space.

Manning estimated that business for his organization at fairs was up 15 per cent over last year. Several good weeks remain and the prospects for maintaining, or even increasing this figure, are good.

Thursday night (4) raised \$1,153 for the Miami Showmen's Association. Active in the formation of the affair besides Manning were Marty Weiss, club executive secretary; Dutch Whiteside and Tommy Carson, of the concession department.

The affair was held in Joe Sciortino's top with High Pockets Harris and his all colored revue furnishing the entertainment.

# MIDWAY CONFAB

H. M. (Pudden) Gillespie, who formerly worked a grab joint for Ralph Ryan on the Amusements of America and the United States Shows, is in Western North Carolina Sanatorium at Black Mountain and would like to hear from friends.

The mother of Harry Wilson, Mrs. Sara W. Williams, died at the age of 104 on September 13 in Yokohama, Japan. Following cremation, the remains will be returned to this country by another son, Irving Wilson, a U. S. Government employee in Japan. Wilson is promotion manager for the Amusements of America. The A. of A. was visited in Sanford, N. C., by Phil Vivona.

Hannah Cunningham, mother of Myrtle McSpadden, owner of the Big City Shows, is reported critically ill in Harbor View Hospital, Seattle, and would like to hear from friends. . . . Grace and Eddie LeMay have sold their Eddie's Hut in Gibsonton, Fla., to Mr. and Mrs. Chester Suchers. The LeMays plan to remain in Gibsonton, having bought a trailer and cabana for living quarters.

Rip Weinkle tossed a spread at the G-top on the Cetlin & Wilson Shows September 23, assisted by Dave Tollin, Tommy (Gypsy) Comar, Nick Thomas and Billy Stein. Some 500 people were served, with the men getting cigars and the women roses. Photos Art Borges and Natie Heiman took pictures.

Happy Arnold is reportedly doing a good job serving breakfast in the Virginia Greater Shows' cookhouse. Jimmy Tomas is working up new lighting effects on the show, and Calvin Nelson, electrician, has overcome plenty of setbacks in keeping things in good working order.

Joe Beach, of Springfield, Mass., visited the Eastern States Exposition at West Springfield, Mass., with Mickey Sullivan, the Gretonas, the Karolis, the Orioles, Honey Girls and Will Mahoney and Margie. . . . Pinito Del Oro, Ringling center act, opens in March with Circus Schumann in Lorensburg Arena, Gothenberg, Denmark.

Orlando Allen, former show owner, closed with West Coast Shows at Bakersfield, Calif., and headed for Wilkes-Barre, Pa., to visit relatives. . . . Otto Fictum, concessionaire, also with the West Coast organization, was called away from the show at the Bakersfield fair by the death of his mother in Lincoln, Neb.

Mr. and Mrs. L. Freeman, of Cetlin & Wilson, recently became the parents of twin boys. . . . Joseph Lehr, spot worker, reports from Philadelphia that Leo LaSalle and Joe Ross left the Hannum

Shows recently to play Southern dates. They will winter in Philadelphia.

Personnel with the "Follies of '56" on Gooding Amusement Company midways includes Yvette Renard, exotic; Baby Dumplin, tassel dancer and comedienne; Ted Caruso, singer-emcee; Rubyatte, novelty tumbling; Bill LeRoy, specialty dances; Hugh Johnson's line of girls, with Carol, Temple, Dawn Matthews, Emma Jo McDonough, Toni Wilson, Donna Matthews, Sandra Byerly, Bonnie Cube, Dorothy Hall; Billy Moore Quartet, with Carl Goodspeed, Don Dunkin, Dick Spencer and Billy Moore. Mascots are Tina and Bonnie Chagnon. Billy Taylor is the talker. The show is produced and managed by Joy Purvis.

Bill and Alice Porter, former glass pitch and bingo ops on Greater Dixieland Shows, have opened a trailer camp at 11932 Humble Road, on U. S. Highway 59, near Houston. . . . Ered W. Wright, veteran trouper and concessionaire, is confined to his home, 241 Washington Avenue, Winthrop, Mass., following major surgery.

Thelma Frenzel, off the road for two seasons, is convalescing in her trailer at Bush Trailer Park, Princeton, Ind., from a major operation and would like to receive mail from friends.

John (Doc) Lamar, former head of the medical unit with the Johnny J. Jones Shows, joined with his old associate, Ralph Lockett, to assist in the operation of the Petersburg (Va.) Fair. Lockett, who has headed up the office operations of numerous carnivals and circuses, was managing a full-fledged fair for the first time. The event was reported highly successful.

Dick Dillon joins World of Mirth with his Mechanical Show unit at the Winston-Salem (N. C.) Fair and continues on to other Southern dates. Hy Stein joined the show with his dwarfs unit at the Greensboro (N. C.) Fair.

Mrs. Virginia (Boots) Bennett, cookhouse op on World of Pleasure Shows, made a recent hurry-up plane trip to Houston to attend the funeral of her sister, Mrs. Pearl Phillips, formerly in show business, who died there recently following a heart attack.

Mrs. Louise Lankford, injured recently in an automobile accident in Fayetteville, N. C., has been discharged from Cape Fear Hospital and is recuperating at the home of a sister at 576 Noah Avenue, Akron 20.

Mickey Sakobie, who is at Methodist Hospital, Rochester, Minn., undergoing surgery, would like to hear from friends and son, Shirl.

# GEORGIA STATE FAIR

October 15 thru 20, Macon, Ga.

# GREATER JACKSONVILLE FAIR

October 24 thru November 3, Jacksonville, Fla.

CAN PLACE one large Show of merit to feature. Have opening for Glass House. Harvey Wilson, answer. WILL PLACE all Eating and Drinking Stands located on showgrounds. Will place legitimate Merchandise Concessions. All strictly merchandise Hanky Panks will operate.

WANT a few Workingmen in all departments. We pay Union Welfare for sickness and death.

All Address

# CETLIN & WILSON SHOWS

This week, Spartanburg, S. C., Fair.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

## BIG MARINE PAY DAY

TRI-COUNTY FAIR, NEW BERN, N. C., OCT. 15-20; JONES COUNTY AGRICULTURAL FAIR, TRENTON, N. C., OCT. 22-27; Horry County Fair, Loris, S. C., OCT. 29-NOV. 3.

## 3 GREAT FAIRS

CONCESSIONS: Custard, Grab, Bear Pitch, Novelties, Ball Games, Fishpond and any other Concessions. Open midway. (Buster Westbrook can place Wheel and Grind Store.) Demonstrators, Pitchmen and Auction Concessions, contact W. A. Godley, New Bern, N. C.

SHOWS: CAN PLACE MANAGER FOR MOTORDROME to join immediately. We have complete outfit. Also place Animal or Monkey Show, any other Shows not conflicting. Morris Hannum or Ted Lewis, phone me immediately.

HELP: CAN PLACE GOOD, SOBER FERRIS WHEEL FOREMAN, Second Men who drive semis on all rides.

All wires, mail and phone calls to  
Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.  
This week Laurinburg, N. C. (Phone calls, ask for Fairgrounds.)



SUMTER COUNTY WHITE FAIR  
Sumter, S. C., Oct. 15-20

SUMTER COUNTY COLORED FAIR  
Sumter, S. C., Oct. 22-27

BOTH BIG ONES — TWO WEEKS ON SAME LOT — BOTH BIG ONES

Clarendon County White Fair  
Manning, S. C., Oct. 29-Nov. 3

Charleston County Colored Fair  
Charleston, S. C., Nov. 5-10

AND WINTER TOUR, STARTING NOV. 17 IN HEART OF MIAMI, INCLUDING THE GREAT SOUTH FLORIDA STATE FAIR, HOLMSTED, FLA., FEB 1-10.

Can place Concessions of all kinds, no exclusives. Glass Pitch, Photos, French Fries, Popcorn, Apples and others. Mitt Camps for Sumter Colored Fair. Open midway. RIDES—Round-Up, Twister, Scrambler. SHOWS—Singers, Dancers and Performers. Also Specialty Dancer for Jig Show. Up-to-date Grind Shows with own equipment. HELP—Second Men on all Rides. Wives as Ticket Sellers.

FOR SALE—100 kw. 671 GMC Diesel mounted on factory-built semi; also Fly-o-Plane in A-1 shape. Can be seen in operation. Reason for selling buying new Rides.

Address John Vivona, Lancaster, S. C., this week.



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FOR SYLVESTER, GA., FAIR, OCT. 8-13, WITH OTHERS TO FOLLOW. OUT ALL WINTER IN GEORGIA AND FLORIDA

Concessions of all kinds, Mitt Camp, open midway; Girl Shows, white and colored; Agents for Razzle, Pin Store, Skillo, Swinger and Hanky Panks. Need Men to up and down Concessions. Ride Help on all Rides, semi drivers preferred.

All replies JIMMIE ACKLEY

P.S.: Iodine Bailey and Earl Kauffman, contact.

## WANTED

# C. A. STEPHENS SHOWS

FOR THE BEN HILL COUNTY FAIR, FITZGERALD, GA., OCT. 15-20, FOLLOWED BY BRADFORD COUNTY FAIR, STARK, FLA., OCT. 22-27

CONCESSIONS that work for stock, Photos, Novelties, Ball Games, Fish Pond and Balloons. SHOWS: Any Show not conflicting. All replies to MONTEZUMA, GA., THIS WEEK.

## Southern States Shows

Want to join at once for balance of long season, Truck Drivers and Ride Help in all departments. Can place a few more Hanky Panks. All answers to

JOHN B. DAVIS

Hahira, Ga., Fair this week.

## GREENSVILLE COUNTY FAIR

EMPORIA, VA., WEEK OCTOBER 15

WANTED: Ball Games, Pitch-Till-You-Win, Fish and Duck Pond, High Striker, Penny Pitch, Glass Pitch, Bear Pitch, Hoop-La, Balloon Darts, Six Cats, Buckets, Swingers, Basket Ball, Penny Arcade, Slum Spindle, Hat Stand. WANTED: Monkey Show, Snake Show, Pony Ride, Tiff, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

Littleton, N. C., Fair, this week; Emporia, Va., next week.



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Rides of all types, any worth-while Show. Prize-Every-Time Games, Novelties, etc. This is not a promotion but a bona fide event. Something going on every day. Thousands to draw from.

October 17 thru 20 at Callahan, Fla.; other spots to follow.

**LE GRAND AMUSEMENTS**  
Jacksonville Beach, Fla.

**WANT**

Mermaid, Mounted Fish, other Sea Exhibits. Cheap for cash.

**LEON JAMES**  
Bascom, Fla.

## I. T. Winds Up Strong, Spic 'n' Span at Danbury

DANBURY, Conn. — Although winding up its season here at the Danbury Fair, the I. T. Shows looked this week as tho it had just come out of the barn. The paint and decorations were fresh and attractive. The smart appearance denoted attention to detail rather than a lack of business, because the show's fairs have contributed the latter in sizable amounts.

Owners Phil Isser and Isadore Trebish were happy with their experience at fairs. With Mineola,

N. Y., back this year after an enforced hiatus, the total earnings for the period should be up over last year. Earnings at Middletown, N. Y., and Flemington, N. J., were at least as good, if not better, than a year ago. A big start here and the promise of a solid wind-up Saturday and Sunday (6-7) should send the show and its personnel to the barn in happy circumstances.

The fair and the show took a tumble Thursday (4) with rain thruout the day. However, the

bulk of the earnings are picked up on the two Saturdays and Sundays and as long as the weather is clear on these important days, a good gross is insured.

**Opening Good**

The crowds and spending were good on opening Saturday and Sunday (22-23). Attendance on the two days topped the 55,000 mark and concession, show and ride units all did well.

The show outlined its midways with 16 red-and-white candy-striped poles. Each bore a fluorescent unit and strings of colored lights connected the whole series of poles. Lighting, however, is not an important feature here since this is a day fair with activity beginning early and ending before dark.

Secretary Harry Sussman had 19 rides and 5 shows on his sheets. The rides, all but one office owned, are Merry-Go-Round, three Ferris Wheels, Tilt-A-Whirl, Little Dipper, Octopus, Roll-o-Plane, Whip, Caterpillar, Octopus, Comet, Rock-o-Wheel, pony ride and five kiddie rides. A large mechanical organ, playing continuous music, is located in the middle of the kid area.

The shows were Fred Sindell's Side Show, a Mambo show, Monica Daye's girl show, and two walk-thru's, Amazon and Log House.

**SON CREDITED**

## Three Held in Dean Robbery; \$12,000 Found

SALISBURY, Mass. — Three men have been picked up in connection with the theft of \$18,000 from Gene Dean, representing midway receipts at the Rochester (N. H.) Fair. The holdup took place September 21 when two masked gunmen entered his home here, forced him to drive to his office here at the Dean Amusement Center, and open the safe where the money was kept.

None of the three, police say, have ever been employed by Dean or have any connection with the concession business. Some \$12,000 has been recovered and indications are the balance has been spent by the robbers.

Being held in \$50,000 bail awaiting grand jury action on charges of armed robbery are Gordon A. Benjamin, 28, and Richard A. Mandile, 19, of Malden, Mass. Both walked into a trap at Derry, N. H. Information gotten from his guard by Dean's son, Eugene Jr., 14, aided police in tracking the pair.

Elphege J. Horgan, 39, of Salisbury, was picked up in St. Petersburg, Fla., on an armed robbery warrant. Police say he had \$7,000-\$8,000 in coins in his possession, reportedly part of the \$18,000 haul. An additional \$5,000 was found buried in Windham, N. H., after Benjamin and Mandile were arrested.

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Statistical Directory of Fairs giving Dates, Attendance and other important Facts and Figures.

Directory of Still Date Facilities showing Grandstand Capacity, Plant Availabilities and other pertinent information.

Combined with the Outdoor Convention Special, the Cavalcade of Fairs is one of the most important issues of the entire year to ALL Carnival Owners. You get all the SPECIAL BENEFITS of this great combination . . . with EXTRA Circulation . . . GREATER Reader-Interest . . . REPEATED Distribution at NO EXTRA COST.

Forms go to press November 1, get in touch with us today for more information on rates, free layout service, etc.

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2160 Patterson St.  
DUNBAR 1-6450

CHICAGO 1, ILLINOIS  
188 West Randolph St.  
Central 6-8761

ST. LOUIS 1, MO.  
390 Arcade Bldg.  
Chestnut 1-0443

NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831

## PARAKEETS CAGES

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE  
Phone Elliott 9-4591

**WELLS BIRD FARM**

2143 South Myrtle Avenue  
Monrovia, California

**WANTED ★ WANTED ★ WANTED**

Now that the carnival season is over — experienced Show and Chorus Girls. All-year-round work. Good pay—easy hours from 9 p.m. to 2 a.m. You don't have to move around like a gypsy—live the life of a human being. Send photos with your inquiry.

**MIKE GOLDSTEIN**  
408 CLUB

408 E. Baltimore St.  
Baltimore 2, Md.

**FOR SALE USED CATERPILLAR**

15 KW Generator complete with Louis Altes single phase 110 Volt AC 144 Amp. type alternating 1200 r.p.m. frame 5006 Generator; with class 5115A Louis Altes Excitor; with 4 cyl. model D3400 Caterpillar Diesel Engine #9J4905; with 2 Cycle Starting Engine, 60 gallon Fuel Tank; mounted on steel skids and completely housed in wood housing. In excellent condition; subject to inspection our yard. Terms: \$2,100 net cash, f.o.b. St. Louis, Mo. For further details wire, write or telephone

**ALLIED CONSTRUCTION EQUIPMENT CO.**  
4015 Forest Park Ave., St. Louis 8, Mo.  
(Telephone No. FRanklin 1-1818 or 1-7132)

**AGENTS**

**E. J. McDANIEL**

Will place Agents for Pitches and Slum Stores of all kinds for following Fairs: Bryan, Tex., this week, and Pasadena, Tex., Fair to follow. Contact

c/o BOB HAMMOND SHOWS  
Bryan, Tex., this week.

**ATTENTION ALL SHOW PEOPLE**

Anyone knowing the whereabouts of Clarence and Dorothy Morris and Bill Dale, please contact

**DONALD PALLARD**

ME 7-4815, Indianapolis, Indiana. Believed to be in the South or West. Interested in making an insurance settlement.

**Mechanic Available**

Twenty-five years' experience, honest, sober and reliable. Tools and car. Go anywhere.

**D. E. HUGHES**

Pertsch Rd., Severna Park, Maryland

**1956 Allan Herschell Roller Coaster**

Used only 9 weeks; like new Allan Herschell 10-Car Kiddie Auto Ride G12 Streamliner Train, complete with tracks, A-1 condition. Have 2 of each. Reason for selling—Will trade or sell at a great saving.

**JOE FREDERICK**  
2263 Newton Detroit 11, Mich.

**THANK YOU**

**AL B. HATCH**  
Popcorn Concessionaire for your new Sportsman Mobile home purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**  
3000 Third Ave. Altoona, Pa.  
Phones 9347 or 3-0003

**\$25.00 REWARD**

For first information as to whereabouts

**LANE LANGFORD**

Last seen in Chaffee, Mo., on Sept. 8, 1956. Contact

**MRS. A. G. DELLINGER**  
Peru, Ill. Phone collect 1934-R

*Effective November 1 there will be a general price increase of approximately 10% on all Eyerly Products.*

All orders confirmed prior to November 1 will be filled at present prices.



SALEM OREGON

**NOTICE**

All Rides and Concessions for

**THE OIL SHOW—ODESSA, TEXAS**

Oct. 18-21 are being booked by

**ROCKY MOUNTAIN EMPIRE SHOWS**

No one else authorized to book.

Show already 25% larger than 1954 when 120,000 were attracted.

**J & J ENTERPRISE**

Oil Show Concessions, Box 2789, Odessa, Texas

**NOTICE**

**To Whom It May Concern:**

Ector County, Texas, has granted to J & J Enterprise exclusive concession rights on the Ector County Coliseum and grounds; J & J Enterprise is the only firm that can sub-contract carnival, concessions and rides. No authority is vested in anyone else for purposes of entering into such contracts.

**FLOYD O. KILE SHOWS**

**WANT FOR**

Clinton, La., E. Feliciana Parish Fair, Oct. 15-20; followed by Largest K. C. Youth Activity Festival, Baton Rouge, La., Oct. 22-28

CONCESSIONS: Custard, will sell X; Jewelry, Guess Age and Scale, Hi-Striker, Birds, Cokes, Buckets, Six Cats, Stock Concessions of all kinds, SHOWS: Grind Shows, Fun House.

All replies **FLOYD O. KILE, Mgr.** MANY, LOUISIANA, THIS WEEK.

**GREAT SOUTHERN SHOWS**

WANT FOR DARLINGTON, S. C., V.F.W. FALL FESTIVAL, OCT. 15 THRU 22

Concessions of all kinds, Cookhouse, Popcorn, Candy Apple, Mug open, Hanky Panks, \$15.00. Ride Help for Jenny and Wheel. Want Agents for Skillo. Have complete Girl Show. New Operators with Girls. Book any other Show for committee money only. Lane, come on. Louie Duchin, wire me. Book one Mitt Camp.

All replies to **B. J. (Bill) Hayes, Darlington, S. C.** P.S.: Want Legal Adjuster with or without Concessions to join at once. Out until Christmas.

**HEDY JO STAR**

WANTS GIRLS FOR HOLLYWOOD BURLESQUE AND FRENCH FOLLIES

Have five weeks left. Top spots in the South.

Also want A-1 Talker for Girl Show. I furnish own wardrobe. I will need four Girls for my night club tour this winter. Have contracts already signed for three months' work. Top salary. All replies to

**HEDY JO STAR, Gem City Shows, Rome, Ga., this week; Albany, Ga., follows.**

**FOR SALE**

In Southeast, entire Show consisting of eight Rides, several Concessions, Bingo, Light Plants, with route, or will sell any part at close of current season. Curiosity seekers, save stamps. \$10,000 will handle if your credit rating is good, balance in paper over a long period. Reason for sale, have other interests.

BOX D-249, c/o THE BILLBOARD, CINCINNATI 22, OHIO.



Playing the NATIONAL PEANUT FESTIVAL AND FAIR COMBINED, Dothan, Alabama, next week This is backed by the Chamber of Commerce of Dothan and every major city in the southern part of Alabama, Georgia and Florida. Parades and Bands daily, featuring Beauty Contests, Smiley Burnette, entertainment daily and every night. Over 150,000 attendance last year. Free gate, TV promotion, local and nationally.

**CAN PLACE THE FOLLOWING:**

CONCESSIONS: Cook House, Grab, French Fries, Floss, Snow, Ice Cream, Novelties, Photo, Hat Concession, Glass Pitch, Cake Bottle, Balloon Dart, Cork Gallery, Basketball, Pitch Till You Win, Bumper, String Game, Short Range, Long Range, Coke Bottle Tip-Up. SHOWS: Snake, Monkey, Illusion, Side Show, Minstrel or any Grind Show of merit not conflicting. Wire what you have. Especially high-class Girl Show with own equipment. Want Operator for office-owned Girl Show. RIDES: Scrambler, Round-Up, Rock-o-Plane, Spitfire, Roll-o-Plane, Boat Ride. HELP: Electrician and Ferris Wheel Foreman.

All replies **JOHN PORTEMONT, Anniston, Alabama**

**PARAKEETS**

75c

BALANCE OF SEASON

CHROME CAGES, 50c ea.

Shipped Daily. F.O.B. Los Angeles. Minimum Order, 48 Birds.

—Call or Wire—

**24-HOUR SERVICE**

**Durkee's Bird Farm**

8967 E. Callatin Rd., Pico, California

Phone: OXFord 9-5210

**Want-Freaks-Want**

Bally Acts, Novelty Acts, Lecturers, Mitt Camp, Tattoo Artist. Long season. Museum to follow all winter. (Fred West, Harold "Musical" Smith, Morris Wenick, Vanteen; Flora Mae King, "Fat Girl"; Ricci Richardi, Eddie Hagen, contact now.)

**BILL CHALKIAS**

c/o Western Union Rome, Georgia

**KING BROS.' SHOWS**

**WANT**

Wheel Foreman, top pay; also can use other dependable Help. Can use non-conflicting Hanky Panks. Will book or buy small Bingo for 1957—good route. Lockney, Texas, uptown, and four other cotton towns to follow. All replies to

**Joe L. King**

Lockney, Texas, Oct. 10-16.

P.S.: Will book or buy Elephant.

**WANTED**

**TRUCK MECHANIC**

All replies to

**GEORGE CLYDE SMITH SHOWS**

Littleton, N. C., Fair this week;

Emporia, Va., Fair next week.

**PRIDDY'S**

LATIN AMERICAN SHOWS

Need for Crystal City, Texas, Oct. 9-20; followed by Uvalde, Texas, Oct. 23-Nov. 3. Bear Pitch, Bird Pitch, Corn Game, all kinds of Hanky Panks, Grind Shows and Flat Rides that do not conflict. Have eight Rides at present. Out all winter in Rio Grande Valley.

**F. B. PRIDDY, Mgr.**

Box 22 Batesville, Texas

ATTENTION

**B. "DOC" WARNER**

**ANNA HILLMAN**

of Greensburg, Ind.,

passed away on July 9, 1956.

Bob, contact the family.

**HELP WANTED**

Assistant Manager and Maintenance Man, preferably couple with roller rink experience, for year around job near Chicago. Please state pertinent information, including experience, schooling and salary desired in first letter. Write **BOX 868, The Billboard, Chicago, Ill.**

**FOR SALE**

One 7-Tub Sellner Tilt-a-Whirl, good condition, with two semi-trailers, excellent rubber. Quick cash sale \$5,500.00. Per route.

**JOHN MARKS SHOWS**

Monroe, N. C., this week.



WANT FOR MISSISSIPPI FAIR & DAIRY SHOW, MERIDIAN, MISS., OCT. 15-20 ONLY FAIR TO BE HELD THIS YEAR

CONCESSIONS: Hanky Panks of all kinds, semi-flats, Bozo, Glass Pitch, Pottery Pitch, Bear Pitch, Derby Racer, Arcade, Sno, Cotton Candy, Apples, Popcorn, French Fries, Ice Cream, Custard, P.C. with Hankies.

RIDES: Scrambler, Rolloplane, Octopus.

AGENTS for Buckets, Swinger and Hanky Panks.

SHOWS: Girl Show, Monkey Show, Metordrome or any good Grind Shows.

All replies to **EP GLOSSER, c/o Fairgrounds, Boaz, Ala., this week**

**HOARD and MULLIS**

**AMUSEMENTS**

SHOWS RIDES CONCESSIONS

"The Pride of the Peach State"

Want for WRIGHTSVILLE, GA., FAIR, Oct. 15-20; followed by PEMBROKE, GA., FAIR, Oct. 22-27; HINESVILLE, GA., FAIR, Oct. 29-Nov. 3

CONCESSIONS: All legitimate Merchandise Concessions, Short Range (Dink Hawn, contact), Long Range, Pitches, Photos, Novelties, Hats, Age and Weight, "X" on Custard, Nut Bar. SHOWS: Any worth-while Grind Show, Glass House, Penny Arcade, etc. RIDE HELP: Can use two good Ride Men. This is an 8-Ride Show. Our Concessionaires are making money. Good season, good fairs. Contact

**HOARD & MULLIS AMUSEMENTS**

McRae, Ga., Oct. 8-13; then per route.

**JAMES H. DREW SHOWS**

BROOKS COUNTY FAIR, QUITMAN, GA., Oct. 15-20; OCONEE FAIR, DUBLIN, GA., Oct. 22-27; BAY COUNTY FAIR, PANAMA CITY, FLA., Oct. 29-Nov. 3

**WANTED**

Legitimate Merchandise and outright sale Concessions of all kinds. Want Grind and Bally Shows. Good opening for Girl Show. Will place experienced Ride Help who are licensed drivers.

All address **JAMES H. DREW SHOWS**

c/o Western Union, Swainsboro, Ga.

**1906 GOLDEN JUBILEE CELEBRATION 1956**

BEECH GROVE (INDIANAPOLIS) INDIANA, OCT. 18-19-20-21. ON THE MAIN STREET UPTOWN. BIGGEST THING AROUND INDIANAPOLIS IN YEARS. BANDS, FREE ACTS, BALLOON ASCENSION, FIREWORKS. BIG PARADES ON SUNDAY, PARTICIPATED IN BY BANDS, INDUSTRIAL FLOATS, ETC.

CONCESSIONS WANTED—Strictly Hanky Panks of all kinds. No exclusives. No racket, Shows or gypsies. No phone calls, wires only.

**IDEAL RIDES**

c/o Irvington Plaza, 6400 East Washington Indianapolis, Indiana

**RALEY BROS.' EXPOSITION**

CLEANEST SHOW ON EARTH

Marion, S. C., this week; Chesterfield, S. C.; Moncks Corner, Walterboro and Beaufort, S. C., to follow. All big ones.

**HAROLD RALEY, Manager; ETHEL RALEY, Secretary; FRANK DICKERSON, Gen. Agent**

## CALLING ALL SHOWMEN TO JOIN THE SHOWMEN'S LEAGUE OF AMERICA

**WHY?** Because it is the greatest Showmen's Club on the North American Continent.

**PROOF:** Our record.

1. Since 1917 have provided hospitalization for over 1,500 members.
2. Since 1918 have furnished burial funds for over 600 members.
3. Since 1918 have furnished burial funds and plots in Showmen's Rest for over 200 members.
4. Provided for the mass burial of 60 persons killed in the Hagenbeck-Wallace Circus wreck, 1918.
5. Paid out bonuses (mustering out fund) \$52,000, discharged members of World War II.
6. Mailed over 3,000 packages to League Servicemen during World War II.
7. Sponsored the Al Sopenar Showmen's League of America Post 1008, American Legion.
8. Provided free meals to needy showmen during the height of the depression.
9. Hold an annual Memorial Service for departed members.
10. Play host to thousands of orphans and underprivileged children every Christmas.
11. Co-sponsors of the annual convention of the Outdoor Amusement Industry—and many more services too numerous to mention here—all benefiting Outdoor Show Business.

Truly this is an everlasting monument to the Showmen's League of America.

We have a progressive administration and great leadership by President Ohren. This is an opportunity for showmen everywhere to join a Showmen's Club which is dedicated towards helping unfortunate Showmen and charity.

Application forms will be mailed to you promptly by addressing The Showmen's League of America, 54 W. Randolph Street, Chicago, Illinois, or to Floyd E. Gooding, Chairman, Membership Committee, 1300 Norton Ave., Columbus, Ohio.

In behalf of the League, I urge your wholehearted support in this drive for new membership.

*Fraternal and sincerely yours,*

**FLOYD E. GOODING**  
Chairman Membership Committee

**HAL EIFORT**  
**DAVE FINEMAN**  
**HARRY SHORE (Canadian)**  
Co-Chairmen

## Storm Blanks Edenton for Va. Greater

MADISON, N. C. — Virginia Greater Shows have struggled thru some rough ones lately, due to weather, but business generally has been okay. Since leaving Virginia, worst spot was Edenton, N. C., where Hurricane Flossie blanked out three days with heavy rains and wind, and the date's wind-up was not satisfactory, either.

Hertford, under Lion's Club sponsorship, proved good for the show. Show made a 260-mile jump from Edenton into Madison, in hill country, in good fashion except for two blowouts to the kiddie rides truck.

Many new faces have shown since the Southern tour began. Leo Lane joined with Ferris Wheel and Fly-o-Plane, Earl Myers with Side Show. Concession faces include Lou Hall, Al and Mrs. Roberts, Mr. and Mrs. Joe Garner, Mr. and Mrs. Bert Nabors, Clark and Buddy with French fries, J. Hussline, Leo Suggs with novelties, Arthur Smith with long range, Mrs. Joe Garner with high striker, Mr. and Mrs. Larry Osborne with popcorn, apples and floss.

Al Dameron is operating the Aga show and Ben Lail the Cover Girl and Rock 'n' Roll revues. Ride crew additions lately include J. Price, Merry-Go-Round foreman; H. Murphy, kiddie rides; G. Sipes, Chairplane; Alton Allen, Octopus; J. Williams, Ferris Wheel; R. Alston, added to Merry-Go-Round crew. Show reportedly has a new Roller Coaster on order to be delivered to winter quarters.

Visitors have included the Rev. F. D. Lowery and committee from the Pembroke Indian Fair, which the show plays; W. N. Schultz and committee from the Madison Fair; Sam Stallings, postmaster, and Harry P. Taylor, of the winter quarters town of Suffolk, Va.; Harry Heller, of Heller's Acme Shows, and Bill Sanders, of Norfolk American Tent Corporation.

### FOR SALE JUNGLELAND

Reptile and Animal Show. A top-money show has no competition. 60-ft. panel front built on 3/4-ton long wheel base new Ford truck and 14-ft. trailer. One man to operate. Sound and tape. Show sells itself. Booked solid in parks and fairs for 1957. Notice, Show Managers—I can get a first-class operator to take over. Don't miss it. Retiring Nov. 1.

**SAILOR KATZ**  
c/o Lee Amusement Co., Greenville, Ala., now; then Quincy, Fla.; then Luverne, Ala. Winterquarters: Rt. 3, Box 568, Tampa, Fla. (Highway 41, South.)

### RIDE HELP WANTED IMMEDIATELY

Two capable Ride Men for all winter's work in Florida. Want Man for portable Schiff Coaster: come on at once, will place you. Man or Woman for Grab and Floss. Wire

### MORT MESSIAS

702 W. Bay Street Jacksonville, Fla.  
Phone: Elgin 4-5767  
Charles Albertson, call me.



**Strangest Attractions on Earth**  
Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-en Heads. Many others. Send for folder.

**TATE'S CURIOSITY SHOP**  
3858 E. Van Buren  
Phoenix, Arizona

### —RIDES FOR SALE—

Kiddie and Adult

One 3-abreast Merry-Go-Round, new top-gas motor, etc.; one #5 Eli Wheel, one Allan Herschell Kiddie Merry-Go-Round, one National Kiddie Ferris Wheel, one Kiddie Auto Ride, two Kiddie Airplane Rides, one Kiddie Rockoplane, one Box Office, Signs, etc. All in fine condition, in operation now. Bargain for quick sale. P. SPOR CO., Ohio Bldg., Toledo, Ohio.



**ATHENS, GA., OCT. 15-20**  
**CARTHAGE, N. C., TO FOLLOW**

**THREE OUTSTANDING KID DAYS**  
**70,000 PAID ATTENDANCE 1955**

**CONCESSIONS**—Open midway, no gypsies (Mitt Camps). **WANT** Popcorn, Candy Apples, Cat Rack, Buckets, Ball Games. No Razzles or Roll-down.

**RIDES**—Scooter, Looper, Whip, Kid Rides. This is a big ride spot. **SHOWS**—Any Grind Show.

Write or wire  
**ROSS MANNING**  
Fairgrounds, Newberry, S. C.



SERVING THE HAWAIIAN ISLANDS

**ALOHA . . .** To all Circus Performers—Side Show People—Ride Men—Concessioners and to all my friends and acquaintances, I will be at the

**Hollywood-Knickerbocker Hotel, Oct. 15 to 22**

All those interested in 5 weeks starting Feb. 20, playing the

**ENTIRE HAWAIIAN ISLANDS**

Please contact **Wally Yee or John Billsbury**  
1680 N. VINE STREET  
HOLLYWOOD, CALIFORNIA

After that write Wally Yee, 4955 Maunalani Circle, Honolulu. Would like to hear from former Ringling Bros. Acts. Wanted: Diesel Light Plant, Automatic Stake Driver and Circus-Type Bleachers.

## ATLANTIC DISTRICT FAIR

**AHOSKIE, N. C., NEXT WEEK—OCT. 15-20**

Booking all types of Concessions and Shows for the 3rd largest fair in North Carolina. Capable Carnival Workers can be placed. Contact

**STEVE DECKER, BEAM'S ATTRACTIONS**

**FAIRGROUNDS—YANCEYVILLE, N. Y. Fairs till mid-November.**

## GREATER DIXIELAND EXPOSITION

**WANTS FOR THE LOUISIANA DELTA FAIR, TALLULAH, OCT. 15-19**

**CONCESSIONS:** Can place Novelties, Hoop-La, Photos, Jewelry, Basket Ball, Hi-Striker, Roman Targets, Shuffle Alley, Over 10, Ice Cream; also a few more clean Stock Concessions. (No flats—no gypsies). **SHOWS:** Girl Show with two or more Girls and good equipment. Any clean Grind Shows not conflicting. Want 10-in-1. **HELP:** Can place good Ride Help that drive on all rides. All reply:

**JIMMIE HENSON, Mgr.**  
JONESVILLE, LA., this week; TALLULAH, LA., next.

## MIGHTY INTERSTATE SHOWS

**WANT FOR PIKE COUNTY FAIR, TROY, ALA., Oct. 15-20. All Fairs through Nov. 17**

**SHOWS:** Will book any worth-while Grind Show. Will book Girl Show with own equipment. Want Riders for Motordrome or will give excellent proposition to Manager with Riders for same. **RIDES:** Will book any Flat Ride or Kiddie Ride not conflicting. Have good opening for live Pony Ride. **RIDE HELP:** Foremen and Second Men on all Rides. **CONCESSIONS:** All legitimate Merchandise Concessions open. Also Short Range Gallery, Long Range Gallery, Photo, Novelties, Age and Weight, Pitches of all kinds. Have good opening for Cookhouse and Bingo.

**Replies of H. B. ROSEN**  
COFFEE COUNTY FAIRGROUNDS, DOUGLAS, GEORGIA.

## LIVE STOCK SHOW & FAIR, Lonoke, Ark., Oct. 15-20

Followed by best spots in Arkansas and Louisiana. Positively out until Christmas. Place Hunky Panks at live-and-let-live prices. Opening for Swingers, Six Cat, Buckets. Can place Agents on Skillo, Count and Pin Store, Ride Men that drive. Opening for set of Kiddie Rides or will book single Ride. Place one Flat Ride.

All address:  
**CHARLES GRIGGS, GRIGGS BROS.' SHOWS**  
Brinkley, Ark., this week; then as per route.

## PAN-AMERICAN SHOWS

Want for **ALEXANDRIA, LA., FAIR, October 15-20—and four more Fairs to follow**

**CONCESSIONS**—All Merchandise Concessions open. **SHOWS**—Want fast-stepping Colored Girls for Jig Show. Want Talker for Sideshow. Will book any Grind Show. **RIDE HELP**—Foremen and Second Men for all Rides. Out all winter.

All wires and mail to Olla, Louisiana.

**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!

**WANT FOR**  
**ORANGEBURG, S. C., FAIR, WEEK OF OCT. 15 TO 20;**  
**WINSTON-SALEM, N. C., COLORED FAIR, WEEK OF OCT. 22 TO 27**  
Legitimate Merchandise Concessions of all kinds. No exclusive.  
Can place Scrambler for balance of season. All replies to  
**JOHN H. MARKS SHOW**  
This week, Monroe, N. C.

**WANT—ROY TIBBS WANTS**  
**JESUP, GA., OCT. 15-20; BAXLEY, GA., FOLLOWS**  
Want Bingo, Hunky Panks, any legitimate Concession, any Show except Girl or Snake. Will book Chairplane, Octopus or Tilt. Help for Grab, Ride Help, must drive; Agent at once.  
**ROY TIBBS**  
Care Western Union or General Delivery, Metter, Ga.

**JOHNNY T. TINSLEY SHOWS**  
**CAN PLACE FOR THE COLQUITT COUNTY FAIR AND CENTENNIAL CELEBRATION COMBINED, MOULTRIE, GA.; FOLLOWED BY BLAKELY, HAWKINSVILLE, MILLEDGEVILLE AND AUGUSTA, ALL GEORGIA, ALL FAIRS.**  
**RIDES:** Round-Up, Scooter and Coaster. **SHOWS:** Side Show, Wildlife, Girl Show, Funhouse or Glass House. **CONCESSIONS:** Pronto Pups, French Fries, Hi-Striker, Cigarette Shooting Gallery, Jewelry, Slum Spindle, Novelties, Monogrammed Hats, Age and Weight, Palmistry. Want Candy Floss and Snow Cones.  
**CAN PLACE LARGE COOKHOUSE.**  
Howard Hughes, please contact. All wires and phone calls to  
**JOHNNY T. TINSLEY or TED WOODWARD, Vidalia, Ga., Fairgrounds now, followed by above list of Fairs.**

**FOR SALE**  
**ALLAN HERSHELL LITTLE DIPPER**  
Operates better than when new—portable—never moved from park—  
\$4,500.00 cash. Located in Midwest. Can be seen in operation.  
**BOX D-246**  
c/o THE BILLBOARD CINCINNATI 22, OHIO



# The Billboard

**GIFT MERCHANDISE SECTION**

**Wholesale  
Gift headquarters**

**1,001**

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**PROFITABLE**

**CHRISTMAS ITEMS**

**A guide to hundreds of new sources for a  
greater variety of Holiday Merchandise**

TOP XMAS SPECIALS

FROM THE MIDWEST'S

LEADING JOBBER and DISTRIBUTOR

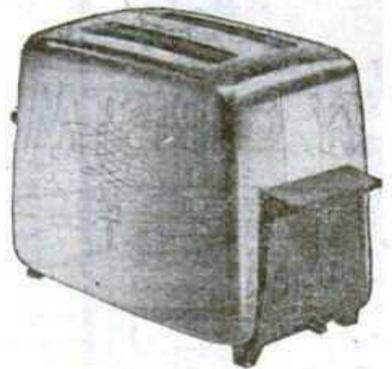
WISCONSIN DELUXE COMPANY



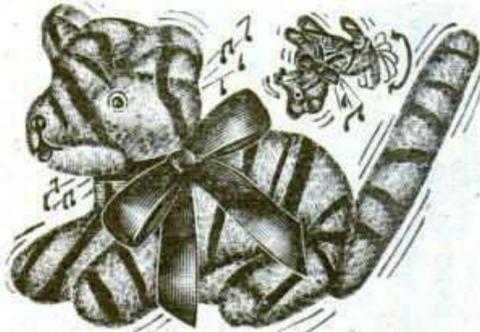
No. 25113 20" WALKING DOLL  
Vinyl Head, Rooted Hair. One to a box.  
**\$5.35** each in lots of 6 or more     Sample \$5.95 each



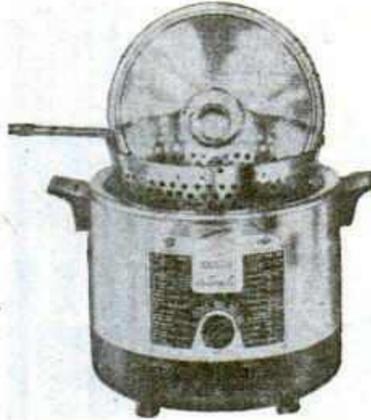
No. 5162—7-PIECE GENEVA  
Wrist Watch Ensemble. Jeweled Watch, Expansion Band, Cuff-Links, Tie Bar, Ball Point Pen and Pencil Set. Gift boxed.  
**\$5.95** each in lots of 6 or more     Sample \$6.65 each



No. 17113—DORMEYER POP-UP TOASTER  
Shining Chrome. Extra wide Wells for Rolls or Muffins. Individually boxed. Guaranteed.  
Retail **\$19.95**     Write for Quantity and Sample Prices



No. 7419—ROLLING MUSICAL TIGER  
Size 8"x7"  
No. 7416 KITTEN     No. 7417 DOC     No. 7418 LION  
**RETAIL \$4.95**  
**\$3.15** each in lots of 6 or more     Sample \$3.50 each



No. 1245—ALCAMATIC ROUND COOKER-FRYER  
5 1/2 Quart Capacity. Automatic Temperature Control. See thru Glass Cover. Bright finish. Individually boxed. Retail \$15.95.  
Sample **\$8.20 ea.**  
Write for special quantity prices

ALL NEW CATALOG JUST OFF THE PRESS, **480** PAGE BUYERS' GUIDE. THE BEST FOR PREMIUM USERS, WAGON JOBBERS, DISTRIBUTORS, AUCTIONEERS, ETC.  
SEND FOR YOUR **FREE** COPY TODAY. STATE BUSINESS IN FIRST LETTER.  
When ordering samples include postage. If over paid, will refund your money. We will not ship C.O.D. for postage only.

**WISCONSIN DELUXE COMPANY**  
1902 No. Third St.     Phone: LOcust 2-5431     Milwaukee 12, Wis.

**SPECIAL!**  
**JWELED WATCH**

**\$3.25** each in lots of 6

Guaranteed



**SPECIAL!**  
**EARRINGS**

**\$2.50** per dozen

PERFUME and COLOGNE

ROYAL GUARD WALLETS

STARS OF PARIS PERFUME and COLOGNE—CLOCKS—3-D RELIGIOUS PICTURES—BRILLIUM PLASTIC WARE—NYLON HOSIERY

Write for Prices

WE CARRY A COMPLETE LINE OF:

- Costume Jewelry
- Religious Articles
- Appliances
- Housewares
- Lamps
- Premiums
- Novelties
- Toys

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago

**C & S TRADING CO.**

1344 S. Halsted St.  
Chicago 7, Illinois  
Phone: TAYlor 9-1556

**GET ACQUAINTED OFFER!!**  
**SNAP BEAD NECKLACES—5 IN 1 EARRINGS**  
7 DOZEN SNAP NECKLACES FULL LENGTH  
1 DOZEN 5-IN-1 EARRINGS  
PLUS FREE SAMPLES OF OUR NEW ITEMS....  
**\$10.00**

**BELL NOVELTY COMPANY**  
1540 BROAD ST.     NORTH BELLMORE, N. Y.  
CASTLE 1-0122



30" ALL PLUSH GENTLEMAN BEAR  
Assorted Colors  
Exceptional Value.  
**\$16.50** dz.

25" DUCK  
Cotton stuffed, taf-feta cloth, plastic face...  
**\$10.80** dz.

8" CHENILLE ANIMALS  
Foam rubber stuffed & washable, in plio bags...  
24" CLOWN/DOLL  
10" PLUSH SCOTTY  
Asstd. colors, plio bags, \$6.00 Doz. In gross lots Minimum Order: 3 Dozen.  
**\$6.75** dz.  
**\$5.75** dz.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE Catalog and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C.  
WA 5-3234

Take the lines of least resistance with **NAME BRANDS**

**THE HOUSE OF NAME BRANDS**  
Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. **WHOLESALE ONLY.** Send for free catalog.

**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, N. Y.

WE MANUFACTURE - - -  
• Pop-It Beads \$2.00 per dozen \$21.00 per gross  
12 mm. beads, 54 to a string complete  
• Earrings \$18.00 to \$30.00 per gross  
• Box Goods \$7.20 to \$12.00 per dozen  
• Promotion Goods  
• Religious Goods  
Jobbers—Write for \$25.00 sample ass't order. Money back guarantee. Ask about our new Sassit Pop-It Beads at \$2.50 per doz., 12 mm. size, and our metal 4-in-1 Snap-On Earrings.  
**Rohal Jewelry Co.**  
433 W. Lehigh Ave., Philadelphia 23, Pa.

**TIES @ \$6 dz. CASH PROFIT**

Top values—Direct from Manufacturer. Biggest assortment of new designs! Finest Fabrics—in Hand Blocked Prints and woven effects. Up to \$2.00 values.

**FREE CATALOG** Special prices on quantity orders.  
\$6.50 dozen  
3 Dozen: \$18.00  
Other items. Cash in on 100% profit now!!

**EMPIRE CRAVATS** 611 Broadway, Dept. B New York 12, New York

**The Best Sales Boards and Jar Games**  
Write for information and prices  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**THE FAMOUS Geneva 7 PC. MENS JEWELRY SET** ADVERTISED IN LIFE  
AT THE NEW LOW PRICE **\$5.95** 6 or more  
Sample \$6.95  
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.  
Also available in 17-J, \$9.95  
**NATIONAL DISTRIBUTING CO.**  
PHONE 82-6473  
1751 W. FLAGLER  
MIAMI, FLORIDA

**IDENT BRACELETS!**  
Aluminum, gold plated, 6 styles of Expansion Ident Bracelets. 8 styles of 24" Disc Necklaces, heavyweight Mexican Rings, all kinds of nickel-silver Signet Rings, Pins for engraving, Rings for grab bags from \$7 to \$12 gross. Send \$2 or \$5 for samples.  
**Milwaukee Novelty Co.**  
1012 N. 3rd St. Milwaukee 3, Wis.

**SELL TITANIA GEMS**  
FAR MORE BRILLIANT THAN FINEST DIAMONDS  
The most dazzling jewels on earth. Greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Catalog 10¢.  
**DIAMONITE**  
2420 77th Ave., Dept. 12, Oakland 5, Calif.

Fully Automatic  
"BIG CHIEF"  
**Little INJUN Scout COOK STOVE**

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/2" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame lasts an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved at the factory.

Details at  
**\$2.95** each  
Dealer's cost \$21.60 doz.

Minimum order or shipment, 10 doz. to carton. Master carton of 72 stove, freight prepaid.  
Order shipped on first-in, first-out basis.

**G & S Mfg. Co.**  
Dept. B.  
NASHVILLE, TENNESSEE

## Hot Christmas Merchandise Items

To learn which merchandise items wholesalers and jobbers are betting on to be their best sellers this Christmas, The Billboard has surveyed more than a thousand representative firms in the field. The items listed below are the ones they believe will be the hottest. For the names and addresses of firms who can supply you with any of these items described, send a stamped, self-addressed envelope to:

The Billboard Buyers Service  
Department  
2160 Patterson Street  
Cincinnati 22, O.

1. Record Caddy. Table-top file for upright storage; has rubber tipped feet and brass plated, scroll-styled ends. Holds 40 records. Sample, \$1.79. Dozen, \$14.

2. Electric Train. Louis Marx 58-piece set with 102 inches of oval track, complete with village. Has AC transformer, locomotive, tender, gondola, box-car, caboose. Each \$11.95. In lots of six, \$9.95 each.

3. Jewelry Set. Men's, in metal box; simulated leather cover. Contains six sets of tie bars and cuff links. Box has gold crest and is soft-lined and spacious to hold 12 sets of jewelry. There's also a catch-all compartment. In lots of three, \$9.95 each. Sample, \$10.75.

4. Star-Lite Lamp. Modern design, featuring three lights, two star-shaped bulbs and one room brightener. Light individually or together. Scalloped Poly-Plastex shade, gold-speckled base. In white, pink or turquoise-red-white.

5. Watch Package. Ten assorted name brands with yellow expansion bands. Reconditioned and guaranteed. Sample, \$9.95. Sample band, 50 cents. Package, \$69.50.

6. Miracle Cross. Cross set with 12 brilliant-cut rhinestones; gold finish, with 18-inch chain. Shows Lord's Prayer when held close to eye. Dozen, \$6. Gross, \$69. In nickel-silver finish, dozen, \$4.75. Gross, \$54. Beautiful Cross in satin-lined case, with Lord's Prayer in English, Spanish or French. Has rhinestones and baguettes, rhodium finish. Dozen, \$24. In gross lots, \$21 dozen.

7. Jewelry Set. In gift box. Contains seven-piece matched set with guaranteed watch, expansion band, cuff links, tie-bar, fountain pen, and pencil or key chain. In lots of six, \$5.75 each. Sample, \$6.95.

8. Pin Cushions. Pin-Cushion Doll, with rhinestone-studded cap to match doll neckband. Bouquet of forget-me-nots on bodice. In acetate containers fixed with gold handstring.

9. Sachets. Boutonniere-sachet combination. Striking corsages, ribbon tied, with beauty pin, attached to satin sachet of imported lavender flowers. Packed in acetate container. Assorted one dozen to easel-backed display box with display card.

10. Last Supper Lamp. Fine translucent Chinaware table lamp, decorated with 24-karat gold and bearing reproduction of Lord's Last Supper scene. Has white plastic shade trimmed with gold braid. Height, 27 inches.

11. Susanette. Lazy-Susan effect in the space of a platter. Non-slip

cork top, seven inches in diameter, revolves smoothly. Half-inch high, sturdy, won't tip. \$1.50 retailer.

12. Cake decorator. Pastry bag set with four sanitary, interchangeable metal tips for making roses, veining, stars. Mounted on card, with recipes and instructions printed on back. Bags made of unbleached sheeting, lined with plastic to prevent seepage.

13. Nylons. Ladies' nylon stockings good for pitchers and wagon men, packed in attractive cellophane envelopes. Also good for sales promotions and giveaways. In bulk, as low as 16 cents a pair.

14. Purses and Wallets. Hand-tooled Mexican purses and wallets in attractive designs. Purses, from \$2.

15. Tie Clip and Links. Set gold-plated or white-finished. Alligator tie-clip and cuff-link set in two-tone plastic presentation box. Retail at less than \$1. In dozen lots, \$6. Gross, \$57.60.

16. Jewelry Set. Men's tie-clip, cuff links and cigarette lighter. Satin-cushioned in two-tone, plastic gift box. Available in 12 styles; lighter is suitable for monogramming. Dozen, \$12.

17. Gag Licenses. Printed on 8 1/2 by 11 inch, authentic-looking parchment paper in color. Titles include marriage, champ bullshipper, bartender, hunting, fishing, loafer, do-it-yourselfer, golfer, elbow-bender, champion sucker, supersalesman, beachcomber and others. Retail for 25 cents with mailing envelope. Packed 50 of a number; display racks free.

18. 3-D Viewer. Fairy Tale Viewer, sturdy, with 12 Kodachrome, 3-D full-color slides. Twelve slides show and tell a story; wide range of stories available. Good \$1.49 retailer. Dozen, \$11. Sample, \$1.

19. Presto - Sphere. Perpetual-motion rotating engine encased in sealed three-inch globe, five inches high. Continuous rotation of vanes from light rays. Works anywhere, even in fish tanks. Comes on regular stand as paper weight and as ash tray. Regular, each, \$1.50. Case of 50, \$33. Case of 100, \$61.

20. Dud Firecracker. Two-inch safecracker, with 10 replaceable fuses. Does everything but explode. Good novelty, 25-cent retailer. Cards of two dozen, in gross lots, \$18. Lower quantity price to jobbers. Special price, five crackers with 50 fuses, \$1.

21. Hang-A-Rod. Solves problems of storing fishing rods. The 15-inch bar has five curved clips, each accommodating one rod. Bar is screwed to wall; weight of rods prevents warping. Polished aluminum for lifetime service. \$2.95 retailer.

22. Coverall. Rein-Dri Coverall is made of heavy transparent vinyl. Won't stiffen or crack and made to withstand extreme temperatures. Comes small, medium and large, with self-case for pocket storage. \$4.95 retailer. Matching Sou'-Wester hat, \$1.25 retailer.

23. Copy Kit. Kids' Kopeefun, good pitch item, creates over 5,000 funny cartoons. Copies from any newspaper or magazine. Comes with magic coloring book, coloring stick, design and pattern book, and large supply of magic paper. A 49-

(Continued on page 78)

# WHAT! NO PICTURES??

WE LEFT THEM OUT ON PURPOSE so that we could cram this space full of exciting holiday bargains. As leading wholesalers for almost 60 years, we give you the fastest selling items at prices that will make them sell faster. YOU DON'T NEED PICTURES! Just remember that we depend upon your reorders to stay in business. So, order TODAY with confidence, and you'll see for yourself why leading merchants have been depending on us for almost 60 years!

## COMPARE THESE PRICES!

JEWELLED CIGARETTE LIGHTERS—fully automatic	\$8.40 doz.
ALLIGATOR WALLET & KEY CASE (simulated)—gift box	6.00 doz.
S1 RETAIL WALLETS—asst.—removable pass case	3.60 doz.
LACQUERED CIGARETTE LIGHTER—asst. designs	6.75 doz.
2-CELL ENAMELED FLASHLIGHT—200-ft. beam	2.75 doz.
3-COLOR FLASHLIGHT—red & green lights—the good one	5.40 doz.
S2 SHOULDER STRAP HANDBAG—drawing type—a buy	8.00 doz.
ZIPPER SLACKY UTILITY BAG & WALLET SET—asst.	7.80 doz.
8-PC. TOOL SET IN KIT—screw drivers, chisel, etc.	7.20 doz.

## JEWELRY MONEYMAKERS!

NECKLACE & EARRING SETS—stunning, asst.—boxed	\$ 7.20 doz.
S1 SCATTER PIN SETS—hundreds of styles—boxed	3.00 doz.
3-STRAND PEARL NECKLACE, BRACELET & EARRING—big box	9.60 doz.
RHINESTONE 4-PC. SET IN MIRROR JEWEL CASE—pronged	30.00 doz.
BOXED 5-PC. SETS—fantastic value—big profit item	24.00 doz.
MEN'S JEWELRY SETS—smartly styled and boxed	6.00 doz.
DE LUXE MEN'S JEWELRY SET—with pen, pencil & case	21.00 doz.
DOLLAR SIGN MONEY CLIPS in gift box	3.60 doz.
GOLD-PLATED POCKET KNIFE in gift box—\$5 value	6.00 doz.
MEN'S GP SHOCK RESISTANT WATCH—exp. band & box	5.00 ea.
LADIES' 17-JEWEL GP WATCH—exp. band & box—LIFE	12.50 ea.

## MORE MONEYMAKERS!

PERFUME ASSORTMENT—LEADING BRANDS—NAT'L ADV.	\$ 7.20 doz.
MUSICAL CATHEDRAL—lights up—plays "Silent Night"	5.00 ea.
MUSICAL PUSSY CAT—rolls over and plays lullaby	2.75 ea.
23" ALL-RUBBER SLEEPING DOLL—ROOTED HAIR—BOXED	36.00 doz.
BOXED CHARACTER DOLLS—fine asst.—window box	6.00 doz.
BOXED MECHANICAL TOYS—up to \$2 retail—big asst.	7.20 doz.
PEN, PENCIL — CIGARETTE LIGHTER SET—boxed—\$5 set	9.00 doz.
POCKET VACUUM CLEANER—ELECTRIC—with batteries	21.60 doz.
LEATHER MANICURE KITS—\$2 retail asst.—suitcase, etc.	7.20 doz.
"STARDUST" LADIES' COMPACT ASSORTMENT—in display	7.20 doz.
3-PC. STAINLESS CARVING SETS—HOLLOW GROUND—BOXED	10.20 doz.
9-PC. STAINLESS CARVING & STEAK SETS IN CHEST—SHEFFIELD	4.20 ea.

## AND GIVEAWAY ITEMS!

PLASTIC RAIN BONNETS IN CASE—49¢ retailer	\$12.00 gr.
10-PC. COMB SET IN PLASTIC CASE—large combs—asst.	17.50 gr.
10¢ NEEDLE PACKAGE with Threader—colorful pkg.	3.00 gr.
S1 RETRACTABLE BALL PENS—gift metal caps	18.00 gr.
CLOSEOUT EARRINGS—HUNDREDS OF STYLES—made in U.S.A.	18.00 gr.
CHRISTMAS CORSAGES—sell for 25¢—big assortment	9.00 gr.

## AND MORE MONEYMAKERS!

S2 BOXED LEATHER WALLETS—beautiful assortment	\$ 7.20 doz.
S5 LUXURY WALLETS—gift boxed—zipper pockets, etc.	12.00 doz.
IMPORTED ENGLISH MOROCCO WALLET—boxed—\$10 value	15.00 doz.
COMB, BRUSH & MIRROR SETS—gift boxed	7.20 doz.
NYLON BRUSH & COMB SETS—in window box—a buy	3.60 doz.
POWERSCOPE SPORTS BINOCULARS—worn like eyeglasses	3.60 doz.
RELIGIOUS JEWELRY ASSORTMENT—necklaces, crosses, etc.	6.00 doz.
3-PC. PAINT BRUSH SET—in window gift box—a buy	7.20 doz.
54" PLASTIC TABLECLOTH IN PLASTIC CASE—asst.	3.75 doz.

MINIMUM ORDER \$20.00.

Hundreds of other fast-selling items! Free Holiday Price List! 25% deposit with order, balance C.O.D.

# IMPERIAL MDSE. CO.

893 Broadway

New York 3, N. Y.

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make that "Easy Buck" with these sensational values  
Westinghouse Equipped  
Copper Fryer  
BRAND NEW SQUARE MODEL  
Copper Cld.  
Large 7-Quart Capacity.

\$49.95 list \$9.50 ea. in lots of 6 \$48.75 Sample, \$8.75

ENESCO BATHROOM ENSEMBLE  
Enamel Finish Metal

- Consists of: \$10.95 List. \$3.35
- Clothes Hamper
  - Waste Basket
  - Tissue Dispenser
  - Hide-A-Brush Holder
- Complete in lots of 3. Sample \$3.50.

All Mdse. UL approved and guaranteed by Good Housekeeping. — All Orders C.O.D. —

**DANAL SUPPLY**

1228 Vine St. Cincinnati, Ohio  
Phone: MAin 1-9114

## P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1544 W. Cortez Chicago 22, Ill.

CONCESSIONAIRES AND GIFT SHOPS **MAKE BIG MONEY**

With Guaranteed Solid Leather **WESTERN BELTS**  
Deeply Sculptured Top Grain Cowhide. Terrific Sales Appeal for Men, Women & Children. Make Perfect Xmas Gifts.

No. 1849—"The Klondike," 1" wide, heavy gift nugget style buckle, good \$1.95 retailer... \$9.60 Per Doz.

Cash in on the fastest selling item in years. Send \$9.60 for sample dozen. Sizes: 22 to 46. We will ship prepaid with money-back guarantee.

Hand Tooled Bags, Billfolds. **SEND FOR FREE CATALOG** Misc. Gift Items.

Our references: N.W. Nat'l Bank Dun & Bradstreet

**RODEO LEATHER GOODS CO.**  
229 No. 1st St., Minneapolis, Minn.

Merchandise You Have Been Looking for  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, 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.

**ACMC PREMIUM SUPPLY CORP.**  
1111 South 12th St. St. Louis 4, Mo.

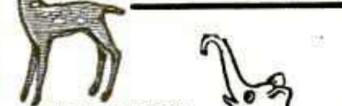
# XMAS SPECIALS!



	DOZ.	GR.
Santa on Sled, w/bell	\$3.00	\$33.00
Hopping Fur Dogs	3.25	36.00
Push dog w/shoe in mouth	6.00	
Fido the drummer dog, w/squeeze ball	1.80	21.00

### RUBBER REINDEER INFLATES

	DOZ.	GR.
19 inch	\$4.20	\$48.00
24 inch	6.00	69.00
36 inch Jumbo	12.50	



### RUBBER INFLATES W/SQUAWKER AND BOWTIE

	DOZ.	GR.
Elephants	\$1.80	\$21.00
Donkeys	1.80	21.00
Horses	1.80	21.00
Monkeys	1.80	21.00
Assorted Animals	1.80	21.00

### OTHER INFLATES

	DOZ.	GR.
13 inch Rubber Horse, w/saddle	\$2.00	\$22.50
15 inch Rubber Horse, w/saddle	2.75	32.00
18 inch Jumbo	4.00	45.00
17 inch Jockey on Horse	3.60	

### BALLOONS

	DOZ.	GR.
Spiral Balloons (stretched)	\$6.00	\$6.00 GR.
Atom Bomb Balloons	6.50	6.50 GR.
Mickey Mouse (black ears)	7.50	7.50 GR.
Moosehead (stretched)	5.75	5.75 GR.
Workers for any of above balloons	50¢	50¢ each
Tiger Kat	7.50	7.50 GR.

1/3 deposit with order, balance C.O.D.

**SCHATTUR NOVELTY CO.** 144 Park Row New York 7, N.Y. COrtland 7-8986

## POLITICAL BUTTONS

3 1/2 inch Ike or Stevenson	\$8.00	per 100
Joe Smith (The Nebraska Kid)	8.00	per 100
70L Buttons, Ike or Stevenson	4.00	per 100
50L Buttons, Ike or Stevenson	2.00	per 100

	DOZ.	GR.
5" Black & White Pandas	\$1.50	\$16.50
8" Black & White Pandas	3.00	33.00
12" Black & White Pandas	5.25	60.00
8" Jocko Monkeys	1.80	21.00
8" Clowns	1.80	21.00
5" Dog, squeak tail	1.50	17.00
8" Sailor Dolls	1.80	21.00



## HATS (REPROCESSED FELT) WELL MADE, CLEAN STOCK

	DOZ.	GR.
Cowboy, black full crown	\$7.20	\$80.00
Cowboy, white, regular type	5.50	63.00
Porkie Pie, w/feather	5.40	63.00
Robinhood, w/feather	2.00	21.00
Eton Kiddie Cap	2.00	22.50
Union Officers Hats	7.20	84.00
Rock & Roll Hats	3.00	34.50
Dorbies	3.85	45.00
Motorcycle Caps	6.25	72.00

## OTHER ITEMS

	DOZ.	GR.
Plastic Fur Trimmed Santa, w/Bell on elastic	\$1.75	\$20.00
Chirping Bird in cage	1.80	21.00
Metal Swords, w/sheath	1.80	21.00
Break Action Metal Pop Guns	1.80	21.00
Break Metal Pop Guns, shoots sparks	3.00	34.50
21" Rifle Cork Guns, shoots sparks	4.80	54.00
Cinderella dolls in clear view plastic containers	6.25	72.00
Pearline Opera Glasses, w/compass and strap	2.00	22.50
Small	3.00	33.00
Medium	5.00	57.00
Large	5.00	57.00
12" Peasant Doll, w/pigtails	3.25	

## NEW YEAR'S SUPPLIES

Crepe Form Hats, metallic trim	per 100	\$6.50
Metallic Form Hats	per 100	8.50
Assorted Metal Noisemakers	per 100	6.00
3 inch Metal Horns	per 100	6.00
11 inch Metal Horns	per 100	7.20
Silver lettered New Year Signs	35¢	each
Large Fringed New Year Signs	85¢	each



## SPECIAL

"PERSONAL PORTABLES"  
Amazing transistor portable in handsome plastic case. A Kipp's direct import that saves you money.  
Each .....\$12.00  
Doz. Lots ..... 10.80 ea.  
Complete w/Battery .. 13.85 ea.



## SLINKY EYES

Hot novelty sensation. Gruesome eyes on slinky-springs. Each pair in box. T6240-Doz. ....\$5.40  
Include postage with order.  
25% deposit with C.O.D.

## KIPP BROTHERS

Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA



## THE LITTLE MAVERICK

Cash in on fastest selling coin purse on the market.

## HAND-TOOLED SOLID LEATHER

\$1.25 Retail—Wholesale \$6.75 Doz.

Send \$4.75 for Sample Dozen. Complete with self-selling display card. Shipped prepaid with money-back guarantee. Our References: N.W. Nat'l Bank Dun & Bradstreet

## RODEO LEATHER GOODS CO.

229 No. First St. Minneapolis 1, Minn.

SEND FOR FREE CATALOG  
Genuine Hand-Tooled Bags, Billfolds and Gift Mds. at the "Right" Prices.

## EXPANSION IDENTS

FOR LADIES, GIRLS, BABIES AND BOYS, \$4.00 DOZ. AND UP.

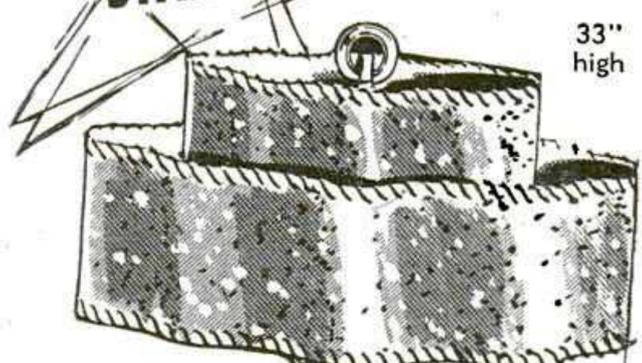


DISC PENDANTS AND CROSSES ON CHAIN, \$27.00 GROSS AND UP.

All items come with spring rings in white and gold finish. \$15.00 for our line of samples. Sorry, no catalog.

**JACK ROSEMAN CO.**  
307 Fifth Ave. New York 16, N. Y.

# Modern LAMP



33" high

**\$49.95**  
Retail Value

**\$12.95**  
Each in lots of 4 or more.  
Sample \$14.95 Ea.

**\$11.95**  
Each in lots of 12 or more.

WRITE FOR FREE 70-PAGE CATALOG.



## NEWEST STAR-LITE LAMP

3 separate lights, 2 glittering star-shaped bulbs and 1 large "room brightener" that light individually or together. Chip-proof gold-speckled base with matching 2-tier hand-laced POLY-PLASTEX shade in scalloped design. In white, pink or turquoise-red-white. Shipping weight 14 lbs.

Terms: Open account to rated firms. Otherwise 25% deposit, balance C.O.D., F.O.B. Chicago.

JOBBER'S AND SALESMEN'S INQUIRIES INVITED

**MAGIDSON BROTHERS** 2412-16 W. North Ave., Dept. B-10 Chicago 47, Ill. Phone: CApiitol 7-3366



BOXED SETS—ASST. STYLES  
\$4.50 per doz. Sets

3-PIECE NECKLACE AND EARRING SET  
Hand set stones—Beautifully Boxed  
REG. \$3.95 PERL .....\$7.20 Doz.

4-PIECE PEARL SETS  
Boxed .....\$12.00 Doz.

### FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$1.50 dz.  
Charm Brac., Asst. \$2.50 dz.  
Pierced Earrings on Display 1.75 dz.  
Tie Slide & C/L Set, Reg. \$2.50 .. 5.40 dz.  
Enamel on Copper Pins, Cuff Links 2.50 dz.  
Rhinstone Earrings, Asst. 2.50 dz.

### EXTRA SPECIAL!!!

Ornamental Stay Combs .....\$1.00 dz.  
Gen. Cultured Pearl Pins & Neck. 2.50 dz.  
Large Stone Earrings ..... 4.80 dz.  
Ropes, Asst. ..... 3.00 dz.  
Pearl Earrings, Asst. STYLES .. 1.50 dz.

24-HOUR SERVICE. 20% Deposit with Order. Balance C.O.D. Send for our Free Booklet on Greatest Values of hundreds of additional Sets and assorted Jewelry.

**KAREN ORIGINALS** 42 N. Main St. Bristol, Conn.



This is a good item for demonstration  
Santa Claus Parachutes

This Santa Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the Trade. Made as economically as possible by a company

with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

**THIS IS A GOOD HOLIDAY NUMBER**  
1-A Parachute packed in red and green foil tubes.  
1-AP Parachute packed in red and green plastic tubes.  
1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE., CLEVELAND 13, OHIO For Toy Parachutes be sure and get Acme, the Time-Tested Product.

- PUSHCARDS
  - SALESBOARDS
  - JAR GAMES
- S & S MFG. CO.**  
660 N. Dearborn St. Chicago 10, Ill.



**Tinselled Christmas Signs**  
Sell on Sight to Stores, Homes, Offices, Clubs —at 50¢ to \$2 each!  
ORDER SAMPLES TODAY! (Postpaid)  
2 Metallic Fall Streamers, 13x48 ..... \$1.00  
6 Metallic Foil Signs, 7 1/2x12 3/4 ..... 1.00  
6 Ultra-Blue Tinselled Signs, 11x14 ..... 1.00  
15 Ultra-Blue Religious Signs, 7x11 ..... 1.00  
15 Ultra-Blue Christmas Signs, 7x11 ..... 1.00  
15 Ultra-Blue Store Signs, 7x11 ..... 1.00  
15 Ultra-Blue Comedy Signs, 7x11 ..... 1.00  
L. LOWY, 812 B'way, Dept. 944, New York 3

## GOOD NEWS!! THE ORIGINAL WIL-KRO RAZOR PLANER SET • Pat. No. 2289504



NEW LOW GROSS PRICE

- Four tools in one
- straight plane
  - spoke shave
  - nose plane
  - short arm plane

Bigger profits than ever! Fastest selling specialty item. Rush \$2 for demonstrator sample.

**CRAFT MASTER TOOL CO.**  
23440 Lakeland Blvd. Cleveland 23, Ohio

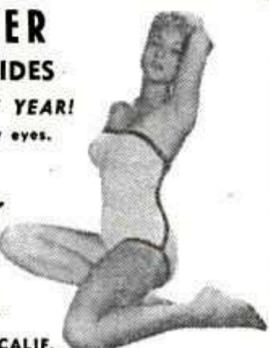
## FULL SIZE 3-D VIEWER PLUS 8 FULL COLOR STEREO SLIDES

GET IN ON THE HOTTEST ITEM OF THE YEAR!  
Hollywood lovelies come to life before your very eyes.  
Brilliant! Beautiful! Breath Taking!

\$6.98 Value to Retail for \$2.98 Complete. Sample \$2.00

Money-Back Guarantee. Standard Discounts.

**HOLLYWOOD PROJECTOR CO.** 4665 1/2 HOLLYWOOD BLVD., HOLLYWOOD 27, CALIF.



## IT'S NEW! IT'S BIG! IT'S FREE!



## 325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

**GEM Sales** 533 Woodward Dept. A Detroit 26 Mich.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

# STANDARD INDUSTRIES

**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**



Min. Order One Dozen

**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**

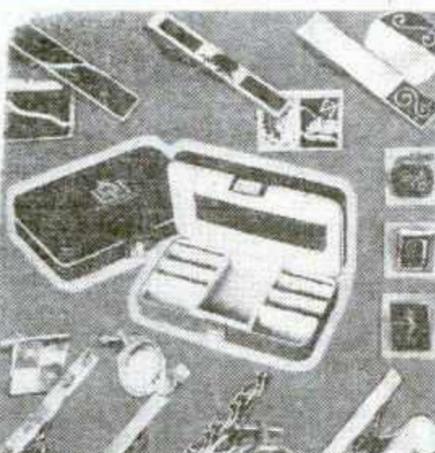
Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.

**52c** ea. in 1/2 gross lots  
**\$6.75** Sample Doz.

**6 TIE-BAR & CUFF-LINK SETS IN MEN'S JEWELRY CASE**

Handsome Men's Jewelry Case, large and spacious. All metal box smartly covered in simulated leather, gold-tooled crest on top. Brass twist lock. Soft, non-scratch velveteen lined. Easily accommodates 12 sets of men's jewelry. Special tie-bar rack and catch-all compartment for watch, pins, etc. **SIX SETS OF TIE BARS AND CUFF LINKS ALSO INCLUDED.** A set for every occasion: modern, tailored, sportsman, novelty, engraved, embossed, gold and rhodium. These sets are pre-selected from the sets illustrated above.

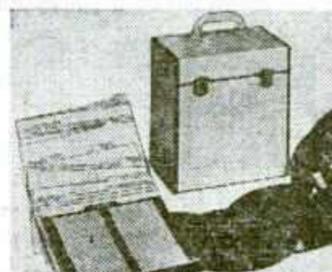
Retail Price \$32.50.  
**\$9.95** ea. in lots of 3  
Sample **\$10.75**



**25 POP RECORDS IN CARRYING CASE ALL NEW!**

Sensational offer. We have purchased assortments of 10", 78 RPM & 7", 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands. 50 popular songs; 2-tone green record carrying case, record index.

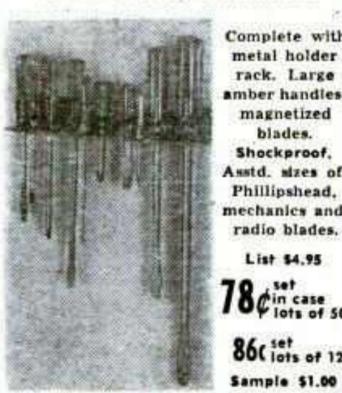
**\$25.00** retail value!  
Prices for either 75 RPM or 45 RPM  
**\$5.35** in three deal lots  
**\$5.85** sample deal



**10-PC. SCREWDRIVER SET**

Complete with metal holder rack. Large amber handles, magnetized blades. Shockproof. Ass'd. sizes of Phillipshead, mechanics and radio blades.

List \$4.95  
**78c** set in case lots of 50  
**86c** set in lots of 12  
Sample \$1.00



**DUPONT DACRON COMFORTER**

Polyester Fibres—French Crepe, Non-Slip Floral Covering. Reversible—solid matching color for double beauty. 100% WASHABLE. EXTRA LARGE 72"x84" CUT SIZE. Light as a feather—warm! Non-allergenic, non-matting, permanently fluffly. Decorator colors: Pink, Blue, Maize. Packed in piliofilm storage bag.

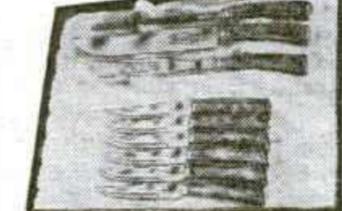
Retail Price \$24.95.  
**\$6.99** ea. in lots of 6  
Sample **\$8.15**



**9-PIECE SHEFFIELD COMBINATION STEAK KNIFE & CARVING SET**

Perfectly matched, polished all-horn handles. Micro-serrated tip knives. Guaranteed stainless, forever sharp blades. Full Hollow Ground. Chrome plated bolsters. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork, Honing Steel. Hinged gift box. Retail Price \$19.95.

**\$3.25** ea. in lots of 6  
Sample **\$3.50**



**100% DUPONT ORLON PILLOWS**

Large cut size 18"x25". 100% Miracle Dupont Orlon Fibre Filled. Bright blue or rose linen finish ticking. 100% WASHABLE! Super soft, light as a cloud! Won't lump up. Non-allergenic. Guaranteed. One pair in piliofilm bag.

Retail Price \$7.98 per pair.  
**\$2.49** pair in 8-pair lots  
Sample **\$2.95**



**AUTOMATIC ELECTRIC SKILLET**

Copper cover. Silicone treated—foods won't stick. Westinghouse thermostat. Automatic controlled heat. Big capacity. Electric saver. Heavy gauge aluminum. Pilot light signal. One appliance with many uses: Fry • Bake • Roast • Stew • Grill • Dutch Oven • Casserole.

Retail Price \$39.95.  
**\$7.72** ea. in lots of 3  
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Send Today For Our Free 108 Page Color Illustrated Name Brand Catalog 24 Page Xmas Toy Supplement and Two Separate Confidential Price Lists

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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.

**REMINGTON ROLLECTRIC . . . The Miracle Roller Comb Razor**

Direct to you, **\$21.95** only . . . (Includes Tax, Mailing and Handling)  
Reg. Price \$31.50

Brand new in a beautiful case. Shipped in original factory cartons. Not reconditioned or old model. No trade-in necessary. Satisfaction guaranteed or your money gladly refunded.

Order now at tremendous savings!  
All sales are made pursuant to orders accepted by us and shall be deemed to be made in Missouri.

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Direct Sales Co.: Please ship \_\_\_\_\_ Remington Rollectric Razors, for which find enclosed \$ \_\_\_\_\_  
 (Cash)  (Check)  (Money Order)  (C.O.D.—25% Deposit)

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**CEL-MAX Christmas Specials!**

**Terrific! Boxed Jewelry Sets \$10.80 DZ.**

3 & 4-pc. Pearl Sets • Sparkling Pendants and Earrings • Hand-Set Stones in 4-Pc. Bracelet, Necklace and Earring Sets!

A sensational line-up of today's smartest styles. Beautifully gift boxed. Packed with sales appeal! Retail priced for sensational profits! Sample set, \$1.00. 25% with order, balance C.O.D.

**Amazing Money-Maker! 5-Pc. WATCH SETS \$4.89**

- Imported Jeweled Watch
- Smart Cuff Links
- Tie Bar • Key Chain
- Handsome Expansion Band!

Beautifully boxed. A SENSATION! Minimum order 6. Sample, \$6.45.

**CASH IN ON THE CRAZE THAT'S SWEEPING THE COUNTRY! Imported GUITARS \$8.99**

The real thing! Full size—6 strings! Sells on sight! A sample will convince you. Min. order 4—Sample \$10.99. F.O.B. Memphis.

**CEL-MAX, Inc.** Exporters • Wholesalers • Manufacturers  
582 So. Main St. • MEMPHIS, TENNESSEE

Write for FREE Catalog

**TERRIFIC VALUE! —and What a Profit-Maker!**

Men's 7-Piece Jewelry Set, in lots of 6 or more—**\$5.95** Ea.  
Only . . . . . Sample Set—\$6.95

INCLUDES: Man's Jeweled Wrist Watch with modern expansion band featuring imitation lizard inlays • matching 14 Kt. Gold-Plated Cuff Links • Spring Tie Bar • Money Clip • Key Chain • In beautiful metal rayon-lined case.

Men! This is it! The deal with everything . . . quality, flash, outstanding value . . . to bring you biggest, easiest, surest profits! Order today while limited quantities last! Terms: 25% with order, balance C.O.D.

**BURTON SALES CO.**  
843 W. Madison St. Chicago, Illinois

Also available in 17-1 **\$9.95** each



**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. Sundry construction. One hand operation. Chromium plated in individual boxes. \$9.00 a doz. Sample, postpaid, \$1.00.

**NEW METHOD CO.** Box 88-56 Bradford, Pa.



**MEXICAN HAND MADE DOLLS**

Mice, Sterling Silver, Brass and Copper, Plastic Earrings, Feather Bird Cards, Hand-Painted Skirts, Embroidered Wool Jackets, Blouses, Hand-Tooled Bags and Billfolds, Horn Hunting Horns. Miniatures for Earrings. Request Catalog.

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**MODERN TV LAMPS**  
In Latest Styles and Colors.  
**\$4.50** pair  
**\$2.50** each  
25% dep., bal. C.O.D., F.O.B. Chicago.

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**Gellman BROS.**

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**SLUM** GREATEST DEAL ON THE LOT!

ASSORTED NOVELTIES, GIFTS, TOYS, ETC. **\$6.75** LOT  
1,000 PIECES . . . . .

**KLONDIKE** 19 E. 14 St. New York 3, N.Y.

**DEVIL'S DELIGHT!!**

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

A Real Laugh Maker. Repeat Sales. Jobbers, Agents Wanted. \$7.20 Doz.—\$6.00 Gross Lots.

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**DON'T If You Are Not Interested READ In Making Money THIS!**



**\$8.50**

per doz.

#1105—

Genuine Lamb Skin Billfold — Individually Boxed — Redwood, Brownwood, Tanwood —turned edge.

- 3-Piece Iridescent Pearl Set .....\$9.00 per doz.
- 51 Gauge 15 Denier Ladies' Nylons, Individually wrapped in Colo-Pack ..... 6.00 per doz.
- Hottest Cuff-Link Promotion. 6 pair of Handsome 14 Kt. Gold Plated Cuff-Links. 6 different Styles and Patterns. Packed in satin lined Jewelry box ..... 2.75 per box.

**SPECIAL TO ALL AGENTS, DEALERS STOREKEEPERS AND DEMONSTRATORS**

**Get In The Xmas Jewelry Business**

We have prepared a sample package of our best numbers in costume jewelry. Featuring: Magnetic Earrings, Pearl Sets, Rhinestone Crosses, Religious Jewelry and 3-Piece Rhinestone Sets.

**SPECIAL OFFER INCLUDING ALL THESE ITEMS**

**For Only \$10.00**

You can re-order any one or more numbers. If you are not 100% satisfied we will refund your money. It is not our policy for anyone to buy in the blind.

**WANTED: AGENTS—DISTRIBUTORS—WAGON JOBBERS**

Sorry, We Do Not Have a Catalog or Price List Available. 25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago.

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Nevada 2-1535

Open Sundays 9-2

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**KIP CREATES ANOTHER WINNER WALLET, LIGHTER & WATCH SET**

Jeweled square or round watch with hand-tooled effect watch strap. Wallet has the appearance of a \$20.00 wallet, deep tooling in two tone, in natural genuine leather.

Lighter matching the set, automatic type triple gear action. Attractive VISI-CELLULOID box, satin lined, with gold borders around box. Nothing like this set on the market today, anywhere.

Only \$8.00 each in lots of 6 or more. Sample \$8.50 each

Write for catalogue on our terrific Costume Jewelry Sets. Example: Rhinestone Set boxed, complete with Rhinestone Expansion Bracelet, Necklace & Earrings only \$24.00 doz. sets. Sample \$2.50 set.

METAL FRAMED MIRROR BXD JEWELRY SETS. NEW STYLES SETS—NECKLACE, BRACELET & EARRINGS, \$24.00 doz. sets. Sample \$2.50.

ORDER SAMPLES TODAY FROM

**KIP NOVELTY COMPANY**

1743 ARAPAHOE ST. DENVER, COLO.

**WHICH VACUUM CLEANER DO YOU WANT TO SELL TODAY... UPRIGHT TANK CANISTER**

**KIRBY** Models 505-515 Rebuilt by EVCO

YOUR COST \$2925

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YOUR COST \$2550

**AIRWAY** Model 66 Rebuilt by EVCO

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The "Top" Upright Vacuum. Complete with all cleaning attachments.

World famous name at a very low price. Complete with original attachments.

The best Canister Vacuum with Toss-Away Bags. Swivel top—original Blue or Green and original Tools.

IMMEDIATE DELIVERY F.O.B. DETROIT

SEND FOR 1956 CATALOGS

MAIL TODAY! INDIVIDUALLY BOXED—SEND CHECK WITH ORDER

1 Year Guarantee

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Engage Independent Rebuilders and Parts Supply House in the Midwest

**IF YOU SELL DIRECT**

To the consumer and want to make big money with a new "Do-It-Yourself" item, send us your name and address and we will send you full particulars without any obligation to you.

**MODERN PRODUCTS MFG. CORP.**

100 South King Street

Wilmington 1, Delaware

**Hot Christmas Merchandise Items**

Continued from page 75

cent retailer; packed six dozen to box.

24. Charm Bracelets. Good teen - ager number. Movable charms include carousel, bells, telephone and 100 others. Assorted dozen, \$2.50. Also, more than 500 designs of earrings in handset drop and button type. Assorted dozen, \$2.50.

25. Tippy Tim. Unique balancing toy in shape of wire walker. Will maintain balance on fingertip and glide down string or wire. A \$1 retailer; in attractive display box.

26. 7-11 Dice. Lucky 7-11 Dice, 2 1/4 by 2 1/4 inches; made of foam rubber. Colors are white, black, red, green, turquoise, yellow; also black-white combination. Individually packed.

27. Earrings. Box contains 12 assorted earrings in candy box imprinted with verse, "Candy Will Soon Go Away But Jewelry Will Always Stay." Box is \$9 retail value. Dozen boxes, \$36.

28. 10 Commandments. Ten Commandments necklace or bracelet; each item \$4.25 per dozen. Ten Commandments gold-plated keychain, dozen, \$5.75.

29. Christmas Centerpiece. Holiday Glow table centerpiece in black, wrought-iron stand, with four red 11-inch candles. Fern spray in center, interspersed with silver-tipped red pine cones, red bitter-sweet and silver balls. \$6.95 retailer. Each, \$3.35.

30. Tapestry. Last Supper imported Italian tapestry in rich colors; size 20 by 40 inches. Like a fine carpet, long lasting. \$21.95 retailer. Dozen, \$21.

31. Cannon Blankets. Boxed four to a carton, featuring four assorted 25 per cent wool Cannon blankets. A \$39.95 retailer. Carton, \$15.95.

32. Sweater Set. Smartly styled DuPont orlon pullover and matching button-down cardigan. Cardigan is embroidered with pearls, rhinestones and looped braid ribbon. A \$19.95 retailer. In white, pink and blue; sizes, small, medium and large. Each, \$5.95.

33. Sharpener. Combination tool sharpener; sharpens anything. No experience needed. Precision-made for long life. For scissors, hatchets, mowers, garden tools, etc.; even glass. Sample, 75 cents; dozen, \$8.40. In 12 dozen lots, \$6 per dozen.

24. Buttonhole Maker. Interesting sewing gadget, \$1 retailer. Good demonstration item. Any quantity, each, 25 cents.

35. Jewelry Items. Imported rhinestones, three-piece sets, \$1.19. Pearls, one, two and three strands, dozen, \$6.50. Boxed sets, 85 cents. Name brand rebuilt watches, \$8 and up.

36. Electric Lighter. Magna electric pocket lighter, with sealed battery; gives up to 15,000 lights. In handsome gift box. Use regular fluid; no flints. Built-in flashlight. Lighter in chrome plate, with engine-turned designs. A \$9.95 retailer. Each, \$5.95.

37. Needle-Threader. Uco automatic needle - threader; threads twice as many needle sizes as other threaders. Has two big needle-holding funnels; one for big needles, one for narrow ones.

Threader base converts to handsome storage case when not in use. Sample, \$1. Dozen, \$7. Gross, \$60.

38. Shavers. Hairemover ladies' electric shaver in ivory, pink or blue. AC model, leatherette case, gift boxed, for luxury grooming of legs and underarms. Sample, \$3.95. Dozen, \$2.75 each. Three dozen, \$2.50 each.

39. Thread Bargain. Impressive collection of 100 wood spools of sewing thread in many colors; packed in transparent plastic jewel case gift box. Easy \$1 retailer; free needle threader with each package. Sample, \$1. Dozen, \$9.60. 12 dozen, \$100.80.

40. Gilhoolie. Magic opener-sealer. Geared lever exerts tremendous pressure to open caps and lids. Removes any cap without distortion, reseals beverage caps airtight; also reseals other caps and lids, from nail polish to gallon jars. Demonstrator, \$1.95. Dozen, \$17.70.

41. Porta-Vac. Portable vacuum cleaner, with flashlight-type handle and battery power; seven inches high. Inhales dust, dirt, lint. A \$4.95 retailer. Sample, \$3.95. Dozen, \$35.40. Bigger discounts in quantity.

42. Prayer Pen. Lord's Prayer retractable-point pen with rhinestone studded cross for clip. White or black barrel, with prayer visible thru eyepiece. In acetate see-thru case. Dozen, \$8. In gross lots, dozen, \$6.75.

43. Perfume Pen. Jeweled item featuring rhinestone studded barrel and clip. Ink is scented with Essence of Roses. Pen in black, white and assorted pastels. In acetate see-thru case. Dozen, \$6.75. In gross lots, dozen, \$5.40.

44. Bible Cards. Christmas card with attached miniature Holy Bible, 180-page text. Bible 1 1/2 by 1 1/2 inches. Packed 12 cards and Bibles to box. Box \$10. Bibles \$6 per hundred.

45. Sew Kits. Kits containing 100 spools, over 1,000 yards of thread in 90 different colors. Complete kit, each, 25 cents.

46. Travel Bag. Four-Way Straddle Bag. Suitcase overhung with pair of separate shoulder bags. One is equipped vanity case, other features zippered pockets. In fine cowhide. \$49.95 retailer.

47. Passport. Unique overnight bag with zipper around center for upper and lower sections. Has fitted and mirrored vanity section below, roomy storage space above. Top grain leather and leather lined. \$39.95 retailer.

48. Carriage Set. Doll carriage set in window box. Assorted materials, satin, organdy, plisses, etc. Dozen, \$12. Flowered bed comforter filled with soft Dacron filling. Polyethylene bag. Rose, blue, maize. Each, \$8. Bed pillow to match, each, \$3.25.

49. Lighter. New promotion item. Constellation brand lighter, silver sandblasted design, plate for engraving. Looks like silver. 98-cent retailer, mounted 12 on card, 8 men's lighters, 4 ladies'. Dozen, \$6.

50. 3-D Globe. Religious 3-D wood bark globe. Glass dome set into wood frame shows religious scene. Variety of six scenes available. (Continued on page 82)

**FORTUNE TELLING NOVELTIES**

Each Item Actually Gives Answers to Questions Asked

- HAPPY FANNY FORTUNE TELLER ....\$14.40 doz.
- MAGIC "8" BALL .... 14.40 doz.
- MAGIC BASEBALL ... 14.40 doz.
- MAGIC BOWLING BALL 18.00 doz.
- CHILD'S CRYSTAL BALL 14.40 doz.
- POCKET FORTUNE TELLER ..... 7.20 doz.

Perfect for Gift Giving, Party Pepper-Uppers, Paper Weights, Ornaments and Souvenirs.

Send cash with order or 25% deposit, balance C.O.D.

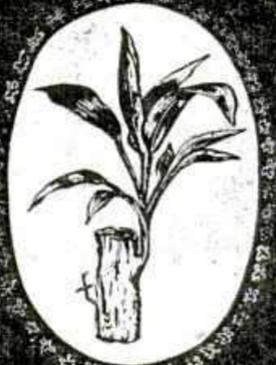
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**HAWAIIAN TI LOG**

LOW AS 4 1/2 EACH

GREEN OR COLORED LOWEST PRICE! BEST QUALITY! other HAWAIIAN PRODUCTS also



TROPICAL HAWAIIAN CO. DEPT. C 656 Brannan Street, San Francisco, Calif.

**CHINA TABLE LAMPS**

with RUCHING SHADES



Hand-painted 24K gold decorations; decorated lustre finish. Comes in gorgeous assortment of styles & colors.

\$2.50 Ea. In doz. lots. Sample, \$3.50

Hgt. 28" Overall

We manufacture lamps, clocks and premiums. Write for catalogue.

2000 China decorated modern and traditional lamps and shades, complete ..... \$2.00 ea. 1500 Boudoirs as above ..... \$1.00 ea.

25% dep., bal. C.O.D., F.O.B. Chicago. CAMBRIDGE PRODUCTS CO. 1451 W. Irving Park Rd. Chicago 13, Ill.

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Ring up bigger and better Christmas profits by featuring our line of fashionable watches & jewelry.

Send for FREE CATALOG and see for yourself

ALSO TREMENDOUS ASSORTMENT OF REBUILT WATCHES KANE WATCH COMPANY Dept. BB-10 104 Canal St., N.Y. 2, N.Y.

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Since 1928

Photo Gelatine printed from your photo. 2,000—\$13.00 per M 4,000—\$9.50 per M 8,000—\$ 8.50 per M 18,000—\$7.50 per M Deliver 2 months or your season.

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**THE MAYROSE CO.**

923 Chandler Ave. Linden, N. J.

JUST IN TIME AND MOST IDEAL FOR THE HOLIDAYS

**Delicious 2 and 5 Pound  
Rum and Brandy  
FRUIT CAKES**

HIGH RETAIL VALUE!

Fastest Moving Item • A Big Money Maker

- Vacuum packed, A-1 fresh quality, will last for months!
- Loaded with selected cherries, choice fruits and nuts!
- Attractively boxed in red and silver metal container!
- GUARANTEED TO PLEASE YOU!



Order Today

2-lb. Sample \$10.00	Per Doz. Minimum	GROSS LOTS \$9.50	Per Doz.	Limited Supply!
5-lb. Sample \$ 2.50	Each 4 Minimum	6 Doz. \$2.25	Each	

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

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| Appliances | Watches         | Radios & Recorders | Bicycles              |
| Jewelry    | Sporting Goods  | Hand & Power Tools | 1000's of other items |
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Send for Our FREE Illustrated Wholesale Catalog. Lists 100's of Items. Write Today!

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ALL NEW • SPIT-FIRE UNIT

Now you can cover your old spots.

Here is a dandy (NEW SHAPE) (NEW COLOR). Plenty of flash. All Bakelite, will not burn. Deep brown high gloss finish. Resistor in each unit. Beautiful decal, will not come off. Both large and small coil windings are plated, will not rust. Deep hole for ignition wire. Long ferrule, chrome-plated. Three charts free with first order. This is not a one-plate unit, but three plates. Break the Spit-Fire open and compare with any unit on the market. \$5.00 price on box. Mylar insulators by DuPont. We furnish 100,000-mile guarantee. Plenty of stock on hand. We will never be short. Orders shipped same day as received. Three to five-day delivery anywhere in U.S.A.

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Manufactured by  
Blackie Beard, Art Novelty & Ralph Springer



\$40.00 PER GROSS

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HOTTEST XMAS ITEMS IN THE COUNTRY TODAY



**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.  
**\$4.90** ea. in lots of 6  
Sample \$5.90 each



**G. E. EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST!**  
Large jumbo-size capacity featuring colander "and see-thru" heat-resistant cover.  
• Fries • Stews • Roasts • Cooks • Steams • Blanches • Bakes • Serves  
Nationally advertised at \$39.95. Now only  
In lots of 4 . . . . . **\$6.50**  
Sample \$7.50 each



**ANOTHER OUTSTANDING VALUE!**  
Sheffield Steak Knives and Carving Set  
9 PIECES—Matched Brazilian horn handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.  
**\$4.00** ea. in lots of 12  
Sample \$5.00 each



**WESTINGHOUSE THER. AUTOMATIC SKILLET**  
Large 12 inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.  
In lots of 4 . . . . . **\$7.25**  
Sample \$8.25 each

**FEATURING NAME BRAND**  
★ WATCHES  
★ APPLIANCES  
★ HOUSEWARES  
★ GIFTWARES  
★ LEATHER GOODS  
★ SPORTING GOODS  
★ SOFT GOODS  
★ TOYS ★ DOLLS  
★ GAMES ★ PREMIUMS  
Thousands of Fast-Selling Items to Choose From.

**LARGE 26" DOLL**  
All-rubber doll with rooted hair. Beautifully dressed in latest styles. Each doll individually boxed.  
**\$3.00** ea. in lots of 12  
Sample \$4.00 each

**FREE 1957 WHOLESALE CATALOG**  
Top values in famous brands, nationally advertised products and all real money-makers. Write today for your copy.

**Terms: 25% with order, balance C.O.D., F.O.B. Chicago.**

**ARCADE SALES CO.**

610 NORTH CICERO AVE. CHICAGO, ILLINOIS

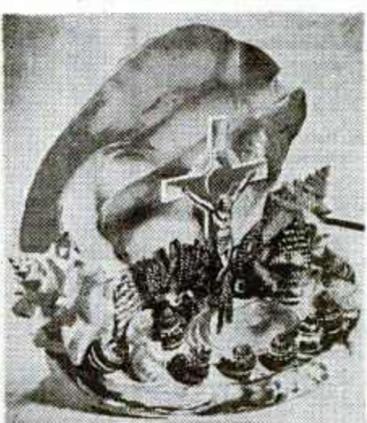
**WHOLESALE ONLY FOR RESALE**  
Advertised in LIFE  
Nationally Famous  
**GENEVA WATCH**  
and Men's Jewelry Set

- Jeweled Swiss Anti-Magnetic Wrist Watch
- Fancy Dial
- Matching Expansion Band
- Gold Finished Retractable Ball Point Pen
- Gold Finished Propel-Expel Lead Pencil
- Tie Bar and Matching Cuff Links
- Beautiful Satin-Lined Gift Box
- 2-Year Service Certificate

ONLY **\$5.75** each  
Pre-priced at \$71.50 each postpaid in lots of 6 or more  
Sample **\$6.95** each postpaid  
C.O.D.'s. 20% with order, balance C.O.D. plus postage.

SWISS-LINE IMPORTING COMPANY • P. O. Box 1383 • Springfield, Mass.

**15,000 HAND-MADE, HAND-PAINTED TROPICAL AND RELIGIOUS SEA SHELL AND GENUINE STAR FISH LAMPS FOR IMMEDIATE DELIVERY**



**ORDER TODAY**  
Here's your chance to offer items so distinctive and decorative. Colorfully designed by skilled craftsmen with sea-shells, coral and marine curios—all have tremendous eye appeal. Proven fast sellers as gifts, prizes, premiums, etc.

**SPECIAL INTRODUCTORY OFFER**  
14 assorted Lamps complete with cord and bulb. Individually boxed.

Retail **\$67.50** Your **\$27.50**  
Value **\$67.50** Cost **\$27.50**

Special Discount of 10% for orders in quantities of six dozen lamps.



**LOS TROPICALS** • Terms: 1/2 deposit with order, balance C.O.D. F.O.B. Miami, Fla. Write for Catalog "B"  
940-46 North Miami Ave. Miami, Fla.

**NOW AVAILABLE AS PREMIUMS**  
Genuine Thornehill  
**MEN'S 7-PIECE MATCHED JEWELRY SET**

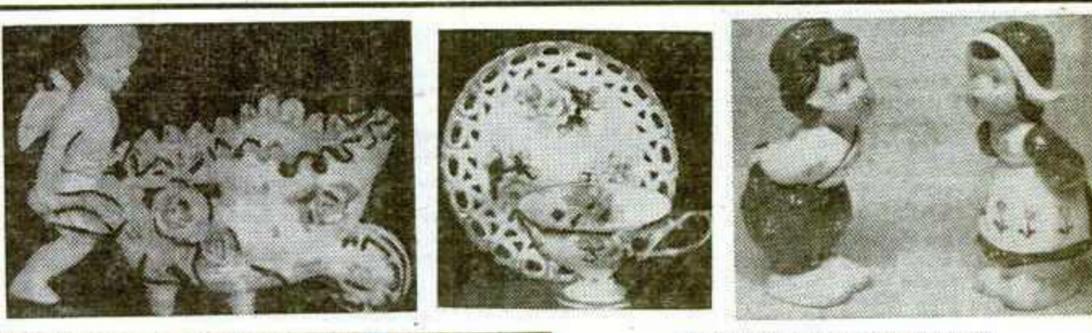
**\$5.75** Complete  
6 or more (Sample \$6.95)

DELUXE GIFT SET INCLUDES: (ADVERTISED IN LIFE)

- Handsome Watch Fully Guaranteed
- Matching Expansion Band
- High Style Cuff Links
- Matching Tie Bar
- Super Styled Fountain Pen
- Matching, streamlined pencil or key chain
- Luxurious Gift Box good for jewelry storage—cigarette box, etc.

TERMS: 25% with order . . . balance C.O.D. SPECIAL PRICE TO QUALITY USERS. For Resale Only.  
Dept. 35

**HAWTHORNE WATCH CO.** 593 MISSION STREET SAN FRANCISCO 5, CALIF.



**CHRISTMAS GIFTWARE**  
PLANTERS CUPS & SAUCERS  
SALT & PEPPERS FIGURINES  
HUGE SELECTION LOWEST WHOLESALE PRICES  
Dealers: Write for FREE Illustrated Catalog  
**SALLY DISTRIBUTORS**  
200 N. First Street Minneapolis 1, Minn.

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**  
**WRITE FOR CATALOG**

Men's Expansion Photo Idents from \$4.75 doz.  
Boys', Girls', Ladies' Expansion Idents from \$4.00 doz.

Largest assortment of Plated, Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Heart or Round Necklace on 24" chain. Nickel or gold plated. **\$27.00** Gr.

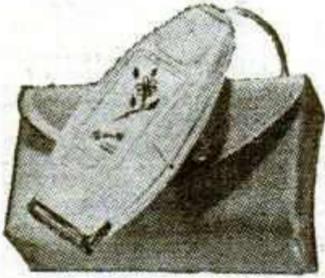
**McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.**

Your American Red Cross Is Always There After-Disaster Strikes

# TOP MERCHANDISE CHICAGO'S LEADING

## SENSATIONAL XMAS PROMOTION

NOW for the first time, an Electric Shaver especially designed to serve the needs of women.



the **Vanity**  
LADIES' ELECTRIC SHAVER  
... For that Satin-Smooth Skin... removes superfluous hair so easily... So quickly

Available in petal pink or powder blue. Comes with matching traveling case.

- No messy creams or irritating razor blades
- No nicks, no cuts, no scars, no odor!
- It's gentle, sure performance will always safeguard your personal feminine charm.

The Ladies' Vanity shaves both legs and under arms with equally perfect results... it buzzes along merrily... a high quality ladies' Shaver at an unbelievably low price.

Promotional Retail Price **\$3.98** Your Cost **\$2.37** each

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago

### BIELER PROMOTIONS

29 E. Madison St.  
Chicago 2, Illinois



## NEW FAST-SELLING XMAS ITEM GOLD'N PERK

10 EXCLUSIVE FEATURES:

- Fully Automatic
- 12-Cup Capacity
- UL & CSA Approved
- Drip-Proof Spout
- Cold Water Pump
- Brews in 90 Seconds
- Selector Control—Strong, Medium, Mild
- Giant Size
- Heat-Resistant Handle
- High Polished

Your Cost **\$12.95** ea. in lots of 6 Sample **\$14.50** ea.

We Carry a Complete Line of:

Appliances — Housewares — Jewelry — Premium Goods.

**PETER P. RINKUS, INC.** 2601 W. 63rd Street  
Chicago 29, Illinois

25% deposit, balance C.O.D., F.O.B. Chicago.



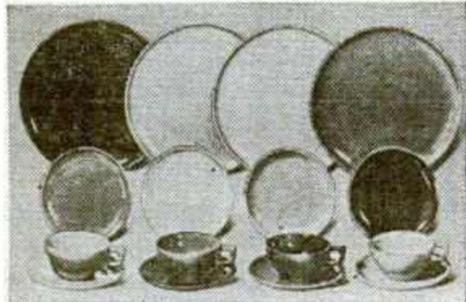
## PITCHMEN—DEMONSTRATORS—JOBBER—CONCESSIONAIRES NEW—SENSATIONAL—AMAZING

### CREST 4 in 1 Waterproof Wax Polish (with Protective Silicones)

Crest Cleans, Waxes, Polishes and Protects Varnished, Lacquered or Enamel Surfaces—all in one easy operation.  
Retail Price: \$2.00 per full Pint Can. Packed 24 Cans to Case.  
Your Cost Only \$43.20 per gross, F.O.B. Chicago.  
Powder Polish Metal Tip and Bot. Sample \$1.00 per can. Deducted from Cans. \$21.60 per gross, from first order.  
Foot Remedies—Uke Oil—Plastic Inhalers—Glitter—Balsam Pine—Lavender—Chemical Upholstery Sponges—Sun Visors—Mouli Salad Makers. Best Factory Direct Prices. Write for Samples.  
We Furnish Product Liability Insurance. Also Book Shows and Fairs. We Ship Any Amount—Anywhere. Fast, Dependable Overnight Service.  
Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.  
Unlimited credit on established accounts.

**CRESTLINE PRODUCTS CO.** 959 W. GRACE STREET  
CHICAGO 13, ILLINOIS

## THE WORLD'S MOST WANTED DINNERWARE AT OUT OF THIS WORLD PRICES!



### MELMAC UNBREAKABLE DINNERWARE SETS IN GORGEOUS COLORS!

16 Pc. Starter set—service for 4, including Dinner Plates, Cups, Saucers, Dessert-Salad Plates.  
Reg. \$15.95 **\$5.95**  
Now Only.....

27 Pc. Service for 6. Dinner Plates, Cups, Saucers, Dessert-Salad Plates, Creamer, cov. Sugar Bowl.  
Reg. \$29.95 **\$9.95**  
Now Only.....

35 Pc. Service for 8. As above, but complete "Company" set for eight. Creamer, Sugar Set.  
Reg. \$36.50 **\$12.95**  
Now Only.....

43 Pc. Service for 8. Complete service for eight with Creamer, cov. Sugar Bowl and 8 Cereal-Soup Bowls.  
Reg. \$52.50 **\$16.95**  
Now Only.....

And wait till you see the colors! Turquoise, Red, Grey or Fiesta (all 3 colors combined). Starter sets in Fiesta only.

### FULL YEAR'S GUARANTEE AGAINST BREAKAGE!

Also available: Melmac & Wrought Iron Hostessware. Write for details. To order: Please state first, second, third color choice.

Send 25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.

FREE WITH EVERY ORDER—Our Brand New 1957 Catalog.

6 floors—over 200 name-brand items. All housed in our own warehouse for speedy delivery.

**5 STAR SALES** 601 W. RANDOLPH ST., CHICAGO 6, ILLINOIS

## 25" BRIDE DOLL

Vinyl Head, Rooted Hair. Beautiful Dress and Veil. Packed in self display box.

**\$4.25** each

25% dep., bal. C.O.D., F.O.B. Chicago.



### CHINESE JEWELRY BOX

Black Lacquered with hand painted flowers. 2 side drawers and lid with lock and key. 5"x11" **\$2.25** each

### REMOTE CONTROLLED ELECTRIC TRAIN SET

Steam-type Locomotive and Automatic Coupler. Consists of locomotive, tender, wrecking car, caboose and heavy duty transformer. Gift boxed. **\$11.60** each

Write for FREE Merchandise Listing

**C & G SALES** 1080 Milwaukee Avenue  
Chicago, Illinois

# DIVISION SALES

## HEADQUARTERS FOR EVERY CONCEIVABLE TYPE OF CHRISTMAS MERCHANDISE

We carry a complete line of promotional merchandise not available anywhere else in the country. Our line is so extensive that it is impossible to catalogue each and every item. New numbers are being created constantly to satisfy the needs of our varied trade.

AUCTIONEERS—JOBBER—CONCESSIONAIRES—PITCHMEN

We have the Merchandise You Need!!

PARTY PLANS—PREMIUM USERS—DEALERS—AGENTS

We invite you to visit our showrooms personally if at all possible. If not, send us \$15.00 for a Sample Kit of the latest and best in general merchandise. Your money promptly refunded if you don't agree with our selections. This is the only way we have of placing our proven "winners" in your hands.

## DIVISION SALES

3341 W. Roosevelt Road  
Chicago 24, Illinois  
Phone: LAwndale 2-7377



### ● COPPERCLAD AUTOMATIC COOKER FRYER

Complete with FIRE-KING Ovensglass Cover, Westinghouse Thermostat. Fries, Cooks, Casserole, Roasts, Stews, Blanches, Bun Warmer, Steamers. All-Purpose Food Warmer and Beautiful Server. Large automatic signal light. Approved by Underwriters' Laboratories. One-year written guarantee. Retail Price \$39.95.

**\$6.50** ea. in lots of 6 Sample **\$7.50** ea.

Also available in large 7-Quart Size. **\$7.50** ea. in lots of 6 Sample **\$8.50** ea.

### ● 12-PIECE KITCHEN TOOL SET

Including Hang-Up Rack. NEW COPPER TONE HANDLES. Lustre-Plated for Maximum Durability. Everything a housewife needs in kitchen tools. Chopper, strainer, basting and serving spoons, spatula, slotted turners, pot fork, whips and scoop. All packed in a handsome display package. Packed 6 to a carton. Retail value \$16.95.

**\$3.20** ea. in lots of 6 Sample **\$4.00** ea.



### ● AUTOMATIC ELECTRIC SKILLET

Full 12-inch Size. Westinghouse Thermostat. Polished Aluminum. Big Capacity. One-year written guarantee. Self-Basting Aluminum Cover. Silicone "No-Stick" Cooking Surface. Fastest Heating. Cook-Guide on Handle.

**\$7.50** ea. in lots of 6 Sample **\$8.50** ea.

Same Prices Apply for Square Skillet.



Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.

**LOOP STAR SALES** 27 SO. WELLS STREET, CHICAGO, ILLINOIS

**WHEN YOU BUY FROM THESE HOUSES . . . YOU**

# SPECIALS FROM . . . JOBBER & DISTRIBUTORS



## Sherman MASTER PAINTERS PRODUCTS

**FORMULA WITH TITANIUM.** Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30 per gallon.

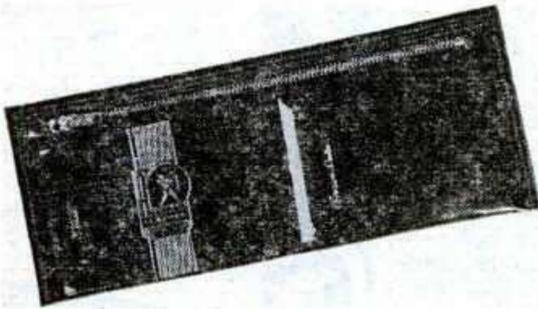
**RICHARD'S CHROME FINISH.** Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton, \$1.40 per gallon.

**3-Pc. PAINT BRUSH SET** Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/4" sizes. A brush for every painting purpose. Individually boxed. Packed 12 boxed sets to master carton, \$1.00 per set.

**SHERMAN MASTER PAINTERS PRODUCTS** Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$2.30 per gallon. 25% dep., money order or bank check. Bal C.O.D., F.O.B. Chicago.

916 S. Halsted St., Chicago, Ill.

**COOK BROS.**



## GENUINE LEATHER BILLFOLDS

**\$5.40 PER DOZEN**

Individually Boxed

All Leather Billfold with Inside Zipper, Secret Pocket, Removable Pass-case, Card Folio. Assorted Colors: Redwood, Tanwood, Alligator Grain.

- 17 Jewel—Shockproof—Waterproof Men's Watch ..... \$11.00 ea.
- Pen, Pencil, Cuff-Links, Watch Set ..... 5.50 ea.
- 3-Piece Rhinestone Set. Necklace, Earrings & Bracelet ..... 18.00 dz.
- Zip-A-Round Billfolds ..... 5.40 dz.
- "Mabel" Retractable Ball Point Pens ..... 2.00 dz.

Sorry, we do not have a catalog or price list available. 25% Deposit With Order. Balance C.O.D., F.O.B. Chicago.

**ACCURATE SALES CO.** 5935 W. Roosevelt Road Cicero 50, Illinois Phone: OLYmpic 6-1889



## HEADQUARTERS FOR XMAS PARTY MERCHANDISE 25" MAMA DOLL

All rubber, rooted hair and closing eyes. Assorted colors and style dresses. Individually boxed.

**\$36.00 PER DOZEN F.O.B. CHICAGO**

No Samples—1 dozen minimum order. Packed dozen to the carton.

**OPEN SUNDAYS TILL 3 P.M.**

25% deposit, balance C.O.D.

We Carry a Complete Line of Xmas Toys, Ornaments and Gifts.

**BELL SALES CO**

917 S. HALSTED ST. CHICAGO 7, ILL.



**SEWING MACHINE WORKERS—DEMONSTRATORS**  
**THIS IS WHAT YOU HAVE BEEN WAITING FOR**  
Now You Can Do—**INVISIBLE HEMMING & INVISIBLE STITCHING**  
on YOUR OWN Sewing Machine

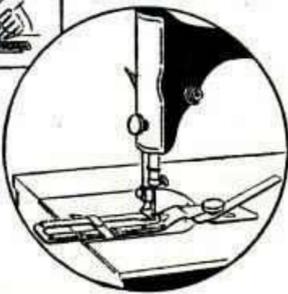
## AMAZING NU-EZEE

Sews **BLIND STITCHES** on ALL MATERIALS

- Sleeves • Neckfacings • Pockets
- Trouser Cuffs • Hems • Plackets
- Draperies • Slip Covers

Attaches To Your Machine In 2 Seconds.

Sews straight or on the bias. Invisible Hemming so fast as your sewing machine can sew. So simple anyone able to operate a sewing machine can use it.



**TERMS:**  
25% dep., bal. C.O.D., F.O.B., Chicago. We supply advertising mats Free.

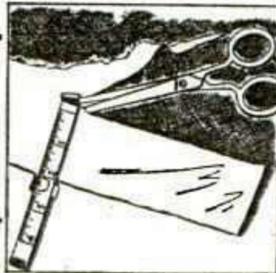
Included At No Extra Cost To You

**AUTOMATIC HEM AND STRIP CUTTER**  
• No Chalking  
• No Marking  
• No Pinning  
Fits any Scissors

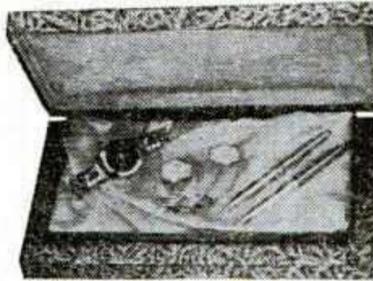
**Combination Set—Blind Stitcher & Strip Cutter** ..... \$57.60 gross

Automatic Hem & Strip Cutter Separate, \$21.60 gross.

Samples \$1.00



**NU-EZEE MFG. CO.** 4754 North Clark St. Chicago 40, Illinois



## SENSATIONAL NEW WATCH SETS

Jeweled Swiss Watch with Gold-Plated Cuff Links, Matching Spring Tie Bar and Deluxe Pen and Pencil Set. Packed in handsome satin-lined display box. List \$39.95.

**\$4.95** in lots of 12 **Sample \$5.50** ea.

- Electric Fry Pan ..... \$7.25 ea. (in lots of 3 or more)
- New Deep Fry ..... 6.50 ea. (in lots of 3 or more)
- 3-Piece Luggage Set ..... 9.95 ea. (in lots of 3 or more)
- Leather Wallets ..... 6.00 per doz.

**NO LESS SOLD**

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.

## PRIMA BALLERINA DOLL

She Walks! She Dances! A real Performer. Vinyl head, movable eyes, beautifully dressed. Individually packed in gift box.

**\$1.75** in lots of 12 **Sample \$2.50** ea.



## 2 POUND RUM AND BRANDY FRUIT CAKE



\$2.95 retail price. Extra heavy fruit of finest quality. Each cake vacuum packed in beautiful metal gift container and individually boxed in gift mailing carton.

**\$11.90** in 2 dozen **Sample \$1.25** ea. lots

**FREE!** 1957 WHOLESALE CATALOG.

And Free Copy of "Gift-O-Matic."

## WHOLESALE DISTRIBUTING

Dept. M, 4520 W. Madison Street Chicago, Illinois

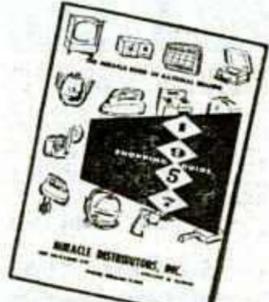
## SELL NATIONALLY ADVERTISED MAJOR APPLIANCES

NO OTHER CATALOG LIKE IT!

Just off the press . . . the 1957 all-new Miracle Book with confidential wholesale prices. 170 pages of the greatest all-star cast of national brands ever collected within the pages of one catalog.

- Lionel Trains • General Electric • Philco • Hotpoint • Norge
- Columbia • Bendix • Eastman • Ecko • Bell & Howell • Zenith
- and many, many others.

Start Your Own Famous Brand Business Today. **NO INVESTMENT—NO INVENTORY.** Sell right from the catalog, using our tremendous centrally located warehouse facilities. Send just \$1.00 deposit, refundable on your first order.



## MIRACLE DISTRIBUTORS

1538 N. MILWAUKEE AVE., DEPT. B, CHICAGO 22, ILL.



No. 410. 3/4" genuine cowhide natural leather, hand-laced in white with 7 rows of hand-loomed beadwork. Sizes 20-32", \$7.50 doz. in sizes 20-32, \$9.00 doz. in sizes 34-42. Sample \$1.00 ea.



No. 800-801. \$15.00 doz. Sample \$2.00 ea.



No. 865. Necklace. \$4.75 doz. sample \$1.00 ea.



No. 815. \$9.00 doz. Sample \$1.25 ea.



No. 830. \$10.80 doz. Sample \$1.50 ea.



No. 820. \$9.00 doz. Sample \$1.25 ea.

Beautiful, fast selling, hand loomed Genuine Seed Bead items in varied colors, all lined in Genuine Pigskin.

Write for Free Illustrated Catalog. 1/3 dep., bal. C.O.D. Terms to rated firms.

**THUNDERBIRD PRODUCTS CO.** 2122 N. Lincoln Ave. Chicago, Ill.

## SPECIAL CHRISTMAS OFFER!



4 name brand Watches including—**BENRUS, ELGIN, GRUEN, WALTHAM** and **BULOVA** with matching Expansion Bands. Beautifully displayed in handsome leatherette and satin lined Sample Kit. \$286.00 Retail Value!

For a Limited Time Only.

Your Cost Just

**\$50.00**

Complete with Sample Case.

Reconditioned and Rebuilt. Guaranteed Like New.

Other Fast Selling Watch Specials:

10 assorted Brand Name Watches—Bulova, Benrus, Gruen, Elgin and Waltham with Yellow Expansion Bands for only \$69.50. Sample Watch \$9.95. Sample Band \$0.50. All Watches reconditioned and guaranteed like new. Latest styles for men and women alike.

## WATCH MAKERS' SPECIAL

Used Men's & Ladies' Wrist Watches, also Pocket Watches. As is—5 for \$10.00. Display Gift Boxes 50¢.

## 5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

New big 1957 Catalog, 25¢ (refunded on your first order). Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 5 S. WABASH AVENUE, CHICAGO 3, ILLINOIS

**ARE ASSURED OF RELIABLE, PROMPT SERVICE!!**

# NEW SENSATIONAL WILL SELL ON SIGHT ALPCO MOIST-PACK SHAMMY

Always Moist . . . Always Soft . . . Always Ready to Use

Perfect Demonstrator Item. Every Home and Car Owner a Potential Buyer.

- Large 2 1/2-foot size
- Highly Absorbent "Synt Fibre"
- Will not streak
- Will not shed lint
- Guaranteed to Last for Years
- Carries 98¢ price tag

Your Cost Only

**\$4.50** per dozen

Terms: 25% with order, balance C.O.D.

**ALPCO-GUARDIAN MFG. CO.**

2429 S. HALSTED STREET  
CHICAGO 8, ILLINOIS  
Phone: DANube 6-6265



## Hot Christmas Merchandise Items

Continued from page 78

able. Can be hung, has legs for table use. Scenes multi-colored.

51. Neckwear. Variety of new fabrics, colors, designs, including new round bottom number. Retailers up to \$2.50. Two sample ties, \$1. Dozen, from \$3.60.

52. Musical Cathedral. Replica of famous cathedral, 12 inches high with stained glass windows that light up. Swiss movement plays "Silent Night." Each, \$5.

53. Lighter. Fully automatic cigarette lighter with jeweled filigree top. In gross lots, dozen, \$7.80.

54. Wallet Set. Smartly styled simulated alligator wallet and key case in silk-lined gift box. In gross lots, dozen, \$6.

55. Snowstorm Bowls. Make-your-own. Card mounts snowstorm bowls, Styrofoam plug, subject, snow or jewels, screw-type base, waterproof cement. Customer assembles own bowl.

56. Christmas Stockings. Packed solid with toys. Christmas card-type label. 24-inch, 98-cent retailer. 18-inch, 59-cent retailer. Also giant 32-inch stocking. All red net, packed full.

57. Indian Set. Big Chief set contains de luxe head dress with colorful plastic head band and cloth backing, large No. 14 tom-tom, two red-headed mallets, decorated wood tomahawk with rubber blade. Decorated gift package with cellophane window for display. \$4 retailer.

58. Sponge Set. New Poly-Foam super-sponge in a variety of shapes. Poly-Foam toys, mitts, mops, chamois, wash cloths, cleaners. Never hardens, won't rot, stain or shred. Sample set of sponge items, \$2 retailer for \$1.

59. Christmas Signs. In four colors, on dark blue stock in brilliant colored Day Glo. Retail from 35 cents to \$1.50, three sizes. Sample set, 10 signs, 9 x 11, for \$1.

60. Light-Lighter-Pen. Set has key hold flashlight on chain, ball-point pen, automatic cigarette lighter, all in gleaming chrome plate gift boxed. \$1.95 retailer. Dozen, \$13. In gross lots, dozen, \$12.

61. Barometer. Combination decorative thermometer and barometer, fits any decor. Looks like polished ship's brass. 9 1/2 by 5 inches, permanent metalized finish; indicates changing weather in different color registrations. In gold gift box. Dozen, \$7.80. Gross, \$75.

62. Mexican Purse. Tooled shoulder bag with two-color change made possible by turning flap of bag around. In many combinations. Sizes 6x8 and 7x10. Catalog. Prices from \$8.90, depending on quantity.

63. Mexican Items. New shipments of costume jewelry, feather birds cards, embroidered ladies' wool jackets, top-notch hand-tooled leather bags, billfolds, cigarette cases, coin purses, Mexican dolls, pottery, novelties, curios. Price list.

64. Masonic Set. Masonic trowel letter opener and miniature Bible, boxed. Trowel blade of nickel-filled stainless steel, beveled, Masonic emblem stamped in blade. Item 4 inches long. Bible one-inch square with 224 readable pages with clear illustrations.

Also Eastern Star emblem trowel. Sample set, \$1. Dozen, \$9. In three dozen lots, dozen \$7.20.

65. Guides and Tops. Fishing rod guides and tops, extremely durable for salt water usage. Completely stainless steel, lightweight, no welded or soldered parts.

66. Photo Ident. Man's photo expansion ident bracelet, with plastic panels resembling leather. New import item. Chrome, dozen, \$6.75. Gold plate, dozen, \$8. Over 500 ring items from \$2 to \$45 dozen. Catalog.

67. Xmas Button. Big buttons with Santa head and "Merry Xmas From Santa" legend, in four colors with straight pin.

68. Fortune Teller. Fortune telling four-inch crystal ball. Good party item. Answers millions of questions when turned over. Also in baseball, bowling, billiard versions. Retailers from \$1.98.

69. Fruit Cake. Fruit cake crammed with fruits, nuts, brandy, rum. Vacuum packed in Currier Ives metal gift container, in gift mailing carton. \$2.95 retailer, quality guaranteed. Dozen, \$15.

70. Billfold. Embossed fancy billfold with removable pass case having eight picture windows. Zippered bill pocket. Individually gift-boxed. Special holiday price.

71. Skate Case. Neat metal binding on metal case, size 15x12x6 1/2. Heavy paper wrapped in rugged cardboard cartons. All case edges rolled. Bright assorted colors.

72. Cookwear Set. Heavy Buckeye aluminum waterless cookwear, 12 pieces. \$49.95 retailer. Sample, \$10.30. Half dozen, \$8.96.

73. Rock 'n' Roll. Rock 'n' Roll sailor-style hats in colors with smart sayings. Dozen, \$4.50. Gross, \$51. R 'n' R gals' collars and head piece in white twill, decorated with snappy sayings and designs. Dozen, \$2.50.

74. Big Plush. Special 32-inch bear, cotton fill. Dozen, \$20. 30-inch, dozen, \$16.75. Variety of colors. Catalog.

75. 3-D Lovelies. Viewer with eight full-color stereo slides of Hollywood gals. \$2.98 retailer. Sample, \$2.

76. Sachet Basket. Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper. 500, \$45. Regular, 1,000, \$79. Special, 1,000, \$110.

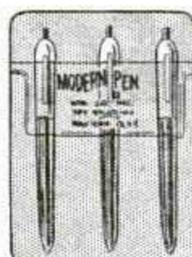
77. Record Case. Carrying case containing 25 pop records, either 78 or 45 rpm, major labels. Two-tone green case with index. Discs in 25-record packages. \$25 retailer. Sample, \$5.85. In lots of three, each, \$5.35. Specify record speed.

78. Skull Ring. Gold or silver-finish ring set with two brilliant eyes. Dozen, \$2.50. Gross, \$27.

79. Campaign Bracelet. Charm bracelet with dangling letters. "Stevenson," "Eisenhower," "I Like Adlai," "I Like Ike." Gold-plated or silver-plated. Dozen, \$6.

80. Hurricane Lantern. Good novelty. Real kerosene storm lamp with glass tube to protect flame. In assorted pastel colors. If hung on wall, base is detachable for use as ash tray. Dozen, \$5.50.

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# PIPES FOR PITCHMEN

By BILL BAKER

SOME NICE THINGS . . . were said about Mr. and Mrs. Robert M. Noell in "Ye Town Crier" column of the September 13 edition of The Tarpon Springs (Fla.) Leader. The Noells, as readers of the Pipes pillar are well aware, operate their Noell's Ark Gorilla Show during the summer months. We can think of no better way of giving the Noells their just due than to quote the comment in its entirety: "Speaking of anniversaries, a letter this week to The Leader came from Mrs. Robert M. Noell, who with her husband owns the Monkey Ranch south of Tarpon Springs on Alt. 19. They are presently with their show at Dunkirk, N. Y., and yesterday celebrated their 25th wedding anniversary. They still have a few years to go before they catch up to Charlie and Rose Hess—but just give them time. Mrs. Noell, whose energy is boundless, writes that in her spare time she is teaching some 20 children, whose parents are with their show, giving them daily lessons as well as Sunday school. The Noells are looking forward to returning home for another winter after a long summer spent on the road." The anniversary referred to in the "Crier" was the Noell's 25th wedding anniversary, celebrated September 12. They have been with the Page Combined Shows this season, working north thru North Carolina, Virginia, West Virginia, Pennsylvania and New York. It is now heading south thru Carolina territory. With the Noell unit are their son, Robert Earl; his wife and two sons, along with Doc Etling, Bob's father-in-law, who operates the animal circus amex with the gorilla show.

FRANK CURRY . . . posts that one of the distinguishing features of his med show was the fact that after he opened it this season it lasted longer than the Ringling show. He also mentions that while meandering around the Southeastern section of the country, he visited with Dick Sisco, who was doing his show to fair takes at Bennettsville, S. C. Curry infos that Paul Van Houck has a new snake.

WE UNDERSTAND . . . that Eddie Bristow is working his tent movies around Bennettsville, S. C. Hubert Lane and his wife are making the tobacco spots.

WORD FROM . . . H. L. (Whitey) Rogers, whose name has been absent from the column for too many years, is that he has been confined in the T. B. Hospital at Montgomery, Ala., for the past two years. We're glad to report, however, that Whitey gives glad tidings of his imminent discharge from that institution. "I thought I would pipe in and let some of the old-timers know that I'm still alive and will soon be

back in the sawdust with the leaf again," said Rogers, who expects his discharge from the hospital in time to catch a few of the late fairs. "According to the Pipes column, my old friend George Stacey, is still going strong in Maryland and Virginia with The Planter. Good luck to him. The boys will be seeing me around shortly, as I sure will need a fresh batch of long green before the frost falls."

WHILE MAKING . . . the Oneonta (N. Y.) Centennial a few weeks ago Joe St. Dowd, the high jam man, bumped into Gov. W. J. Goodwin, of foot joint note, and they promptly decided to make it a twosome for the rest of the season, which to date has included such events as the Carbondale (Pa.) Firemen's Celebration, the Walton (N. Y.) Fair and Michigan State Fair, Detroit. Joe reports that the Governor has garnered plenty of greeds this year with his remedy for tired tootsies, helped along no little by excellent tips built by a trained goat and French poodle. Earlier in the season the Governor folded his little mud-hopper circus because of bad weather. St. Dowd and the Governor plan a small hall show for the winter, using the goat and dog. Joe would like to read pipes from Sicilian Sam, George Edmunds, Sparky Steinberg, Dollar Day Levine and Madaline Ragan.

"I HAPPENED . . . to pick up a recent issue of The Billboard and read with great interest of the pitchmen's club proposed by my good friend, Tom Kennedy," writes Lois D. Bates. "I am surprised that word hasn't gotten to readers about the club, of which I am secretary, we pitchers have had in operation in Atlantic City for the past four years. We think it's a wonderful thing and the idea occurred to me that perhaps the folks spearheading plans for the new club would be interested in reading about our organization. We have established rather elaborate club rooms, including lounge, in which many a jackie is cut up. We even accommodate visitors who hit town, and I would like to take this opportunity to invite any members of the trips and keister fraternity making A. C. to drop in for a cup of coffee, a little company or an overnight stay. Bert Cromer, well-known Atlantic City promoter is chairman of our entertainment committee, ably assisted by our favorite hair worker, Little Sylvia Savage, who always makes folks feel at home. Also on hand most of the time is Uncle Joe Wish, who is ready and willing to lend an ear to a tale of woe or help celebrate a red one. Two years ago last month the club was fortunate in being named beneficiary in the will of our late and dearly beloved friend, Carlotta T. Shay, who will

(Continued on page 84)

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### Pipes for Pitchmen

Continued from page 83

be remembered by old-timers as a top sheet writer in her day. She stipulated that the money was to be used only for the aid of needy pitchmen. This fund is administered by Col. Archie Morris, the tea-plant distributor. One of our charter members, Jerry Collins, is in charge of the club's refreshment committee. Purpose of the club is to aid the trade and to raise its status in the public eye. Some of the club's better known members who have donated a lot of time and effort on the club include Helen Morris, John Spiker, Helen Collins, Bennie James, Joe Magee, Nunnie Gordon, Rockey Gordon and Rube Morris.

"IT HAS BEEN . . . years since I have written a pipe," writes Prairie Mae from Salamanca, N. Y., "and since things have changed so fast in the past two years I feel impelled to bring folks up to date. Upon visiting the Seneca reservation here I learned that Mabel Keryockety died two years ago. Six months later her husband, Eddie Maybee, burned to death, and I also learned that her mother, Leona Keryockety, had died in July

of this year and that Chief Grayhound had passed away last February. All of these folks were well known in circus and pitch circles. Not too long ago The Billboard reported the death of Bill Cothran. Bill worked with me two years ago. All this brings to mind that there are few of the real old-timers left. My best regards to all who are still around."

OFF THE ROAD . . . after a stint with Von Bros. Circus, Pete Pepke is now working as a teller with the Warren Bank & Trust Company, Warren, Pa. Pepke, who claims that showbiz is in his blood (his father is a former carnival man and the family formerly lived next door to Elmer Jones), says that he visited with lots of pitch folks during the summer and that he and his father, a harness and saddle man, made several horse shows and fairs during the season with displays. Young Pepke, who claims that he has been reading The Billboard for 12 of his 20 years, is currently looking around for a coil wholesaler, the lad evidently having ambitions to enter the pitch biz.

WIGWAGGING . . . from the hills of West Virginia recently were Jack (Bottles) Stover and Clyde Forkner with word of a red one at Philippi and fair returns at Tri-County Fair, Petersburg. Upon completion of the latter date, Forkner trekked to North Carolina to pick up his trailer, the two having made plans to join forces on a jaunt along the Eastern shores of Maryland and Delaware. They request pipes from such well-knowns in the tripes and keister-fraternity as Al Harvey, George Stacey, Murphy, E. C. Pardee, Heavy Faulkner, Father Patrick, Steve McClain, Doc Dale, Doc Cutler, Louise Burke, Mrs. Goldie Stegall, Neusome, Marshali Lockey and Horace Brazil.

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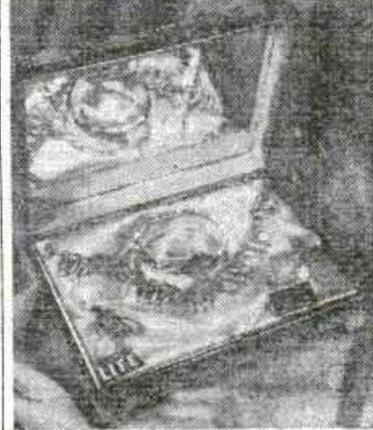
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### BIG MONEY in a WHOLESALE STORE ROUTE

FREE BOOK Shows You How

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Laymon's Aspirin, novelties, hundreds of other daily demand repeat items at 5¢ to 85¢.

Nationally Advertised Line

You and merchants make long profits. Sales helps and deals push your income up. You deal with AAI firm, pioneer in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today.

**WORLD'S PRODUCTS CO., Dept. 8-Y, Spencer, Ind.**

Aspirin First Aid Drugs Novelties Jewelry Rubber Goods Sundries

OVER 500 ITEMS IN BIG DEMAND

we MANUFACTURE all

### LOOSE TICKETS BINGOS — TIP BOOKS

Write for Low Prices

**Gam Sales Co.**  
1321 SO. ADAMS ST.  
PH. 4-1451 PEORIA, ILL.

### WATCH SPECIALISTS FOR 66 YEARS

Ad in LIFE, 9 Piece Watch Sets, \$5.95  
Catalog Available of Smallest Low Cost Women's and Men's 17, 7J Watches and Watch Sets  
Ultra Thin Model Men's Watches

### RESULT SALES

580 FIFTH AVE., NEW YORK 36, N. Y.

### PITCHMEN • DEMONSTRATORS

New Action Toy. Fine Christmas Item. Good demonstrator. Send 50¢ for sample and complete information. \$1.00 retail item.

**R. M. SHOFF**  
Box 1146 Clearwater, Florida

#10 1/4 Ladies' Ident Dangle Bracelet

Hot nickel, polished gold or white, \$2.98 doz. Full line men's, women's children's chain Ident Bracelets.

No aluminum. Cash Sample Order, \$3.00.

**Bay State Novelty Co.**  
33 Congreve St. Roslindale 31, Mass.

### Costume Jewelry Manufacturer

OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!

Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$6.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$2.50 doz.; 5-1 Earrings, \$2.50 doz.

3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EARRING SETS. All in beautiful gift boxes.

1. ALL Rhinestone Chain Sets. Per doz. . . . \$24.00
2. Gold plated with Rhinestones. Per doz. . . . 12.00
3. Gold plated in Mirror-Pocket Book box. Per doz. . . . 21.00

150 other sensational Jewelry Items.

SEND FOR CATALOGUE! 25% deposit on all C.O.D. orders.

**PACKARD JEWELRY CO.**  
48 West 25th Street  
Chelsea 2-0863 N. Y. C.

# CHRISTMAS & NEW YEAR'S SPECIALS

## ROCK & ROLL GIRLS' COLLARS AND HEAD-PIECE

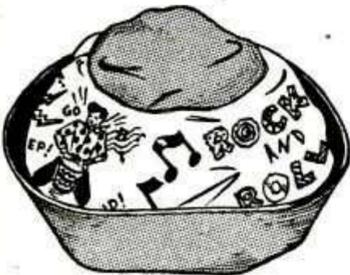


Made of White Twill and Colored Rock & Roll Designs.

**\$2.50 per Dozen**

Immediate delivery on all Hats & Collars.

## ROCK & ROLL Gabardine Hats



LATEST CREATION

Selling like wildfire throughout the entire country.

Assorted colors & sizes: small, medium & large.

**\$4.50 per dozen  
\$51.00 per gross**



**JUMBO SIZE AUTOMATIC  
ELECTRIC SKILLET**  
With General Electric Cord Set.  
**\$39.95 Retail Value—\$7.50 each  
\$7.00 each in lots of three**



**COPPER CLAD KING SIZE AUTOMATIC  
COOKER-FRYER**  
With General Electric Cord Set  
**\$39.95 Retail Value—\$7.50 each  
\$7.00 each in lots of three**



**SENSATIONAL  
LOW PRICE**  
Imported World  
Famous Miniature  
Candid Type  
**16MM "HIT"  
CAMERA**

Takes clear, sharp pictures. For day or night use, indoor or outdoor. With many features of expensive models. Complete with pigskin carrying case and strap.  
**AMAZING VALUE—\$11.00 Per Doz.**  
Film for above—12 rolls, \$1.00 Dozen.  
Sample camera and film, \$2.25 postpaid.



**LARGE  
WAXED  
DAHLIAS**

With Green Leaf Backing. Assorted Beautiful Colors.

**\$3.50 Per 100  
\$30.00 Per 1000**



**CHROME LIGHTER AND PEN SET**

Ronson Type Lighter and Retractable Ball Point Pen and Pencil to match—Gift Boxed

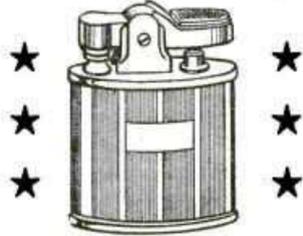
**\$9.00 per doz.**



**THREE PIECE JEWEL SET**

Necklace and Earrings to Match Imported Australian Stones

**\$11.00 per doz.**



**FULLY AUTOMATIC  
CHROME RONSON TYPE  
POCKET LIGHTER**

**\$6.00 per doz.  
\$60.00 per gr.**

Sample dozen \$6.00 postpaid.



**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.

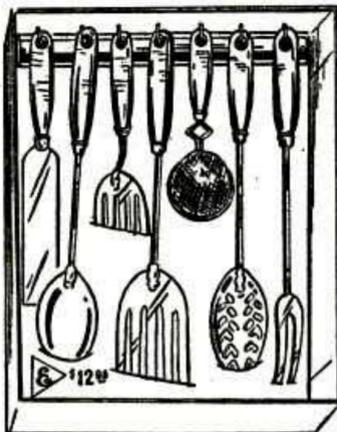
**\$1.75 Dozen  
\$17.00 Gross**



**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.

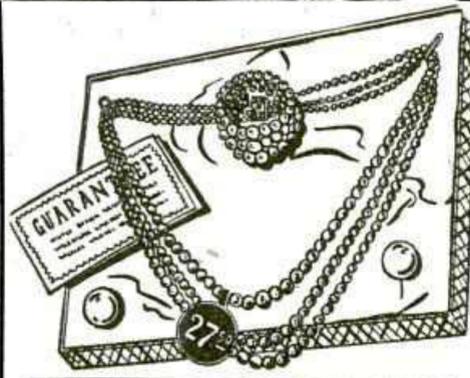
**\$5.00 doz.**



**EIGHT PIECE KITCHEN SET**

New Copper Toned Handles—Luster Plated for maximum durability  
Wall Rack Hanger Included

**\$2.00 per set**



HARRIS TOPS THE FIELD

**PEARL SET**

**\$12.00  
DOZEN**

**Sample Set  
\$1.50**

**7-PIECE MEN'S WATCH SET**

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller.

**\$5.50 per set  
Sample Set \$6.50**



**CAMPAIGN BUTTONS  
ATTENTION—ALL POLITICAL FACTIONS  
EISENHOWER and STEVENSON**



Jumbo Buttons—Metal Back & Pin 3 1/2" in diameter—per 100—\$10.00.  
50 ligne 1 1/4" Stevenson Buttons. Red, White and Blue Color—per 100—\$2.00; per 1,000—\$17.50.  
50 ligne "I Like Ike" Buttons, 1 1/4"—per 100—\$2.00; per 1,000—\$17.50.  
70 ligne Ike and Stevenson Buttons. \$4.00 per 100; \$37.50 per 1,000.  
Immediate delivery on all buttons.



Nine-Inch Plaques of Stevenson and Eisenhower—

**\$7.20 per doz.**

2 1/2" Moving Flasher Eisenhower and Stevenson Buttons. Picture and Wording Change as Button Moves.

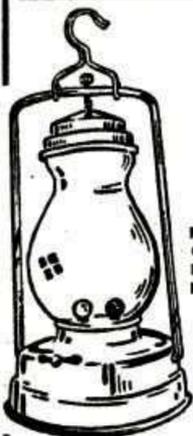
**\$30.00 per 100**

Democrat and Republican Sun Glasses—

**\$5.00 per doz.**

Lapel Foam Rubber Eisenhower and Stevenson Figure Heads.

**\$12.50 per 100**



**HURRICANE  
LANTERNS**

For Hikers, Scouts, Campers, Night Light, Household Emergency, etc.

**\$5.50 doz.**



**TEN PIECE TRAVELING SET WITH  
ZIPPERED CASE.....\$3.00 per set**



**SPECIAL**

**TWO CELL  
FLASHLIGHT—  
TRI COLOR—  
ALL CHROME**  
Flashes Red, Green and White Brilliant Colors. Also with Blinker—Gives 350 ft. light beam

**\$6.00 doz.**



**5 PIECE DELUXE S & G JEWELRY SET**

Glamorous Necklace with Earrings, Pin & Bracelet to match. Exquisitely styled. Ass. colors & styles, beautifully boxed.

**\$3.00 set — \$30.00 doz.**

**LADIES' 5 PIECE GENOVA  
WATCH SET**

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

Sample Set, \$7.00  
\$6.00 Complete Set



**HARRIS SPECIAL  
4 PIECE CAMEO & BRILLIANT  
STONE JEWELRY SETS.**

Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.

**\$12.00 dozen  
\$1.50 sample set**



**MEN'S FIVE PIECE CUFF LINK  
AND ALL METAL PEN SET**  
Gift Boxed.....\$12.00 per doz.

**ROYAL GUARD MEN'S & LADIES'  
GENUINE LEATHER WALLETS**

with the handee dozen removable pass case. Folds like an accordion.  
**\$2.50 each — \$24.00 doz.**

## MECHANICAL TOYS

- Drummer Bears .....\$7.20 dz.
- Playing Bear with Cymbals ..... 6.50 dz.
- Mechanical Gorilla ..... 8.50 dz.
- Bear Eating Ice Cream ..... 6.00 dz.
- Walking Bear — Shakes Its Head ..... 7.20 dz.
- Turn-Over Cats ..... 3.75 dz.
- Hungry Chick Merry-Go-Round ..... 4.50 dz.
- Mechanical Helicopter ..... 6.00 dz.
- Mechanical Jumping & Barking Fur Dog ..... 5.50 dz.
- Friction Dump Truck With Scoop ..... 6.50 dz.
- Electric Robot, Remote Control, Battery Operated. 2.25 ea.

25% Deposit Required—WE SHIP SAME DAY WE RECEIVE ORDER

# HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE

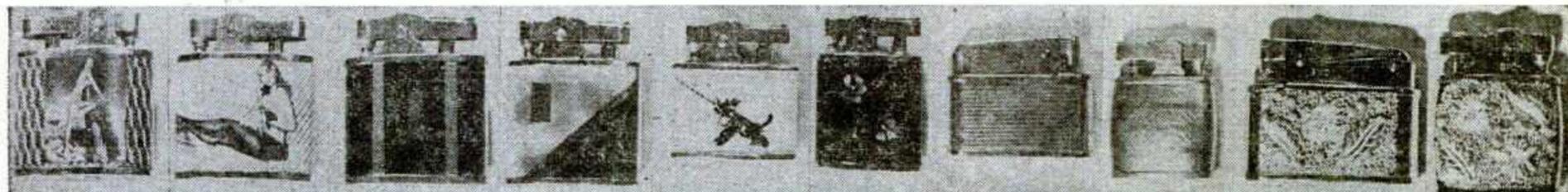
1102 ARCH STREET (Phones: MA 7-9848—WA 2-6970) PHILADELPHIA 7, PA.  
SEND FOR OUR LATEST CATALOG



# HERE ARE MONEY MAKING CHRISTMAS ITEMS!

FAST SELLING MERCHANDISE—DIRECT SOURCE

A Complete Assortment of High Quality Imported Fully Automatic Top Squeeze Cigarette Lighters

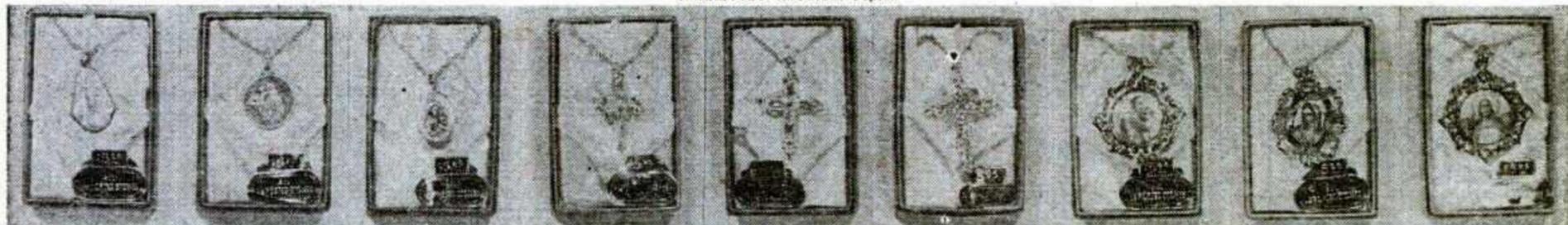


<b>NOVELTY STANDARD LIGHTERS</b> Asst. "Pin Ups" <b>\$5.00</b> Dz. Individually boxed	<b>LACQUERED LIGHTERS</b> Ranson Type <b>\$6.00</b> Dz. Individually boxed	<b>LADIES' LACQUERED LIGHTERS</b> <b>\$7.20</b> Dz. Individually boxed	<b>SMALL LADIES' CHROME LIGHTERS</b> <b>\$5.50</b> Dz. Individually boxed	<b>THIN EDGE POTEQUE FANCY LIGHTERS</b> <b>\$8.50</b> Dz. Individually boxed
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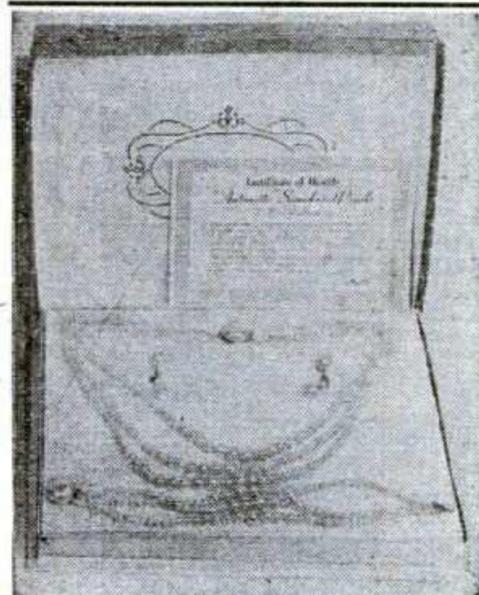
**RELIGIOUS MEDALS ASSORTMENT**  
Consists of the models shown here

**LORD'S PRAYER CROSSES**  
Lord's Prayer in "See-Thru" Viewer in center  
Rhinstone Rhodium Finish

**DOUBLE FACE RELIGIOUS ENAMELED MEDALS**  
Consists of the models shown here. Asst. designs



<b>\$5.00</b> Dz. Individually gift boxed	<b>\$7.20</b> Dz. Individually gift boxed	<b>\$10.50</b> Dz. Individually gift boxed
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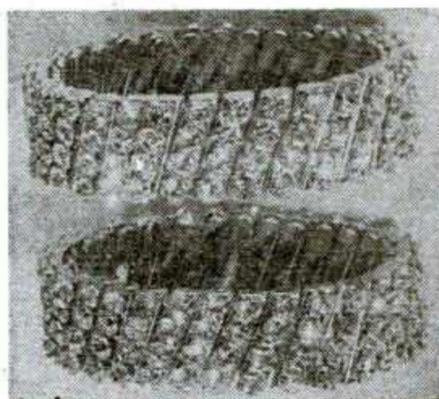


**NECKLACES IN THE HIGHEST QUALITY SIMULATED PEARL**

White or pink. In a gorgeous satin lined gift box.

**\$9.00** Dz.

**3 ROW RHINESTONE EXPANSION BRACELETS**



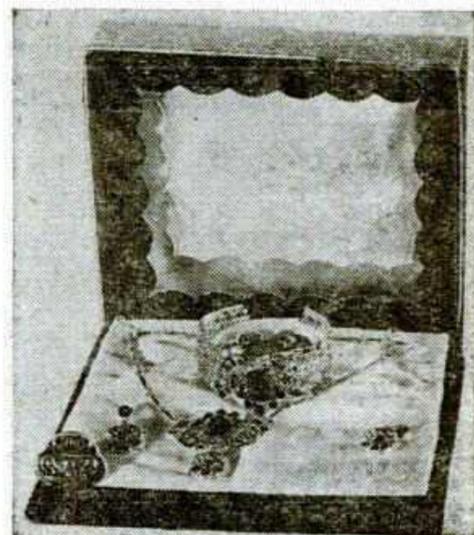
PRONG SET • FULL EXPANSION POLISHED RHODIUM FINISH **\$8.75** Dz.

**A REAL BUY!**

4-PIECE GORGEOUS GOLD AND SILVER JEWEL SETS

In a beautiful satin lined gift box.

**\$24.00** Dz.



**Here's A Fast Seller!**  
**HURRICANE LAMP**

(kerosene)

In assorted pastel colors. For campers, scouts, fishermen, housewives, emergency light.

Hang on wall, on table. Use base as ash tray.

**\$5.00** Dz.  
Individually boxed

All Chrome .. \$6.00 Dz.

**A Very Hot Item**  
—3 WAY—  
**TRI-COLOR FLASHLIGHT**

Flick button. Gives you 3 colors. Red, green, white. Uses 2 C-Cell batteries.

**\$5.00** Dz.

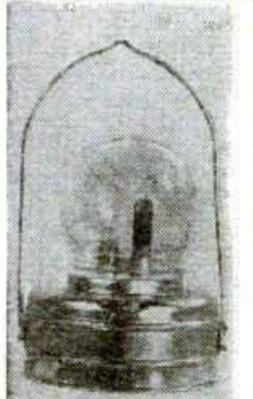


**BIG DOME BLINKER TYPE EMERGENCY LIGHT**

A handy light to have with you in an emergency. Flick it lights. Uses 2 C-Cell batteries.

**\$8.50** Dz.

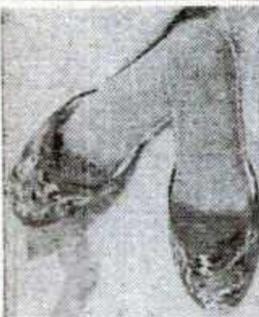
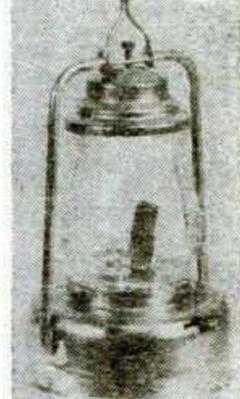
Individually boxed.



Here is something practical!  
**HURRICANE LANTERN**

Blinker type. All chrome with hanging hook. Two bulb action. White bulb and red blinker bulb. Operates either color without changing bulbs. Uses 2 C-Cell batteries.

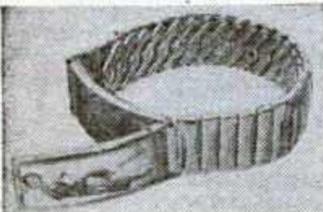
**\$6.00** Dz. boxed



**CHINESE EMBROIDERED SILK HOUSE SLIPPERS**

**\$7.20** Dz.

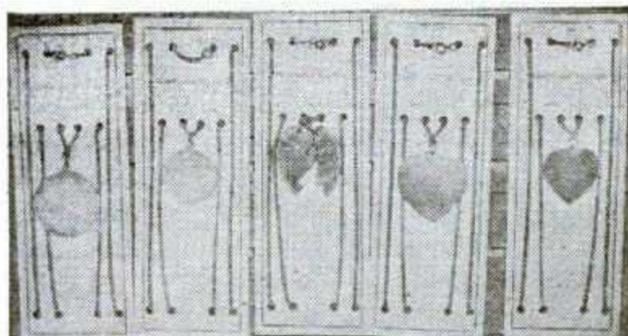
**PHOTO-IDENT BRACELETS**



**MEN WOMEN TEENS**  
Stainless Steel—Chrome Finish  
**\$5.00** Dz.

**TEEN-AGE JEWELRY**

24" Chain Pendant with disc polished on both sides for engraving. Available in heart and round shape. Rhodium or gold finish.



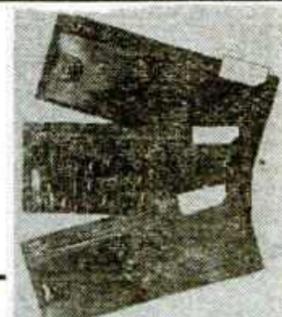
**\$5.00** Dz. Individually carded.

**HERE IS A REAL BUY!**

**MEN'S BILLFOLDS**

Smooth Redwood, Tanwood, Alligator and Black Leather. Removable Pass Case.

**\$5.00** Dz.



**GIANT TWO-BULB BATTERY LANTERN**

BLINKER TYPE  
8" high, 4" wide.  
Two lights, white and red blinks. Two control switches. Both light at same time. Uses 5 C-Cell batteries.

**\$18.00** Dz. Individually boxed



25% deposit on all orders, balance C.O.D., F.O.B. New York



**BROADWAY MERCANTILE CORP.**

Importers and Wholesalers  
1153 Broadway, New York 1, N. Y.

# 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 18 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—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 weddings, 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. 48  
Los Angeles 65, California  
Please send me the money-making facts about your Rubber Mat 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.....

## RING DEMONSTRATORS ATTENTION!

DO YOU HAVE MERCHANDISE PROBLEMS?

- Check with us about
- Same Day Shipments!
- Air Mail Prepaid!
- Orders Shipped Complete!
- Adv. Mats Free!
- Largest Assortment!
- Newest Styles!
- Prices That Are Right!
- Valuable Leads!
- 100% Co-Operation!

We carry the largest stock of whitestone and cultured pearl rings—we are strictly a ring house.  
**WRITE US TODAY**  
**INSKO OF CALIFORNIA CO.**  
11691 San Vicente Blvd.  
Los Angeles 49, Calif.

Manufacturers and Distributors of the Famous Gagmaster Products:  
**JOKERS NOVELTIES**  
MAGIC TRICKS • PARTY GAGS  
DISGUISES • PUZZLES • GAMES  
TOYS • PROMOTION AND ADVERTISING SPECIALTIES  
**FREE CATALOG!**  
1000's of Items. Wholesale Only.  
**PRITT NOVELTY CO., INC.**  
12 West 27th St., Dept. B  
New York, N. Y.

**MAKE MONEY SELLING TIES**  
Buy Direct from Manufacturer  
Outstanding new Fall line Regular Square End, Round Bottom, Reversible, Feather, Pleated, Knitted, Bow Ties, Tie & Kerchiefs Sets. Money-back guarantee. We pay postage.  
**SPECIAL INTRODUCTORY OFFER**  
Send Only \$1.00 for 2 Sample Ties. Retail Value \$2. Write for FREE CATALOG. PHILIP'S NECKWEAR  
Dept. 355, 20 W. 22nd St., New York 10, N. Y.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

**IMPORTANT**  
In determining cost, be sure to count your name and address. When using a Box Number in case of The Billboard, allow six words for the address.  
Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.**  
**CASH WITH COPY**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**  
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**DISPLAY-CLASSIFIED ADS**  
attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.  
1-point rule border permitted on ads of 2 inches or more.  
**RATE: \$1 per agate line—\$14 per inch.**  
**Minimum \$10.**

**CASH WITH COPY**  
(unless credit has been established)

### ACTS, SONGS & PARODIES

"COMEDY NOTEBOOK," A SMART COLLECTION of comedy material, adlibs, bits, etc. Free "Comedy Guide" with order. \$3. Show Biz Comedy Service (Dept. B-85), 1613 E. 29th St., Brooklyn 29, N. Y.

**YOUR ADVERTISEMENT**  
Displayed in a Space This Size  
Will Cost Only  
**\$14 an insertion**

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 7511 Bell Boulevard, Flushing 64, N. Y. ja3'57

### AGENTS & DISTRIBUTORS

A BEST GENUINE WORLD'S FAMOUS French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. oc27

A NEW HOT ITEM POP-UP TOASTER Salt & Pepper Shaker, \$7.29 dozen, sample, \$1. Leo E. Rishy, Dept. SP., 2162 76th St., Brooklyn, N. Y.

A SPECIAL PURCHASE RONSON TYPE Cigarette Lighters, \$5.90 dozen; sample, \$1 postpaid. Leo E. Rishy, Dept. CL, 2162 76th St., Brooklyn, N. Y.

BILDFOLDS — THE BEST HANDMADE wallets you will find at this price. You will have to see these to appreciate quality and craftsmanship. \$15 per dozen c.o.d. or prepaid. Distributors, check on this offer. For details write Ben Ransom, P. O. Box 16, Jonesboro Heights, Sanford, N. C.

BINGO BLOWERS, \$49.50; RETAILS \$130! AC-110 volts; brand new. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc27

BRAND NEW FIVE COLOR SNAP-IN Interchangeable Rhinestone Rhinoid Earrings \$4.75 dozen. Minimum 3 dozen, sample, 80¢. Belmar, 24 Walkway, Baltimore 20, Md.

**CHRISTMAS ITEM**  
Authentic miniature Old English style hanging Tavern Sign, 4 1/2" by 7"; ideal wall decoration for bar or den, beautiful Alderwood, maple or walnut finish; six designs, \$17.50 per doz. plus postage C.O.D. Sample \$2

**TOWNE CRIER PRODUCTS**  
Hollywood 28, Calif.

**CLOSING OUT COSTUME JEWELRY** @ 12 1/2% ea. when you order 144 pieces assn. Terrific values. Earrings, Bracelets, Brooches & Necklaces with gift boxes, 15¢ ea. 25¢ deposit, bal. c.o.d. H. L. Hirsch & Co., 333 Washington St., Boston 6, Mass.

**Did This Ad ATTRACT YOUR ATTENTION!**  
Use **DISPLAY CLASSIFIED**  
A sure way attract more attention and secure greater results.  
**RATE: \$14 PER INCH**  
Rule border permitted when using two inches or more.

**EARRINGS — ASSORTED STONED AND** tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oc27

**FABULOUS CLOSEOUTS**  
Tailored Earrings, Assn. STYLES... \$1.50 dz.  
Charm Brace. Assn. .... 2.50 dz.  
Pierced Earrings on Display ..... 1.75 dz.  
Tie Slide & C/L Set Reg. \$2.50... 5.40 dz.  
Enamel on Copper Pins, ..... 2.50 dz.  
Cuff Links ..... 2.50 dz.  
Rhinestone Earrings, Assn. .... 2.50 dz.

**EXTRA SPECIAL!!!**  
BOXED SETS, Assn. STYLES... \$4.50 dz.  
Ornamental Stay Combs... 1.00 dz.  
Gen. Cultured Pearl Pins & Neck... 2.50 dz.  
Large Stone Earrings ..... 4.80 dz.  
Ropes, Assn. .... 13.50 dz.  
Pearl Earrings, Assn. STYLES... 1.50 dz.  
24 HOUR SERVICE  
20% Deposit with Order. Balance C.O.D. FREE BOOK-LET  
**DESCRIPTIVE LITERATURE**  
**KAREN ORIGINALS**  
45 No. Main St. Bristol, Connecticut

**JAPAN DIRECTORY, MANUFACTURING** exporters, plus opportunity mail; just \$1 today. Nippon Annual, 920 3d Ave., Box 739-B, Seattle 4, Wash. oc29

### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches.....\$1.75 dz.  
Stoned or tailored Earrings..... 1.75 dz.  
Pierced Earrings on Display ..... 1.25 dz.  
Stoned Neck & Earrings, boxed... 5.50 dz.  
Charm Bracelets, Assn. .... 1.50 dz.  
Lord's Prayer Necklace, boxed.... 3.00 dz.  
Children's Jewelry, boxed, assn. .... 2.55 dz.  
Shorty Tie Slides, carded..... 1.00 dz.  
Kosaria, imported ..... 1.95 dz.  
Cufflinks, carded..... 1.25 dz.  
Stoned Bracelets, boxed..... 4.00 dz.  
Cameo Sets, boxed..... 7.20 dz.  
Tie Slide Sets, assn., boxed..... 4.00 dz.  
Summer Earrings, assn. .... 7.00 dz.  
Pearl Necklaces (domestic)..... 1.45 dz.  
Pin & Earrings, boxed..... 4.50 dz.  
3 Pc. Rhinestone Sets, boxed..... 9.00 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**JOKERS FUN SHOPS—FULL CREDIT** allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc27

**LOW COST, TOP QUALITY ENGLISH** Chamois Wash Leathers bring salesman ready repeat orders. Territories open. Chamois Chamois, 168, Hudson Falls, New York.

**INCENSE**  
We make all kinds and sell it boxed or in bulk. Cakes, cones, powdered, liquid. Eye-catching colored boxes sell 10¢-50¢. Bruners, \$25-\$1.50. Perfumes, \$5-\$2.50. Fragrances, \$1.00 and \$2.00. Free descriptive literature and price lists.

**JOBBERS DEALERS AGENTS**  
**EASTERN TRADING & MFG. CO.**  
3975-B Vincennes Ave., Chicago 15, Ill.

**MEXICAN STYLE SADDLES COMPLETE** for adults, \$40; for boys, \$30; Cowboy Chaps, \$25; Saddle Scabbard, \$15; Cartridge Belts West style with one holster, \$12; with two, \$16; Holsters, \$4; stamps for circulars. General Mercantile Co., Laredo, Texas.

**NEW FLASHY 7x11" SIGNS; LIGHT** reflecting, illustrated, color blended. 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid, U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. oc27

**POCKET KNIVES; FACTORY CLOSEOUTS.** 3 dozen assorted, \$10; gross, \$36 postpaid. Satisfaction guaranteed. Kraus Factory Sales, Box 7769, Kansas City 22, Mo.

**RUN SPARE-TIME GREETING CARD AND** Gift Shop at home. Show friends samples of our new 1956 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

**SLINGSHOTS — LARGE SIZE, STRONG** made. Retail 69¢, your cost \$3 dozen; sample 50¢. Harold Bell, 246 North Broadway, Lexington, Ky.

**STAINLESS STEEL TABLEWARE—FINEST** quality, American made, unlimited earnings. Catalog on request. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

**QUALITY HOLIDAY PERFUMES, CO-** lognes, \$1-\$2. Sets, silk lined boxes, Perfumes, Cologne, Face Powder, Talc, \$2.50-\$3. Hormone Vegetable Oil Lanolin Cream, \$1. Coeur-Azur Lab, 3674 White Plains Rd., Bronx, N. Y.

**18 INCH RHODIUM PLATED NECK-** chains, \$1.50 dozen. With miraculous medals, \$2.25. Samples, 25¢. Unique Chain, 472 Hendrix, Brooklyn 7, N. Y.

**28¢ BRINGS "SELLING CANDY IN THE** Rain." Demille and others paid \$5. Customer, Dixon, Ill. Limited only one to stock.

### ANIMALS, BIRDS, PETS

**FOR SALE DOG ACT**  
Two females, all props. My training quarters for rent or sale.

**PAMAHASIKA'S STUDIO**  
3504-6 N. 9th St. Philadelphia 40, Pa.

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**PLENTY SNAKES — BOAS, TERRAPINS,** Alligators; all sizes Coatiandis, Ringtail Cats, deodorized Skunks, Prairie Dogs, Peewees, Badgers, Raccoons, Armadillos, Ground Squirrels, Ringtail Monkeys, Pigtail Monkeys, Coyote, Bantams, Pheasants, Kangaroo, Rats. Otto Martin Locke, Phone 141, New Braunfels, Tex. oc20

### SPECIAL — ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 3'. We compete as usual on price and quantity.  
Phone Whitehall 3-4073

**NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.**  
39 Broadway New York

**TAME RED FOXES OR DEODORIZED** Skunks, \$15; completely tame Wild Cat, \$75; Grey Fox, \$15; Raccoons, \$10; Horned Owl, \$10; extra large Wild Cats, \$25; Timber Wolves, \$100 pair; young Ringtail Monkey, \$25. Bill Allen, Fredericktown, Mo.

**TRICK PONY MULE—3 YRS., 42", BROWN,** 4 white stockings, sound, \$250. Also 2-Pony Trailer, almost new, \$250. Mr. Carroll Smith, Mohnton, Pa.

**WHITE MICE, 100, \$18; COLORED, 100,** \$30; Apoutis, Pacas, Coatis, Pumas, Bears, Monkeys, Raccoons, Chinchillas, Birds, Snakes, Alligators, Mexican Jumping Beans. Send for list. Zoo Farm, New Milford, N. Y.

### BUSINESS OPPORTUNITIES

**ATTRACT CROWDS AND COIN MONEY** with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3005 S. 15th, Minneapolis 7, Minn. np

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**PITCHMEN, ALSO AMUSEMENT RIDES** and Acts for the south's outstanding farmers market; 60,000 people a week. P. O. Box 11367, Tampa, Fla. oc20

**PORTABLE ROLLER RINK, 50X102** complete, skates, music, saucer, grinder, counter. May be seen in operation at Sports Center, same location available for 1957. \$6,500. Russell White, 103 Terrace View Lake, Peoria, Ill. oc20

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**SACRIFICE ONE VON SCHRADER RUG** Cleaning Machine, less than half present list price. Bought new, tested 5 hours, works beautifully. Box 52, Wellsville, Mo.

**2,500 AUCTION AND COMMUNITY SALES** listed in 41 States, towns and days given. \$1. Simpson, 2705 Jule, St. Joseph, Mo.

### COSTUMES, UNIFORMS, WARDROBES

**DEBBIES, TOP HATS, COLLAPSIBLES,** Tails, Costumes, Wigs, Rhinestones, Plumes. Rentals for parades, minstrels, celebrations, etc. Free price lists. Leroy Carpenter, 4818 Park Ave., Weehawken, N. J. Phone Union 3-9509.

**USED COSTUMES—CHORUS, DANCERS,** sets of six, all types. Contact Pauline Adams, 1114 S. Gore Rd., Erie, Pa. Phone 27-3365.

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**ANY FORMULA, \$3; FORMULA CATALOG** and manufacturing literature, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

**COMPLETE INSTANT COFFEE POWDER.** Costs less than \$1 a pound to make. Formula, 25¢. Ogden Sales, 1067 Ogden St. Ext., Bridgeport 16, Conn.

### FOR SALE SECONDHAND GOODS

**ABOUT ALL MAKES OF POPPERS—CARA-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Kleszy Korn, 120 S. Halsted, Chicago, Ill. oc27

**FOR SALE — SECONDHAND SHOW PROPERTY**  
**BRILL'S TESTED PLANS—MUG JOINT,** Camera, \$5; Short Range Shooting Gallery, \$5; Funhouse, \$10. Free catalog. Brill, Box 875, Peoria, Ill.

**FLYING SAUCER, WITH TRUCK TRAN-** portation; 28 ft. 10 seat Garbrick Wheel, with truck transportation. These rides are 3 years old, used on our own shows and are in top shape. Garbrick Mfg., Centre Hall, Pennsylvania. oc27

**FOR SALE—FERRIS WHEEL, 31 FOOT,** 10 seat. Used one season. Arnold Knapp, 939 Main St., Bennington, Utah.

**FORD AXLES, TENT STAKES, 1500 STOCK,** \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2d Ave., Dallas, Tex. oc27

**LIQUIDATING TEN KID AND MAJOR** Rides; Arcade Equipment, 73 machines; miscellaneous Park Equipment. Address Mickey Perceall, Phone 34010, South Williamsport, Pa.

**KIDDIE FERRIS WHEEL, 6 WIRE CAGES,** holds 24 children, price \$500. Come dismantle it and take it away. Lowell Drive-In-Theater, Lowell, Mass. Phone Glenview 2-8171.

**NEW PROJECTORS — BLOWER COOLED,** has two carriers, 2x2-3/4x4". Two lenses, short and long throw, color wheel, 500 W. Light spot slides, \$35.50. Circulars. Grobberg Projector Works, Sycamore, Ill.

**PORTABLE BLEACHERS, FOLDING** Chairs, Sidelall, Folding Benches. Lone Star Seating Company, Box 1734, Dallas 1, Texas.

**THIS IS A 14-LINE AD FOR ONLY \$14**  
You can buy this space to profitably buy or sell Used Show Equipment.

1949 ALLAN HERSHELL KIDDIE AUTO Ride with transportation. A-1 condition; this is a flashy ride, no junk, \$2,300 cash. State Line Rides, 546 25th St., Rock Island, Illinois.

**FREE GIFT Offer!**  
4-Pc. Pearl Set included  
Limited Time Only.  
3-Strand Necklace, Bracelet and Earrings FREE with every order of \$25.00 or more!  
It's our gift to you, beautifully boxed, to PROVE you always get a better deal at Weinman's!



**Choice Lot 6 FOR \$49**  
All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

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Elgin, Waltham, Gruen. Complete with Expansion Bands. (Sample, \$8.95)

**SPECIAL LOT—Men's \$6.45 Each**  
Elgin, Waltham Watches  
Reconditioned and Guaranteed. Expansion Bands included.

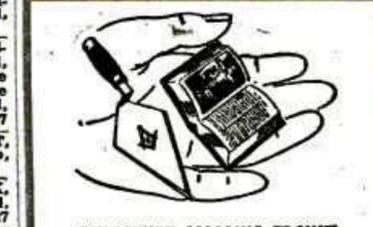
**5-Day Money-Back Guarantee.**  
25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

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### JEWELRY CLOSEOUTS

- E-1—Tailored earrings, assn. gr. \$18.00
  - E-2—Stone earrings, assn. gr. ... 21.00
  - B-1—Bracelets, assn. gr. .... 24.00
  - T-1—Tailored Tie Sets, bxd., dx. 3.50
  - T-2—Stone neck & ears, bxd., dx. 9.00
  - T-3—Stone Tieside Sets, bxd., dx. 4.50
  - R-1—Ropes, all-head, assn. dx. ... 3.00
  - R-2—Men's stone rings, assn. dx. 2.75
  - R-3—Stone neck & ears, bxd., dx. 7.50
  - 2164—Stone neck & ears, bxd., dx. 9.00
  - 2256—3-piece pearl set, bxd., dx. 12.50
  - 1202—3-pc. Rhinestone Set, dx. 18.00
  - W-1—4-piece Watch Set, esch. 5.95 (Ladies' 30¢ more) ..... 5.95
  - C-1—Cufflinks, carded, dx. .... 1.25
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  - P-9—Pearl necks, Am. made, gr. 15.00
- Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8, Prov. 8



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Trowel over 4" long, blade made of finest nickel-filled stainless steel. Ferrules on maple handle made of pure nickel. Bible, world's smallest, 224 pages with pictures. Write for list on quantity prices. Eastern Star emblem if requested. Jewish Prayer Book available in place of Bible illustrated.  
**SAMPLE SET—\$1.00 Postpaid.**

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COMPLETE LINE FOR FAIRS AND CHRISTMAS SALES. SEND FOR CATALOG. Same day shipments.

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### PLAY PRANKS ON YOUR FRIENDS

CAN BE SERVED OVER AND OVER AGAIN.



**AN ICE CUBE WITH A REAL BUG INSIDE IT**



**BUG IN A SHOT GLASS**

A real bug inside.

Order from your Distributor, Jobber. Samples, 50¢ each.

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4677 N. 45th Street  
Milwaukee 16, Wis.

### Hawaiian TI PLANT LOGS



Now bagged in polyethylene...

**KEEP LONGER, SELL FASTER!**

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing fish. Free promotional aids. Write for details.

**LOWEST PRICES ANYWHERE**

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### XMAS SPECIAL

#### Aromatic Cedar Chest



Packed with Xmas wrapped chocolates, complete with beautiful FULL-COLOR picture on top; lock, key and mirror in lid.

**\$3.00 each** in 12 or more.

**Less than 12, \$3.50 each.**

767 Milwaukee Chicago 22, Ill.

### SYLVAN CO.

### FROM MEXICO DIRECT IMPORTERS

OF

- NON-TARNISHABLE MEXICAN RINGS
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- LEATHER NOVELTIES
- HAND-PAINTED SKIRTS
- WOOL JACKETS
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- FEATHER (BIRD) PICTURES
- MARACAS
- STRAW HATS
- TOOLED BELTS
- MEXICAN KNIVES
- COIN PURSES
- CARVED CANES and BASEBALL BATS
- TIN MASKS and ASH TRAYS
- OTHER NOVELTIES.

Write for catalog Special Set-Up for Jobbers and Wholesalers.

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10 MARE PONIES—BORN IN PASTURE with spotted stud all year, all for \$750. Can be hauled in school bus, 25¢ per mile one way. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

### #5 ELI WHEEL WITH NEW 1956 POWER unit and International truck, \$4,000. Tube-O-Fun, \$2,000. Kiddie Airplane Swing, \$300. Cash only. W. Germain, 2208 Shenandoah, St. Louis 4, Mo. Mo. 4-5567.

### INSTRUCTIONS BOOKS & CARTOONS

"HYPNOTIZE—WITH ONE WORD—ONE finger-snap!" (Details; stamp.) Hypnotmaster, 846-HB-7 Sunnyside, Chicago 40, oc20

### M. P. FILMS & ACCESSORIES

GOOD USED 16MM. SOUND FILMS—Bought, sold, exchanged. Send for free bargain bulletin today. Leon Duquette, 97-M Snow, Fitchburg, Mass. oc27

WILL BUY OLD SILENT MOVING PICTURE Machine, Lubin, Edengraph, Selig, Edison Peephole Kinematograph, etc. Silent 35mm. Films, Posters, Don Mulkames, 7 Plymouth Ave., Yonkers, N. Y.

35MM. SOUND EXPLOITATION MOVIES, free advertising and trailers, good for road shows. Sell cheap. Jacobson, 26079 York, Huntington Woods, Mich.

### MAGICAL APPARATUS

"LIGHTED CANDLE FROM POCKET Trick" including 100 refills, \$1. Used magic tricks; books, bought, sold. Lonergan, 672 N. Dearborn, Chicago 10.

MAGIC CARDS—NEW SEVEN WAY DECK, never before sold to public, free price list. Pringle, 1143 N. W., 28 St., Miami 37, Florida. oc20

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. no3

### MISCELLANEOUS

BINGO-GUIDE. PLAY TO WIN. 4 SYSTEMS of play that may help you win. \$1.50 postpaid. Edw. DeJmore, 22 Madison St., Saratoga Spgs., N. Y.

GORGEOUS MODELS IN FASCINATING poses, 6 different glossy 4x5 photos, \$1. D. Davis, 131 Collier St., Toronto, Canada.

### MUSICAL INSTRUMENTS, ACCESSORIES

CALLIOPE HEADQUARTERS. NATIONAL. Tangley, Spare Parts, Whistles. Sales, rentals, restoration, consultation. Literature, no lists Lee Co., 934 N. Lancaster, Dallas, Tex.

### PERSONAL

ANYONE KNOWING GERTRUDE MILLER, married to Dave E. Miller in 1917 or Shirley P. Miller, married to Dave E. Miller in 1927, to get in touch with Mrs. Ruby Miller, 2306 Virginia Ave., Joplin, Mo.

WANTED TO KNOW WHEREABOUTS Teddy Porter, dead or alive, formerly with King Bros. Circus. \$25 reward. Call, write, Mrs. T. R. Allen, Americus, Ga.

### PHOTO SUPPLIES

#### DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. oc13

NO CHARGE DEVELOPING ROLLS. PAY for prints only. Jumbos, 4¢ regulars, 3¢; failures refunded. Prompt guaranteed service. Square Deal Photos, Hutchinson, Kan. no3

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-12n

### PRINTING

ADD PRESTIGE WITH BUSINESS CARDS. \$2.50 per 1,000 postpaid; up to seven lines. Leo E. Fishy, Dept. BC, 2162 76th St., Brooklyn, N. Y.

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Malle Press, 767-B Leith St., Flint 5, Mich. no3

### SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D128, Chicago 32, Ill. oc27

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine, desk 22-B 307 North Michigan, Chicago 1. ch-12n

### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. oc20

LATEST TYPE TATTOOING MACHINES—Money making designs, outfits, colors, concentrated Pelican #12 sharps. Write Mitt Zeis, 728 Lesley, Rockford, Ill. no10

### FLASH!

All New K.M.T. "O" Gauge Diesel 4-Car Electric Train Set.

Complete with track, transformer instant reversing control, nylon gears and the famous traction tread.

**\$11.50 ea. in lots** Sample of 6 or more \$12.50 ea.

25% dep., bal. C.O.D., F.O.B. Chicago Write—Wire—Phone

### UNIVERSAL JOBBERS & DIST.

7632 N. Paulina St., Chicago 26, Ill  
Phone: AM 2-6479 or DAVIS 8-4394  
Jobbers & Distributors of All Name Brand Toys & Appliances.

### COVERED WAGON TV OR TABLE LAMP

Complete with switch and cord. Wagon size 6"x16", 8 1/2" high. Body and wheels stained wood with fancy trim, fibre glass covers, all colors. Hand made by retired workmen as hobby. A wonderful value. Sample, \$5.00 postpaid; \$3.50 in lots of 3. F.O.B. Spokane.

### NOVEL MFG. CO.

1821 E. Hoffman St. Spokane, Wash.

### \$149.00 VALUE!

Only \$47.50



6 for \$47.50

4 Assorted Men's Watches with Expansion Bands. Gruen, Waltham, Benrus, Bulova, Elgin. Reconditioned, guaranteed like new.

Choice Lot of Ladies' Yellow Gold Watches Complete with Cord Band. Reconditioned and Guaranteed Like New!

3 for \$21.50

Three New Style Rhinestone Ladies' Watches. Reconditioned and Guaranteed Like New!

3 for \$27.50

FREE GIFT! 4-Piece Simulated Pearl Set. 3-Strand Necklace, Bracelet & Earrings with every purchase of \$21.50 or more. A \$12.00 Value FREE!

Sample Watches with Bands, \$8.95 Display Gift Boxes, 50¢ each.

Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check.

Write for FREE 1956 Catalog 'M'

### MIDWEST WATCH CO.

5 S. WABASH AVE., CHICAGO 3, ILL.

### HARRY KELNER & SON

50 Bowery, New York 12, N. Y.



Original Alps Rollover Mechanical Cat ..... Doz. \$4.00

Alps Mechanical Jumping Colored Fur Dog ..... Doz. 3.00

#12 Mouse Head Balloons .Gr. 6.00

Stretched Spiral Balloons .Gr. 6.00

Extra Large Workers ..... Ea. .50

Rubber Drummer Monkey .Gr. 21.00

Walking Dog w/Shoe ... Doz. 7.00

Rubber Reindeer, large ... Doz. 7.00

Dangling Squeak Bears ... Gr. 18.00

#12 Metal Horns ..... Gr. 9.00

#18 Metal Horns ..... Gr. 18.00

Mech. Drummer Bear ..... Doz. 7.20

Romping Puppy ..... Doz. 7.20

Dangling Santa Claus ... Gr. 18.00

Send for New Price List ALL ORDERS SHIPPED SAME DAY, ONE-HALF DEPOSIT REQUIRED

### DAY-GLO PIG BANKS IN DAYLIGHT FLUORESCENT COLORS!

They glow as if lighted from within!

#404 Size 14x8 .. \$14.40 per doz.

#403 Size 11x7 .. 10.80 per doz.

#401 Size 7x4 ... 5.40 per doz.

25% Deposit, Balance C.O.D. F.O.B. Omaha.

Send for complete list.

### NEBRASKA ART STATUARY

2201 Poppleton Ave. Omaha, Nebr.

### Direct from FACTORY

Fast selling BABY "PAPOOSE" MOCS: Indian styled Baby Moccasins, hand laced and hand beaded by our factory in OLD MEXICO. They come carded 12 to a card display. Packed in transparent and durable plastic bags. Excellent gift item for babies. Soft leather. Colors are assorted. Sizes—0, 1, 2, 3. Sizes are marked on bottom of soles and visible. Ladies', girls' and children's soft sole mocs. Hand laced, hand beaded in attractive colors. Packed in transparent plastic bags. Soft leather.

Women's sizes, 4-9 Girls' 10-13 Children's, 4-9

All sizes are readily seen as they are marked on bottom of sole and are visible through the bags.

Pouch Bag, Indian style, hand laced and beaded. Assorted colors in soft leather. Write FOR FREE CATALOGUE ATTENTION, JOBBERS, WHOLESALERS—WE HAVE A SPECIAL SET-UP FOR YOU IMMEDIATE RESPONSE GIVEN FOR REQUEST OF CATALOGUE AND PRICE LIST

### NAVAJO MFG. CO., INC.

601 S Virginia El Paso, Texas

### WANTED TO BUY

WANTED FOR CASH—RELIGIOUS PRINTS. Concordia Films "My Brother" "Forward With Christ." For sale, practically new Tent, 38x65; fire and mildew proof. Billy Terrell, Roseland, La.

WANT SIX USED ECHOLS HI-SPEED JCE Shavers, newer models (not older hand-plunger type). Box C-499, c/o Billboard, Cincinnati 22, Ohio.

### HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

### AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

### CIRCUS & CARNIVAL

CIRCUS ACTS, THREE PONY DRILL, SIX Dogs, Football Mule, Clowns; one Act or complete Circus Revue. Patricia's Pets, Edmond, Okla. oc27

FAT BOY — NOVELTY ACT, 467 LBS. dancing Hula Hula, grass skirt; at liberty after October 6. Tiny W. Hicks, Box 19, Warren, Ill. Wire.

### MISCELLANEOUS

CONTOURIONS, FINISHING TRICK-BEND—Back 20 inches below feet, pick up glass. Pat Kriel, 112 Lowell St., Iowa City, Iowa.

GIRLS SEEKING SECRETARIAL WORK after 5:00. Write Bobbie Schneider and/or Selma Gold, c/o Schneider, 1821 Bryant Ave., Bronx, N. Y.

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information, write Neale E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

PART-TIME WORK—EVENINGS, WEEK-ends. Young man, college graduate, car, business, entertainment experience. Charles Bernstein, 363 Ocean Parkway, Brooklyn, UL 3-8203. oc20

UNDERSTANDER, HAND, HEAD, IRON Jaw, interested in troupe, partner or what have you. Box #867, The Billboard, Chicago, Illinois. oc13

YOUNG MAN DESIRES WORK WITH small radio station. Clean cut, no bad habits, good announcer and d.j. Can also present live western and hillbilly programs with guitar. Anything considered. Age and pictures available. Write to P. O. Box 368, Rock Hill, S. C.

### MUSICIANS

ALTO-TENOR MAN DOUBLING CLARINET and some flute. Extensive experience in lead alto and section tenor work. Read, fake, jazz and very experienced in show work. Prefer location. Available immediately. Contact Bill Lebestern, 3312 Washington St., Wilmington, Del. OI 4-7408.

AT LIBERTY VIOLINIST, FAST READER. Good tone. Experienced in all lines; union Leo Johnson, 1414 W State St., Milwaukee, Wisconsin.

DRUMMER—YOUNG, EXPERIENCED; ANY style. Cut shows, live car, will travel, available immediately, prefer locations. Consider anything reasonable. Bill Womack, 715 E. L. Rua Pensacola, Fla. Phone Hemlock 8-1785.

ORGANIST DESIRES CHANGE OF LOCATION. Music library consists of 20,000 numbers. Have home model Hammond and 2 Hammond speakers and 1 Leslie. Would like to play for hotels, resorts and etc., where popular and various types of music is desired, such as dinner music. References exhibited. Have much experience in playing Horse Shows and Fairs. Call 2231 or write Mrs. Dennis Eakin, Petersburg, Tenn.

HAMMOND ORGANIST DOUBLING PIANO Extensive underlie and theatrical experience, seeks engagements for fairs and show work of any kind. Excellent background. Dave August, 3227 Bainbridge Ave., New York.

ORGANIST-PIANIST-VOCALIST — UNION; good appearance, new equipment. Shows solo, combo or band. Opal Fielder, West Street, Rd., Iola, Kan.

PIANIST—DOUBLE ACCORDION OPEN for good job; union. Don Pasquale, Manhattan Tower Hotel, Broadway and 76th St., NYC. SU 7-1900. oc20

RELIABLE DRUMMER EXPERIENCED all styles, Latin, shows. Northern, Eastern location preferred; no one nighters. Call, write Bob Gardiner, 7 Van Heusen St., Cortland, N. Y. Tel. Skyline 6-7408. oc13

TENOR, CLARINET FOR COMMERCIAL band or combo at liberty October 13. Good tone; references. Contact Ralph Hockaday, Newcomb Hotel, Quincy, Ill.

### PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer 1041 S Dennison, Indianapolis 21, Ind. no10

BINKS CIRCUS DOGS—ONE OF THE BEST on the road and a good clown juggling act. 6105 South Packard, Cudahy, Wis. oc20

EXCITEMENT AND SUSPENSE RUN HIGH for one minute just one may mean Poised high overhead, a tense figure stands—America's leading exponent of daredevilry—none other than Capt. Earl McDonald, the High Diving Sensationalist, and far below the great crowd and the blaring tank, surrounded by sharp ugly men. For patronage insurance contact 456 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. oc27

RAVS CIRCUS REVUE NOW BACK IN winter quarters, #4423 Shepherd Church Road, Route 48, Station 6B, Canton, Ohio. Phone: Glendale 40178. Some open time in 1957. Just closed second season. Bill Green's Rare Bird and Animal Farm, Fairlee, Vt. no10

### BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see

A REAL MONEYMAKER LORD'S PRAYER clearly and distinctly.

#999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish. Sells on sight, \$4.75 Doz. \$54.00 Gross

#999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

### SENSATIONAL PROFITS!

No. 509 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross \$30.00 finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker \$2.50 Dz. \$27.00 Gr.



No. 900 \$7.50 Doz. \$77.00 Gross It's a Beauty!

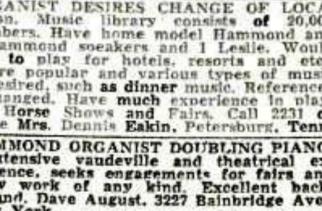


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ACTUAL SIZE

Dealer's \$1200 Cost ... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog

### G & S Mfg. Co.

Dept. B. NASHVILLE, TENNESSEE

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This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed

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### PLASTICAST CO.

Dept. LM-2466 6612 N. Clark St. Chicago 26, Ill.

### Copyrighted material

BEST OF PALS

Mickey Knocks Davy Out of Santa's Sack

Continued from page 1

200 licenses. The Sun Rubber Company has literally dozens, and one shop has an exclusive on 36 designs of tee-shirts.

Sharing "hot item" billing with the Duck hat should be Vanity Fair's \$10 retail battery-operated

record player, in a box shaped like a mouse head, ears and all.

By all yardsticks, Disney merchandising division folks claim, there aren't many words to describe the fantastic impact of Mickey Mouse items to date. Fig-

ures for the first nine months of 1956, projected thru December, show that a year's gross of \$100,000,000 in retail sales should be the outcome.

Will Mickey Mouse and his kindred characters roll up greater sales than, say, Elvis Presley? Easily. But there is room for everyone in the fantastic spending period preceding and during the Christmas holidays.

If the Disney gift items roll up \$60,000,000 in sales, it will be because they have a wider range of ages to appeal to and more time in the planning stage—more than a year. Presley's 30 licensed products (The Billboard, September

29), bearing his name or likeness, are geared primarily for the young adult set. While kids in the cartoon sphere don't possess much spending money, parents are well aware of the control they exercise over spending, once their fancy is stimulated by a well-promoted store item.

Presley Fad

Whether the Presley fad continues depends, of course, on the success of his television appearances, film work and recordings. As long as he is "hot," the manufacturers will fight to cater to his fans by grinding out tee-shirts, jeans, jewelry, skirts, blouses, belts, wallets, magazines, gloves, etc.,

with the vocalist as the central theme.

Aside from tie-in items like Disney and Presley pieces, (the category also embraces such favorites as "Ding-Dong School," "Super Circus," "Lassie," "The Lone Ranger" and others) the holiday shipments will include a wide range of other more typical items. Still making an impact during the festive gift-giving season are electrical appliances and moderately priced jewelry. "Class" items will always be appropriate, and as production capabilities grow, the lowering of costs brings increasing numbers of items within range of more millions of shoppers.

Premium Activity

The efforts of jobbers and distributors to interest commercial firms in premium activities has been a success which carries over to this year. The result is a constant beehive of promotional efforts, with company prizes being awarded in the form of name brand merchandise, rather than the time honored gold watch. Some distributors have separate parts of their organization's set-up just to make the rounds of companies, developing and expanding their internal promotions.

Another increasing outlet for "class" stuff is the shopper's stamps firms, which are enjoying another lush year thru selling colored stamps to grocery chains which offer them in proportionate amounts, with sizes of sales, to customers. The majority of the nation's housewives who hoard the little stamps redeem them in the weeks prior to the Christmas holiday. The flood of redemptions has already begun, and the results are shown in mounting orders for replacement merchandise.

Middle to high-priced items are good sellers during holiday time, whether they are jewelry, household goods or toys. But the outdoor jewelry worker, who is seen everywhere there is a midway, also occupies a part of the picture. During the cold months he works indoors in the 5 and 10's and department stores.

"Junk" jewelry is a fast-moving item at all times of the year, especially where there is a high-traffic location like a midway or store aisle. While the items offered seldom vary from the standard identification bracelets (\$4 to \$8 a dozen), disks for engraving (\$21 to \$48 a gross) or rings (500 types from \$2 to \$45 a dozen), there is a new item just appearing which should get a big play during coming weeks.

Photo Bracelet

McBride Jewelry, a leading jobber, describes it as a man's photo expansion identification bracelet, with the ident band flanked by plastic panels finished to resemble leather (\$6.75 and \$8 a dozen, in chrome or gold plate). This imported item will no doubt continue the customary rivalry between Japanese and domestic items in the cheap jewelry line. Elements in the competition are traditional and simple: The American products are superior in workmanship and quality but are undersold by imports.

Whatever the item, the design and manufacturing phase was at its peak as much as a year prior to the coming season. And figuring the "Mickey Mouse Club," Presley and other tie-in items to sell over \$100,000,000 worth in the coming three months—with countless millions more going for branded and other gifts — the creators, wholesalers and retailers of America are a cinch to have one of their best seasons ever.

BARGAINS

IS THE ONLY BIG TABLOID PUBLICATION IN EXISTENCE

that tells you WHERE AND HOW EVERY MONTH

- To Buy Bankrupt, Closeout, Surplus Bargains!
To Buy Items at Wholesale • At Below Wholesale!
To Buy Many New and Unusual Items!
To Obtain Information on Rare Money Making Offers!

TOYS, BOOKS, JEWELRY, GREETING CARDS, COSMETICS, HOUSEHOLD MERCHANDISE, APPLIANCES, INDUSTRIAL MATERIALS, MACHINERY, TOOLS, ETC. OFTEN AS LOW AS 10c-25c ON THE RETAIL DOLLAR

ONE issue of this SENSATIONAL NEW magazine can save you MORE MONEY than the cost of the ENTIRE subscription! You can BUY BETTER, CHEAPER, NEWER THINGS EVERY MONTH OF THE YEAR! Today, when your dollar buys so little, you absolutely need every single issue of BARGAINS in order to get the MOST FROM EVERY PENNY YOU SPEND.

Here's a FEW of the Many Bargains as Were Published in "BARGAINS"!

- PENCILS, 57 1/2¢ per 144 pencils!
25¢ Rudolph Reindeer Brooches, 2¢ each!
Plastic TOY GUNS, 2¢ each!
\$1 MUFFLERS, SCARFS, 12 1/2¢ each!
Double Edge Razor Blades, \$1.50 per 1000 blades
LADIES' APRONS, 6 1/4¢ each!
\$2.50 WALLETS, 30¢ each!
\$1 val. Billfolds, 15¢ each!
\$1 Kiddies' Handbags, 3¢ each!
CICARETTE HOLDERS, 1¢ each!
BUTTONS, 25¢ per 144!
Brand-new Phono Records, 78 & 45 RPM, 7¢ each!
69¢ INSECT REPELLANT, 5¢ each!
New 20" T.V. Picture Tubes, \$21.95 each!
Famous brand \$18.75 Perfume, \$1.00 each!
49¢ Xmas Window Decoration Sets, 10¢ per set!
\$1 to \$3 Hard Cover Books, 20¢ each!
\$200 Govt. Surplus Typewriters, \$23.00 each!
50¢ Everyday Greeting Cards, 7 1/2¢ per box!
25 card asst. Xmas Cards, 11¢ per box!
\$1.95 Men's Silk Ties, 12 1/2¢ each!
\$1 value Personal Name Tapes, 72 for 40¢!
39¢ Under-Arm Deodorant, 2¢ jar!
\$1.00 Automatic Card Shufflers, 9¢ each!
NEW HAIRNETS, 1 1/2¢ each!
\$1.75 Rudolph Kiddies' Toiletry Sets, 35¢ each!
\$15.00 Electric Percolators, \$5.00 each!
\$5.50 Lucite Hairbrushes, 65¢ each!
New Bobby Pins, 70¢ per 700 pins!
\$10.00 Men's Toiletry Sets, 60¢ each!
Calendar Wrist Watches, \$5.00 each!
POSTAL SCALES, 7 1/2¢ each!
\$2.98 Horserace Game Records, 30¢ each!
CHRISTMAS SEALS, 25¢ per 1000!

PLUS HUNDREDS OF OTHER SENSATIONAL BUYS!

Above list merely illustrates type of bargains usually found in this paper. Lists naturally change from month to month.

TOWER PRESS, INC.

Box 591-DO, Lynn, Mass.

O.K. Here's my \$2.00 for 1 year subscription. Rush me first copy!

Name \_\_\_\_\_

Address \_\_\_\_\_

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Remember! Your Money Back IN FULL if the 1st issue that you receive doesn't please you!

You Can Make FANTASTIC, ALMOST UNBELIEVABLE PROFITS Buying Up Bargain Merchandise CHEAP and Selling It CHEAP

Thousands of smart Agents, Salesmen, Mail Order Dealers, Store Owners are subscribers to "BARGAINS." They want to know WHERE TO BUY BEST in order to sell at LOW prices for BIG PROFITS! NO REASON why you CAN'T DO THIS VERY SAME THING! Special features and articles in BARGAINS give you valuable tips on HOW to sell these bargains for BIG PROFITS even if you haven't any experience along this line. As you know... EVERYBODY is looking for bargains these days. In fact... this type of merchandise is about the ONLY kind being sold in tremendous volume.

UNIQUE "Subscribers Shopping Service" Enables You to Buy BIG Name Merchandise at TREMENDOUS SAVINGS

You won't find this feature in ANY OTHER MAGAZINE. ONLY "BARGAINS" has it! "BARGAINS" negotiates bargain offers in famous merchandise at LOW WHOLESALE PRICES and then offers them to its SUBSCRIBERS (ONLY) at NO PROFIT. In other words, you can buy valuable merchandise at the same prices (sometimes even lower) than some dealers are paying! This SINGLE feature of "BARGAINS" is WORTH THE LOW SUBSCRIPTION price a DOZEN TIMES OVER! Yet this is but ONE FEATURE among at least a DOZEN DIFFERENT, EXCITING FEATURES to be found in "BARGAINS" EVERY MONTH.

"BARGAINS" is the ONLY Type of Big Tabloid Publication IN EXISTENCE!

Search your news stands high and low. YOU WON'T FIND ANOTHER PUBLICATION LIKE IT! "BARGAINS" is available through subscription only. It is the ONLY tabloid monthly publication IN EXISTENCE that actually lists bargains in BANKRUPT, CLOSEOUT, SURPLUS merchandise bargains EVERY MONTH. Bargains SO RARE, SO SENSATIONAL, SO TERRIFIC that you will BLINK YOUR EYES IN AMAZEMENT! Little wonder that so many subscribers are writing such enthusiastic letters after receiving their first copies! (See testimonials at left.)

SAVE Up to \$1000—EARN Up to \$3000!!

We HONESTLY believe it is possible for YOU—within a year's time—to actually EARN UP TO \$3,000—or more—and to actually SAVE up to \$1,000 or more on your purchases by reading "BARGAINS" every month! WANT PROOF? See some of the testimonials at the left or BETTER STILL... PROVE THIS FOR YOURSELF... BY SUBSCRIBING!

YOUR Subscription Will Automatically Include the Big Christmas 1956 Issue!

In time for the BIGGEST Buying and Selling Season of the year comes the BIG SPECIAL HOLIDAY ISSUES! Every issue just PACKED FULL of RED HOT Holiday Specials that will actually STRETCH YOUR DOLLAR! Imagine being able to buy \$1.00 worth of merchandise at 15¢, 25¢, or 35¢! The Cost? Less than 18¢ PER MONTH—SEE OUR AMAZING MONEY-BACK-IF-NOT-PLEASED OFFER BELOW!

\$2.00 PER YEAR—12 big issues!

REGULAR PRICE \$3.00

- Special 10-Day Offer to Obtain 10,000 New Subscribers
Yes, just \$2.00—17¢ per month is all you need pay!

YOU Must Be Delighted With Your First Issue or You Can Have Your Money Back!

DON'T TAKE OUR WORD FOR IT

Here's what subscribers say about "BARGAINS" after receiving their copies!

"... As a result of answering one of the ads (in Bargains) it has resulted in extra profits of \$40.00 and upwards per month." —J. H., Alabama.

"... Saw your wonderful paper and enjoyed every bit of its reading and adv. It's a Great Paper." —M. S., Vermont.

"... I am very pleased with BARGAINS. I have never seen anything like it and am looking forward to my future copies, especially the Christmas edition." —Mrs. D. M., Maine.

"... Received my first issue of Bargains and may I say it is a great magazine." —M. H. C., Alabama.

"... I think BARGAINS is the best merchandise publication I have ever seen. (And I have seen hundreds.)" —S. P. C., Brooklyn, N. Y.

"... Received my first copy of BARGAINS the other day and am very pleased, the information you publish may be just the "shot in the arm" my business needs." —D. S., St. Albans, N. Y.

"... I have found your magazine very helpful." —W. A. P., Ogdensburg, N. Y.

"... Received your paper. Thank you very much. It is one of the finest we have ever seen." —F. D., Iowa.

"... I was the recipient of my first copy a few days ago. I am completely satisfied with the periodical. I also wish to express my appreciation to you for having made the magazine available to me. I shall be pleased to continue my subscription as long as the magazine is available." —W. S., Wash.

PLUS MANY OTHERS!

THE ABOVE LETTERS WERE NOT SOLICITED IN ANY WAY OR MANNER—ALL ARE IN OUR OFFICE FILES! They are the enthusiastic reaction of subscribers after seeing their first copies of BARGAINS!

LET'S FACE IT... Claims, promises are easy to make on paper. You may or may not believe all that we say here about "Bargains." But can you beat a money back offer AS IRONCLAD, AS STRAIGHTFORWARD AS THIS... YOUR MONEY BACK IN FULL IF THE

FIRST ISSUE THAT YOU RECEIVE DOESN'T PLEASE YOU! No quibbling about it either. YOU MUST BE DELIGHTED WITH YOUR FIRST ISSUE OR YOU CAN HAVE YOUR MONEY BACK IN FULL. That's as FAIR as guarantee as ANY FIRM can make.

Join this pleased and friendly group of subscribers today—by return mail YOU WON'T REGRET IT!

TOWER PRESS, INC.

P. O. BOX 591-5K

LYNN, MASSACHUSETTS

CIGARETTE LIGHTER CHROME Table or Packet Models. Size 1 1/2 x 1 3/4". 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.

## To Set Military Code by December

To Finalize Sanitary Rules for Venders On U. S. Installations at NAMA Confab

CHICAGO—Sanitation regulations governing the installation of vending machines on military reservations are expected to be finalized during the National Automatic Merchandising Association convention December 2-5 here.

Included in the code will be the selection of at least four regional and independent health agencies which are expected to be in operation before the first of the year, according to Art Nolan, chairman of NAMA's Sanitation committee, and Herbert Beitel, secretary and association legal counsel.

Appointment of the regional centers will be made by a two-part board that includes representatives of four major groups of sanitarians, including the U.S. Public Health Service and the NAMA committee.

The sanitation regulations, which must be approved by the U.S. Public Health Service, includes the co-operative efforts of the federal health service, independent sanitarians and the NAMA Sanitation committee.

### Military Directive

Leading to the development of the military code and evaluation of vending equipment was a directive issued by the Office of the Surgeon General, U.S. Air Force, in May, which said in part:

"...vending machine must be approved by the National Sanitation Foundation as a mandatory prerequisite incident to obtaining Army, Navy or Air Force medical approval." It further stated: "Food and beverage vending equipment currently installed and performing adequately will be affected by this policy."

Following the issuance of the directive, NAMA's Sanitation and Military Liaison Committee representatives met with officials from the Army Surgeon General's staff,

## Lanagan Cites Trade Needs At Tex. Meet

DALLAS—The great need for national, State and regional organizations to meet existing and future vending legislative problems was cited by J. B. Lanagan, president of Nik-O-Lock Company, Indianapolis, at the Texas Merchandising Vending Association's convention here.

Pointing out the rapid growth of the automatic merchandising industry in the past several years, Lanagan warned that operators should pay particular attention to any legislation that might affect the industry.

A past president of the National Automatic Merchandising Association, Lanagan traced the growth of vending "from candy and dollar buttons in 1880 and 1900 to coffee and in-plant feeding of the current day.

John Horn, Automatic Sales Company, Abilene, was elected president of the association. Other officers include Jack R. Sims, La Cruces U-Select-It Candy Company, La Cruces, N.M., first vice-president; Sidney Julius, Paramount Cigarette Service, Dallas, second vice-president, and Harold Gallarneau, Gallarneau Bros., Amarillo, who was re-elected secretary-treasurer.

Air Force Surgeon General's office and the Navy Bureau of Medicine in Washington.

### Reach Agreement

The following agreement was reached at the meeting:

1. Certain venders would be exempt from sanitation approval, i.e., candy, gum and other dry products and bottled beverages, except milk.

2. Venders dispensing foods or beverages currently used, and adequately operating without a public health problem could be installed in any other military installation with any other sanitation clearance "for a period of one year."

The one-year period was designed to permit completion of the U.S. Public Health Service's proposed Sanitation Code and Ordinance for Vending Machines, and for establishing an inspection service to be made by acceptable evaluating agencies based upon the code.

### U. S. Standards

The equipment would then have to be inspected by an approved and acceptable agency as complying with the U. S. Public Health Service standards.

Meanwhile, until military directives are issued to effect the changes currently under consideration, present directives will apply. It was also announced that acceptable inspection agencies for venders requiring health approval would include: School of Public Health, Michigan State University, East Lansing, Mich., thru Dr. W. L. Mallmann, and the National Foundation Testing Laboratory, Inc., Ann Arbor, Mich., thru Walter Tiedeman. Tests by other qualified, nonprofit organizations such as university schools of public health would be acceptable.

Since the Washington meeting, Tiedeman, executive director, National Sanitation Foundation, has sent a letter to manufacturers of food and beverage venders on the cost of testing and listing of equipment.

### Service Charges

It stated a minimum charge of \$200 would be made for research, testing and preliminary investigation of each model. Units requiring extensive research would be charged accordingly. Further, a charge of \$200 per year will be made to cover the cost of listing all models approved for a manufacturer.

Use of the NSF seal of approval would be contingent upon an annual inspection of plant facilities and equipment, and additional charges would be made where various models are produced at different plant locations to cover travel and inspection costs.

## POPCORN POLL WORKING NOW: RIGHT IN 1952

NASHVILLE—He's just in the popcorn business, but things are popping for Jim Blevins, and he's about ready to release his prediction as to who will be the next president.

Jim is making a mass check on the sentiments of millions of popcorn eaters as to who will be the head of the U.S.A. He has put out 25 million popcorn containers, half of them picturing the Republicans' Eisenhower-Nixon team, and the others, the Democrats' Stevenson - Kefauver. And, he has hired a certified public accountant firm to tabulate the consumer preferences.

Blevins says his 1952 poll called the turn right on the button.

## F. K. Finneran, Eastern Sales Mgr., Resigns

NEW BEDFORD, Mass.—Frank K. Finneran has resigned as sales manager of Eastern Electric, Inc., it was announced here this week.

Finneran, who was named to the post in June, (The Billboard, June 30,) said he is leaving for an extended vacation in Florida.

As sales manager of Eastern he was in charge of all sales, advertising and merchandising for the firm's Eastern Electro cigarette machines and for Lunch-O-Mat.

Finneran served a three-year stint as president of Spacarb-New York, and for six years a director of the vending machine division of Union News. He served with the Marines for five years during World War II and is the father of six children.

## Barvend Changes Brand Trade Name To Meade Soups

ESCONDIDO, Calif. — Meade Soups will be the new brand name for the soup line formerly known as Barvend Soups and made by Barvend Foods, Inc.

The new label gets its name from R. E. Meade, president of the corporation.

Roland Finch, general manager, said Meade Soups will offer a recently expanded line of seven varieties: Green pea, cream of tomato, cream of onion, cream of potato, cream of chicken, chicken bouillon and beef onion.

## \$200,000 IPM Blue-Sky Toronto Firm Closed by Canadian Court

TORONTO—A \$200,000 blue-sky operation—IPM Industries (Canada), Ltd., which attracted investors in vending machines and guaranteed a \$200-a-month profit, was declared bankrupt here by the courts.

The declaration entitled Charles Lee, trustee in bankruptcy, to seize the assets of the company, and ruled the company one and the same firm as the IPM Industries, Inc. Both firms were operated

by Moe M. Rubinsky, of New York. Two bench warrants were issued last May for Rubinsky's arrest. One was for failing to attend for examination before the official receiver in the matter of bankruptcy of the company. The second was for failing to obey a court order demanding Rubinsky produce the books of the company.

Witness after witness appeared before the court to tell how he had paid upward of \$1,000 for a ma-

## Hot Canned Food Hits Vending Peak

Boom to Continue; 9 Mfrs., 11 Process Firms Enter Field in Past 10 Months

CHICAGO—Hot canned food vending in just a little over 10 months has stepped to the forefront in the food vending industry.

It has given the entire industry one of the biggest boosts it has experienced in years, and indications are it will continue to expand with marked strides.

Today, just 10 months after the first canned food vender was placed on location, nine companies are manufacturing these units, and 11 food packing companies are supplying more than 30 varieties of canned foods and soups.

Profit-wise, there is an incentive to vending hot canned foods. While the exact margin will vary with the type of brand, size of can (from 6 1/4 to 8 3/4 ounces), and locations, the two conventional profit-per-sale brackets are: Solid foods with meat generally vend for 35 cents, cost the operator about 10 to 21 cents a can. Soups and other non-meat items vend for 15 to 25 cents and cost 7 1/2 cents and up.

### Vend Name Products

The hot can food venders have provided operators with the means to develop more complete in-plant food programs, while leading food processors are offering nationally recognized food product for vending.

By the end of the year it is anticipated that more than 25,000 canned food venders will be on location (The Billboard, June 9), and more manufacturers and food processors will enter the field.

The importance of hot canned food vending was seen recently by the action taken by the Charles W. Brown Company, a Charlotte, N. C., confection broker, which added canned food to its candy and cracker lines.

"Many of our operator-customers have ceased to be candy and drink operators," Brown said, "and are offering hot foods to their locations."

### Food Processors

Campbell Soup Company and H. J. Heinz Company were the first two food processors to enter the vending field late last year. Since then the following nine firms have entered the field: American Home Foods, Inc., under the Chef Boy-Ar-Dee label, New York; Armour & Company, Chicago; Belmont Products Corporation, New York; Gebhardt Chili Powder Company, San Antonio; Hilton Sea Foods Company, Inc., Seattle; George A. Hormel Company, Austin, Minn.; Silver Skillet Brands, Inc., Skokie, Ill.; Smithfield Ham & Products Company, Inc., Smithfield, Va., and Stokely-Van Camp, Inc., Indianapolis.

The two latest announcements

of hot canned food venders came from The Jack Webb Company, Evanston, Ill., and the Fred Hebel Corporation, Addison, Ill.

Jack Webb said his machine, Heat Wave, will list for \$198.50. Fred Hebel, president, said the Hebel vender, Field Kitchen, will list for about \$600.

Heat Wave has six selections with a capacity of 84 eight-ounce cans. It is 32 inches high, 26 1/2 inches deep and is equipped with a National slug rejector. A totalizer is available at an additional cost of \$27.

The firm also has a preheat cabinet that lists for \$69.95. It has a capacity of 390 cans and is 29 inches high, 28 inches wide and 24 inches deep.

### Field Kitchen

The Hebel six-selection Field Kitchen has a total capacity of 620 eight-ounce cans, with 228 in the vending section and 200 cans each in preheated and unheated storage compartments (The Billboard, October 6). It will be unveiled at the National Automatic Merchandising Association's convention, December 2-5, in Chicago.

Advance Engineering Company, Minneapolis, is making a four-selection, 80-can capacity vender called Avenco, which lists for \$259.50. It will vend at 15, 20 or 25 cents. It is 44 inches high, 22 inches wide and 8 inches deep.

(Continued on page 94)

## Coffee Vending Eyed by Silex

HARTFORD, Conn. — Formation of an industrial division to concentrate on development and marketing of automatic coffee brewing equipment by the Silex Company was announced this week by Stanley M. Ford, president.

Silex expects to achieve a broader coverage of its markets thru the development of fully automatic quantity coffee brewers, Ford said. The firm has a new coin-operated vending machine known as Brewed Coffee.

The new industrial division will be under the direction of Ford Sebastian and will be temporarily located at the Silex Electric Division, Chicago. Additional details will be announced shortly, Ford indicated.

## Euclid Candy Sold To Circus Foods

LOS ANGELES — Euclid Candy Company of California has been purchased by Circus Foods, Inc., Edward J. Jenanyan, head of Circus, announced this week. No price was disclosed.

Both plants will operate independently under Jenanyan's direction. Kenneth A. Wilson, Circus sales manager, will head the sales forces for both plants, and Edward Jurzenia will be in charge of production and manufacturing, a post he held with Circus. John W. McKey, Euclid president, will become executive consultant.

Circus markets salted nuts in 11 Western States, Alaska and Hawaii, and recently extended coverage to include Texas, Oklahoma and Louisiana.

### VENDING MACHINE & SUPPLY HEADQUARTERS

There's always a complete selection of the following new machines in stock. Satisfaction guaranteed.

- Victor
- Acorn
- Northwestern
- Walling Scales
- Shipman Stamp Machines
- ★ Used equipment
- ★ Filled or empty capsules
- ★ Full line of charms, ball gum, stands, parts and merchandise

WRITE FOR SPECIAL GUM AND CHARM PRICES

**H.B. Hutchinson Jr.** 860 North Ave., N.E. Atlanta, Ga.  
Phone: TRinity 5-4300

## COINMEN YOU KNOW

### Twin Cities

By JACK WEINBERG

Stan Woznek, of Little Falls, Minn., has discarded the crutches he used most of the summer hobbling about on one leg while his broken leg mended. The injury was suffered when he fell from a ladder. During his hospitalization and subsequent convalescence, Woznek's operation was handled by his staff of servicemen. . . . Chester LeDoux, of Virginia, Minn., recently went thru a medical clinic at Duluth, Minn.

Solly Rose, of Sandler Distributing Company, Minneapolis, is back from a swing into Northeastern Minnesota where he called on coinmen in Duluth and the Iron Range area and reports that business in that sector seems to be better than any place else in the State. . . . Johnny Butterae, of Arrowhead Amusement Company, Hibbing, Minn., was in the Twin Cities and dropped in to visit distributors. . . . Con Kaluza, coinman, who is mayor of Browerville, Minn., spent a day in the Twin Cities visiting distributors here.

Mrs. Floyd Shaw, whose husband operates Automatic Sales Company of Eden Valley, Minn., gave birth this week to their fourth child, a son. . . . Sol Nash, of Coffee Vending Service, Inc., Minneapolis, reports the coffee business doing well with cooler weather approaching. He is watching with considerable interest the acceptance of the fresh brew unit, he said, with possible plans of including such equipment in his operation. . . . Martin Kallsen, of Worthington, Minn., was in this market the past week buying music.

Harold Lieberman reports music is moving fairly well, that Chicago Coin's Miami Shuffle has attracted operator interest and that coinmen are ordering well on Gottlieb's Auto Race game. . . . Sid Levin, of the Lieberman firm, called on the trade in North Dakota the past

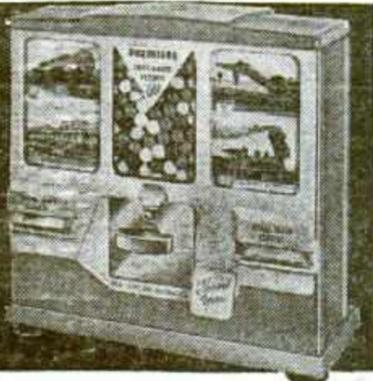
week. . . . Avis Fike, of Sandler Distributing Company here, has been home for two weeks nursing a stubborn ailment she can't shake off.

Ben Weiss, of Bemidji, Minn., bought games and music on his trip to the cities. . . . Red Wilbur, of Duluth, came in for music. . . . Gordon

Stout, of Pierre, S. D., who bought music here this week, also was on the lookout for tickets to the Minnesota-Iowa football game. . . . Here from Chicago was Stanley Levin, of All-State Coin Machine Exchange. . . . Bob Cross, of Jackson, Minn., added music on his stopover here. . . . So did Frank Grant, of St. Cloud, Minn., in with his wife. . . . T. P. Clifford, of Gilbert, Minn., came in to shop

## OAK'S "PREMIERE"

T. T. VENDING SALES CO.  
2659 N. Racine Ave.  
Chicago 14, Illinois



## POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY
- BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH



TERMS: 1/3 deposit with order, bal. C.O.D. **PRICE \$159.00**

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## the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's famous ACORN all purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

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East & Midwest Factory Sales Office  
M. J. ABELSON, Phone: AT 1-6478  
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## 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  
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DuGRENIER CHAMPION CIGARETTE, 11-column, king size . . . 65.00  
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UNEEDA 6-COLUMN CIGARETTE, king size . . . 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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308 Furman St. Brooklyn, N. Y.  
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## FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

## MILLS Famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chiclé candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum. 45¢ a box of 100 ct.

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1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

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Standard  
**TOPPER**  
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Ball Gum  
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100 or More

Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

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Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

Experienced Operators Say:

**"YOU MAKE MORE MONEY WITH ...**

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**VENDING EQUIPMENT**

**PROVE IT TO YOURSELF**



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play.

Write for complete details of this and other Northwestern money makers today.

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**MANDELL GUARANTEED USED MACHINES**

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N.W. #39 1c Porc.	7.95
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**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Large Tulip	.77
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Pistachio Nuts, Sheik	.57
Cashew Whole	.44
Cashew Butts	.43
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey-ets	.43
Rain Blo Ball Gum, 40 ct.	\$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
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, Stands, Globes, Brackets, 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.  
LQngore 4-6467

around. . . Fred Edmunds, of Minneapolis, added new music to his route. . . So did M. M. (Doc) Berenson, of Harmony Music Co., Minneapolis. . . Mike Young, of Soldier's Grove, Wis., journeyed in to pick up music he had bought.

**Los Angeles**

By SAM ABBOTT

Joe Arguelles, of Joe's Vending Service, Bellflower, has developed a money-counting scoop for bulk venders. Originally, Arguelles used it for his route. Now he is making it larger and inserting other changes with a limited num-

ber to be made for his friends. The scoop is approximately 4 inches deep and 7 inches long. It has a phlange that fits right on to the bulk vender base from which the money is scooped in. Arguelles has his scale set to weigh the money. And, he adds, none of the pennies get a chance to drop on the ground. Arguelles plans to move to Long Beach soon. . . Jack Beasley, formerly a bulk vender in Eagle Rock, is now making his home in Temple City.

Mike Fichera and Byron Uhrich are new members of the Western Vending Machine Operators' Association, which has been in existence for more than 20 years. . . Ted Nicolay, of Western Venders in San Bernardino, is recuperating from a recent illness. . . Bill Tracy, of Tracy Vending here, is out following a brief illness. . . W. H. Siegle, a bulk merchandise vender of Bellflower, is back from Las Vegas.

Al Cohn, of Trico Music, looking forward to a visit to San Francisco for a brief stay with his brother, Bobby, who is general agent for the West Coast Shows. The show organization just closed its season. . . Phil Robinson, Western representative for Chicago Coin, is mapping out another trip toward the Bay area and Central California to call on the trade. . . The movie of the 1956 Indianapolis automobile classic that Frank Biro

Jr., a former bulk vender, helped film, is being shown in and around Los Angeles. His son, Robert, took over the route.

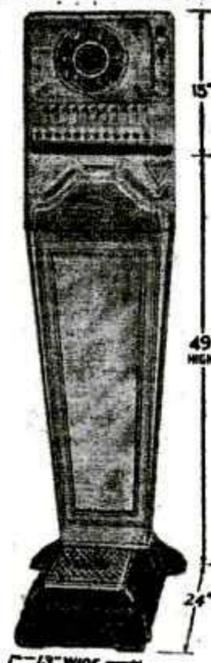
**Memphis**

By ELTON WHISENHUNT

That new look at Sammons-Pennington Company, Seeburg phonograph distributor, is the big new line of games and novelties that have taken over the front section of the building. A big improvement, say local operators. Salesman Bob Goad, a new employee brought in to handle games, takes care of the floor sales, while George Sammons, president, travels the Mid-South territory selling games and phonographs. Cotton Pennington, secretary-treasurer, handles the accounting end of the business. The games are the newly acquired United Manufacturing Company line.

Mid-South operators were in Memphis in force recently buying equipment for the upcoming busy fall season. Seen at Southern Amusement Company were Leroy Williams, S & W Sales Company, Bernie, Mo.; Harold Young, Broadway Music Company, Carruthersville, Mo.; Tom Armstrong, Armstrong Music Company, Brinkley, Ark.; James Howard, Dixie Amusement Company, New Madrid, Mo.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark., and J. L. Long, Long Music Company, Hollandale, Miss.

Drew Canale, owner of Canale Amusement Company, seen at a local prep football game recently. Says he enjoys them. Drew is still searching for a larger building in



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**HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
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Chicle Ball Gum, 130 ct. . . . .35¢ lb.  
Clear-Vend Ball Gum, . . . . .40¢ lb.  
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Chicle Chicks, 320 & 820 ct. . . . .36¢ lb.  
Bubble Chicks, 320 & 820 ct. . . . .27¢ lb.  
Tab (short stick), 100 ct. . . . .38¢ box  
S-Slick Gum, 100 packs . . . . .\$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
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**VICTOR Standard TOPPER 1c Ball Gum VENDOR**  
\$13.25 Each  
\$12.75 Each  
100 or More

1/3 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

**FREE—FREE—FREE NEW 40-PAGE CATALOG**  
40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

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**TIME AGAIN FOR Christmas Tree ORNAMENT CHARMS**

**\$15.00** per thous.

- 2 COLOR MIRROR FINISH
- MIX THEM WITH POP BEADS SO KIDS CAN STRING THEM ON TREES

LABELS AVAILABLE at your distributor or **Karl Guggenheim** V.M.C.  
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**CIGARETTE MACHINE CONVERSIONS**

**IMMEDIATE DELIVERY**  
on 25c and 30c Coin Mechanism Conversions for

**ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL** 930, 950 750, 9A

**UNEDA ALL MODELS**  
Also • ROWE PRICE DIFFERENTIAL BARS  
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.  
TERMS ARRANGED—WRITE FOR INFORMATION.

**CIGARETTE VENDORS**

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
Du Grenier Champion, 11 Cols., 420 Cap.	115.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢	115.00
Rowe Dip Cig. Vendor, 8 Cols., 340 Cap., 25¢ & 30¢	145.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢, King or Reg.	110.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢, King & Reg.	130.00

All Equipment Unconditionally Guaranteed  
**COMPLETELY RECONDITIONED AND REFINISHED**  
Trade Prices, 1/3 deposit, balance C.O.D.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
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**ROWE CRUSADER 8 COLS., 340 CAP. VENDS AT 25c and 30c \$130.00**

**The Hottest Machine in 25 Years!**

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**OAK'S PREMIERE CARD MACHINE**  
**\$24.95 each**

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Machines and Cards on hand for Immediate Delivery.

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**Rake Coin Machine Exchange**  
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**MONEY BACK GUARANTEE**

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vender ever devised! It's a Combination Vender! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present venders. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25¢ or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago.  
**VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.**

which to move. . . Parker Henderson, general manager of Southern Amusement Company, reports business so brisk with fall weather here that he's sold out of new and used phonographs. He's got 110

back-ordered. Southern distributes AMF's.

Bill Fitzgerald, manager of Music Sales Company, reports record selling among local and Mid-South operators has perked up tremendously over the summer slow season. He's kept busy as proverbial cat on hot tin roof. . . Edward F. Newell, managing exclusively Or-Matt Company's phono-

graph route now, reports collections good. . . Ditto Doug Highfill, Rainbow Amusement Company; Joe Cuoghi, Poplar Tunes Record Shop (he has phonograph route as well as record shop), and Jimmy Rutledge, manager of Ace Music Company.

Other Mid-South operators in town for records and equipment: Owen McGee, McGee Amusement Company, Jackson, Miss.; T. P. Aaron, West Memphis Music Company, West Memphis, Ark.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.; Bill Uttz, Dixie Novelty Company, Covington, Tenn.; Pete and Bob Smith, Smith Bros. Music Company, Dyersburg, Tenn., and J. A. Butcher, Dyersburg Amusement Company, Dyersburg, Tenn.

The vending operators report a big upsweep in business already with fall just beginning. Among them are Charles E. Pugh, partner and manager of Quality Vending Service. He and Douglas Partee also operate Southern Cigarette Service. . . R. E. Swanson, owner of Chickasaw Canteen Company, vender of foods, drinks, candy, mostly at industrial locations, also reports big increase in collections. . . Same report comes from John D. H. Meyer, owner of Meyer (Continued on page 106)

# PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**BRING 3-WAY PROFITS!**  
Write for FREE CIRCULARS TODAY!  
**J. H. Keeney & CO. INC.**  
2400 W. FIFTIETH ST. • CHICAGO 32, ILL.



**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**  
\$12.75 Each 100 or more  
30 day money-back guarantee if not satisfied  
1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High As \$6.00 Per Machine On VICTOR TOPPERS  
Send Us Your List.  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## Canned Foods

Continued from page 91

A tubular leg stand is used for floor placements.

Automatic Coin Cafes, Inc., Urbana, O., entered the hot canned food vending field by marketing Rowe Diplomat electric cigarette machines that have been converted to handle canned foods.

The converted Diplomat offers four selections, has a 48 eight-ounce can vending capacity and holds 48 cans in preheated storage. The unit lists for \$269 and offers dual price operation: 15 and 20 cents; 20 and 25 cents, or 25 and 35 cents, and can be set to vend a package of crackers with each purchase.

The unit is 68 1/2 inches high, 28 inches wide and 12 inches deep. It is heated by a 1,000-watt Chromolux unit.

### Lease Venders

Of the other five canned food units in operation, one is not offered on the general market and another is available only on a lease basis.

The former is a six-selection machine designed by the Canteen Company for its own and franchised operations, and has a 120-can capacity.

The other vender, the result of co-operative planning by Mills Industries, Inc., and H. J. Heinz Company, is offered only on a monthly lease basis (\$23.50) to independent operators.

Vendo Company has a three-selection, 50-can capacity unit. Fedham Company, Elmwood Park, Ill., has a 10-selection, 50-can capacity vender that lists for \$159.95. The ninth firm in the field is Vendomatic, Inc., Minneapolis, which has a six-selection model with a 180-can capacity. It lists for \$595 with a two-price coin mechanism.

## Cigar Manufacture Up

Cigars manufactured during July totaled 384,555,697, an increase of 19,701,741 from the amount produced in the same month a year earlier, according to Treasury Department. Consumption of large cigars during July increased 14,105,371 over the number consumed in July, 1955. For the first seven months of this year consumption increased by 203,898,884 over the same period a year earlier.

# NEW!!! ALPHABET SNAPS

Solid Color . . . . . 100M—2.75/M, less—3.00/M  
Two Tone . . . . . 100M—4.00/M, less—4.25/M

**NEW!!!** big fancy 15MM SNAP BEADS  
100M—12.00/M, less—14.00/M

**SNAP PEARL EARRINGS** } 25M lots . 12.00/M  
**MATCHING EAR CLIPS** } less . . . . 14.00/M

**STARDUST SNAP BEADS** ★★ ★★  
12MM . . . 100M—2.00/M, less—2.25/M  
10MM . . . 100M—1.75/M, less—2.00/M

**PEARL SNAP BEADS** ★★ ★★  
12MM . . . 100M—1.65/M, less—1.75/M  
10MM . . . 100M—1.50/M, less—1.60/M

**BELL NOVELTY CO.** 1540 BROAD STREET  
NORTH BELLMORE, N. Y. TEL: CASTLE 1-0122

**COIN MARKET PLACE** The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.  
CLASSIFIED ADVERTISING

## NEW ADVERTISING RATES

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

## Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES in coin radios and coin television for operators and distributors. Installations made in hotels and motels. Write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-np

## Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448.

## Positions Wanted

ARCADE MECHANIC — PINS, GAMES, venders, some bingo; shop or route. References and details on request. Leslie Anderson, Seaside Heights, N. J.

## Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2932 Milwaukee Ave., Chicago 18, Illinois. oc27

CIGARETTE—CANDY—COFFEE—CIGAROMAT — FACTORY DISTRIBUTORS —

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

### TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

FIFTEEN 5¢ ROWE GUM MACHINES, \$100, all workable, good condition. Webster Coin Service, 402 W. Sprague Ave., Spokane 1, Washington. oc13

FOR QUICK SALE—PHOTOMATIC PRE-WAR, \$95. Two col. Gum and Mint Venders, \$4 each; Supervend 3 drink machine, \$90. F.o.b. Boonville, Ind., Box 229, Sullivan. oc20

FOR SALE—GOOD USED BINGOS, TROPICS, \$30; Tahiti, \$30; Surf Club, \$35, also used Console Super Bell, \$100; Super Bell Double Head, \$125; Spot Bell, \$125. All types of used Cigarette Venders. Send 1¢ deposit. Frank Guerrini, 1211 West Fourth St., Lewistown, Pa. oc20

## KIRK "GUESS YOUR WEIGHT" PENNY WEIGHING SCALES

We have 30 of these top money producing scales. Cost over \$150 . . . and they have all been on inside locations and can't be told from new. These are tall scales but will take in twice the money in spots where you can place a big scale. If you want the best scale available you can buy these for only \$75 each. 50% deposit . . . balance c.o.d. Your check will be returned "air mail" if we are sold out. Mail your order today!

DON LEARY'S

54 East Hennepin, Minneapolis 1, Minn.

USED 1¢ VENDING MACHINES LOADED with plug-in Beads and Gum, \$13.50; 2 for \$25 f.o.b. Returns \$13.50 when empty. Others at \$14. Graeff Co., 3121 Strathmoor Ave., Toledo 14, Ohio. oc20

## SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAY razor blade venders, Advance 23¢ National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

AUTHORIZED factory distributor of ADVANCE VENDING MACHINES

**NATIONAL SANITARY SALES**  
Dept. B-8, 6440 N. Western Ave., Chicago 45

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. oc27

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc27

USED VENDING MACHINES WANTED—49¢, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 22, Pennsylvania. ch-tin

WANTED — DU GRENIER, ROWE, MILLS and N.W. 1¢ Tab Gum Machines; also 5¢ Package Machines. Music Machine Co., Brunswick Ga. oc18

WILL BUY IN ANY CONDITION SEEBURG Electric Pianos, Barrel Organs, Regins and Swiss Music Boxes. Sullivan, Box 229, Boonville, Ind.

GIMMICKS CHARMS CHARMS GIMMICKS

## CHRISTMAS GIMMICKS in your MACHINES

	5M Up	1M to 4M
CHRISTMAS BALLS . . . . .	\$12.50	\$15.50
CHRISTMAS BELLS . . . . .	12.50	15.50
CHRISTMAS BULBS . . . . .	9.00	11.25

All VACUUM-METALIZED in Gold, Silver, Red, Green, Blue & Pink  
All prices per 1,000—f.o.b. Jamaica, N. Y. Or: At Distributors.  
FREE: Beautiful Two-Color Santa Labels with orders.  
Do a big Xmas BUSINESS with XMAS GIMMICKS.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I., N.Y.

## PLUG-IN BEADS

Pearlite Colors

### NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.

In 25 M lots, \$3.50 per M.  
Less than 25 M. \$4.00 per M.

Send 35¢ 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.

World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES**  
Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**  
Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### MOST ACTIVE EQUIPMENT

For four-week period ending with Issue  
October 13, 1956

ARCANE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS— Sidewalk Engineer.....	\$195.00	\$125.00	\$165.00
2. TELECOIN—Telequiz ..	99.50	95.00	95.00
3. BALLY—Moon Rides...	275.00	235.00	275.00
<b>MUSIC MACHINES</b>			
1. WURLITZER—1500 ..	\$295.00	\$225.00	\$249.50
<b>SHUFFLE GAMES</b>			
1. UNITED—Chief .....	\$145.00	\$ 65.00	\$100.00
2. BALLY—Magic .....	275.00	195.00	250.00
3. CHICAGO COIN— Tenth Frame Bowling...	65.00	50.00	60.00
<b>VENDING MACHINES</b>			
1. National M-94.....	125.00	\$110.00	\$115.00
2. DuGrenier .....	115.00	45.00	65.00
3. Stoner Candy .....	165.00	110.00	110.00
<b>PINBALL MACHINES</b>			
<b>BALLY</b>	<b>HIGH</b>	<b>LOW</b>	
1. Gayety .....	\$150.00	\$ 75.00	
2. Variety .....	150.00	100.00	
3. Gaytime .....	275.00	175.00	
<b>GOTTLIEB</b>			
1. Wishing Well.....	\$215.00	\$185.00	
2. Pin Wheel.....	115.00	75.00	
3. Queen of Hearts.....	175.00	75.00	
3. Stage Coach.....	195.00	165.00	
<b>UNITED</b>			
1. Pixie .....	\$295.00	\$225.00	
2. Cabana .....	75.00	45.00	
3. Triple Play.....	225.00	150.00	
<b>WILLIAMS</b>			
1. Army & Navy.....	\$ 95.00	\$ 49.00	
1. Deluxe Baseball.....	145.00	50.00	
1. Grand Champion.....	195.00	64.50	

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52)....	\$ 75.00	\$ 49.50	\$ 75.00
Beach Beauty (1/55)....	385.00	345.00	360.00
Beach Club (2/53)....	75.00	45.00	65.00
Beauty (11/52).....	80.00	50.00	60.00
Big Time (1/55).....	275.00	195.00	225.00
Bright Lights (5/51)....	75.00	60.00	60.00
Bright Spot (11/51)....	75.00	60.00	65.00
Coney Island (9/52)....	65.00	24.50	35.00
Dude Ranch (9/51)....	85.00	50.00	69.00
Frolic (10/52).....	85.00	40.00	50.00
Gayety (3/55).....	150.00	75.00	115.00
Gaytime (6/55).....	275.00	175.00	195.00
Ice Frolics (1/54)....	95.00	24.50	50.00
Miami Beach (9/55)....	275.00	185.00	245.00
Nite Club (3/56).....	525.00	475.00	525.00
Palm Beach (7/52)....	75.00	50.00	75.00
Palm Springs (11/52)....	90.00	50.00	69.00
Surf Club (3/54).....	95.00	50.00	90.00
Variety (9/54).....	150.00	100.00	135.00
Yacht Club (6/53)....	75.00	45.00	75.00
<b>CHICAGO COIN</b>			
Tahiti (10/49).....	\$ 90.00	\$ 50.00	\$ 50.00
<b>GOTTLIEB</b>			
Chinatown (10/52)....	\$ 85.00	\$ 60.00	\$ 60.00
Daisy Mae (7/54).....	175.00	145.00	175.00
Dragonette (6/54)....	225.00	215.00	225.00
Duette (3/55).....	235.00	225.00	225.00
Flying High (2/53)....	85.00	45.00	65.00
Four Belles (10/54)....	165.00	160.00	160.00
Gold Star (8/54).....	150.00	150.00	150.00

	High	Low	Mean Avg.
Grand Slam (4/53)....	\$100.00	\$ 55.00	\$100.00
Green Pastures (1/54)...	135.00	75.00	135.00
Gypsy Queen (2/55)....	185.00	175.00	185.00
Happy Days (7/52)....	95.00	65.00	95.00
Hawaiian Beauty (5/54)...	160.00	75.00	160.00
Lovely Lucy (2/54)....	125.00	69.00	115.00
Mystic Marvel (3/54)...	175.00	125.00	175.00
Pin Wheel (10/53)....	115.00	75.00	110.00
Poker Face (8/53).....	110.00	85.00	110.00
Queen of Hearts (12/52)...	175.00	75.00	110.00
Shindig (9/53).....	125.00	95.00	110.00
Score-Board (3/56)....	345.00	295.00	325.00
Southern Belle (6/55)...	205.00	185.00	185.00
Stage Coach (11/54)....	195.00	165.00	175.00
Tournament (8/55)....	275.00	265.00	275.00
Twin Bill (1/55).....	195.00	125.00	195.00
Wishing Well (9/55)...	215.00	185.00	195.00

### UNITED

Cabana (3/52).....	\$ 75.00	\$ 45.00	\$ 45.00
Havana (2/54).....	95.00	75.00	75.00
Leader (10/51).....	115.00	50.00	50.00
Manhattan (4/55)....	175.00	125.00	135.00
Nevada (8/54).....	75.00	50.00	50.00
Pixie (9/55).....	295.00	225.00	250.00
Starlet (11/55).....	295.00	235.00	250.00
Triple Play (8/55)....	225.00	150.00	175.00
Tropics (7/55).....	59.00	45.00	45.00

### WILLIAMS

Army & Navy (10/55)...	\$ 95.00	\$ 49.00	\$ 59.50
Big Ben (9/54).....	145.00	145.00	145.00
Dealer '21' (2/54)....	65.00	49.50	65.00
Deluxe Baseball .....	145.00	50.00	50.00
Grand Champion (8/53)...	195.00	64.50	125.00
Jolly Joker (10/55)....	95.00	95.00	95.00
Peter Pan (4/55).....	175.00	139.00	175.00

### ARCANE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l. Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sb—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46)...	\$ 30.00	\$ 25.00	\$ 25.00
Basketball (G).....	235.00	175.00	195.00
Bat-A-Score (Ev) (8/48)...	145.00	100.00	145.00
Big Inning (B) (47)....	100.00	85.00	85.00
Big Top (G) (6/54)....	425.00	325.00	335.00
Card Vender (Ex).....	45.00	50.00	50.00
Champion Baseball (G)...	295.00	275.00	295.00
Coon Hunt (S) (2/54)...	150.00	125.00	150.00
Dale Gun (Ex).....	95.00	50.00	50.00
Derby (Ex).....	240.00	175.00	175.00
Flash Hockey (Coinex) (9/46) .....	195.00	99.50	99.50
Football (M).....	275.00	75.00	75.00
Midget Movies (CC)....	135.00	125.00	125.00
Moon Rides B) (5/54)...	275.00	235.00	275.00
Photomatic (M) (1/50)...	350.00	295.00	350.00
Pop Up .....	25.00	14.50	20.00
Rapid Fire (B).....	125.00	110.00	110.00
Rifle Gallery (G) (6/54)...	200.00	150.00	185.00
Royal Mustang Horse.....	95.00	80.00	90.00
Shoe Brush Up.....	150.00	95.00	95.00
Sidewalk Engineer (W) (5/55) .....	195.00	125.00	165.00
Silver Bullets (Ex) (11/49) .....	125.00	125.00	125.00
Sky Rocket (G) (5/55) .....	295.00	295.00	295.00
Submarine (K) (1/42)...	125.00	95.00	125.00
Super Home Run (CC) (3/54) .....	175.00	175.00	175.00
Telequiz (T) (1/49)....	99.50	95.00	95.00
Voice-O-Graph (M) (4/46) .....	395.00	375.00	375.00

### MUSIC MACHINES

WURLITZER	High	Low	Avg. Mean	Price My
1500 (52) 104 sel., 45-78 PRM Mix.....	\$295.00	\$225.00	\$249.00	

### SHUFFLE GAMES

Ace Bowler (CC) (9/50)...	\$195.00	\$175.00	\$175.00
Advance Bowler (CC) (5/53) .....	150.00	95.00	100.00
American Bank (American Shuffleboard) (5/52)...	225.00	195.00	225.00
Bikini (K) (6/54).....	150.00	125.00	150.00
Bonus Bowler (K) (3/54) .....	125.00	75.00	75.00
Carnival (K) (5/53)....	85.00	65.00	85.00
Cascade (U) (2/53)....	90.00	59.00	70.00
Century (K) (6/54)....	225.00	175.00	195.00
Chief (U) (11/53)....	145.00	65.00	100.00
Classic (U) (6/53)....	85.00	75.00	80.00
Clover Shuffle (U) (1/53) (11/54) .....	90.00	65.00	65.00
Criss-Cross (CC) (11/53) .....	150.00	99.50	135.00
Diamond (K) (5/53)....	175.00	160.00	160.00
Feature (CC) (7/54)...	175.00	125.00	125.00
Fireball (CC) (11/54)...	195.00	145.00	195.00
Gold Cup (CC) (7/53)...	115.00	110.00	110.00
Gold Medal (B) (3/55)...	300.00	300.00	300.00
Hollywood (CC) (5/55)...	295.00	225.00	275.00
Imperial (U) (9/53)....	175.00	75.00	100.00
Jet Bowler (B) (8/54)...	185.00	175.00	175.00
King (CC).....	120.00	95.00	95.00
Leader Shuffle Alley (U) (11/53) .....	175.00	110.00	125.00
League Bowler (U) (1/54) .....	145.00	95.00	110.00
League Bowler Deluxe (U) (4/54) .....	125.00	110.00	115.00
Magic (B) (12/54)....	275.00	195.00	250.00
Mars (U) (1/55).....	215.00	135.00	185.00
Mars Deluxe (U).....	225.00	185.00	195.00
Match Pool (Ge) (2/54)...	80.00	75.00	80.00
Mystic Bowler (B) (12/54) .....	245.00	175.00	245.00
Pacemaker (K) (9/53)...	95.00	50.00	50.00
Playtime Bowler (CC) (10/54) .....	275.00	175.00	195.00
Rainbow Shuffle Alley (U) (8/54) .....	175.00	99.50	100.00
Royal (U) (8/54)....	95.00	75.00	90.00
Speedy (U) (8/54)....	175.00	165.00	165.00
Starlite (CC) (5/54)....	225.00	165.00	165.00
Super Frame (CC) (5/54)...	155.00	95.00	100.00
Team Bowler (U) (1/54)...	275.00	75.00	115.00
Team Bowler (K) (10/52)...	125.00	75.00	120.00
Tenth Frame (K).....	70.00	55.00	70.00
Tenth Frame Bowler (CC) .....	65.00	50.00	60.00
Thunderbolt (CC).....	275.00	265.00	275.00
Triple Score Bowler (CC) (6/53) .....	85.00	75.00	75.00
Victory Bowler (B) (5/54) .....	150.00	90.00	150.00
Vinus Bowler.....	225.00	225.00	225.00

### VENDING MACHINES

Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 8.50
DuGrenier (11 Col.)....	115.00	45.00	65.00
National M-9A (9 Col.)...	125.00	110.00	115.00
Northwestern 49, 1c.....	19.50	12.00	12.50
P X (8 Col.).....	125.00	85.00	115.00
Stoner Candy (8 Col.)...	165.00	110.00	110.00

## Records to Share Business Spotlight at '57 MOA Confab

Assn. Convention Set for May 19-21 In Chicago; Disks to Get Key Role

CHICAGO — Record programming and merchandising will share top billing with taxes and legislation at the 1957 annual convention of Music Operators of America. The three-day meet will be held May 19 thru 21 at Chicago's Morrison Hotel.

George A. Miller, MOA president, made the announcement Friday (5), ending a five-day stay in the Windy City making arrangements for the 1957 convention.

Disk jockeys, record manufacturers, distributors and one-stops and music publishers will play a prominent role in the business sessions, according to preliminary plans, Miller declared. "The unusually high attendance of disk jockeys and representatives of the music and record business at this year's MOA convention strongly indicates that there is a great need for a convention which affords in its business meetings an opportunity for these people to sit down with music operators to exchange facts about the recorded music business. We believe that MOA can answer this need."

The association's 40-member executive board will meet in Chicago December 6 thru 8 to blue-

print plans for the convention. Business sessions, speakers and exhibits will be discussed.

Plans will be set at the board meeting to increase the number of record labels exhibiting. A special pitch will be made to small record labels to exhibit at the show.

Tentative plans call for two panels—one to consist of record manufacturers, one of operators—to discuss juke box record programming and merchandising at two general business meetings.

Panel discussions will dominate the business meetings, with the number of speeches held to a minimum.

However, at least two speakers, each prominent in their field, will be obtained—one on taxes, the other possibly on selling, Miller said.

Miller planned to leave Chicago Saturday (6) to attend an MOA-sponsored Colorado State operator meeting in Denver at the Cosmopolitan Hotel Monday (8) night.

## Utah Ops, Distribs Differ About Fall

SALT LAKE CITY—Distributors of music machines and games in Salt Lake City all agree that this fall will show an increase in business. But they disagree to the extent of the upswing. That disagreement varies from the "We live in hope" statement of one dealer to a flat: "I think it is going big this fall" from another.

Operators in this area are not nearly as optimistic about business this fall as are the distributors. Nor do they, as the distributors believe, plan to buy as much as they did last year.

There are four major distributors here. They cover perhaps the largest distribution area in the U. S., including the States of Montana, Wyoming, Idaho, Utah and portions of Colorado, Nevada, New Mexico and Arizona. They travel widely in this area and have observed the trend.

### Distributors Comment

Here are their opinions: On financing, all operators here turn their paper over to finance companies or banks. Terms range from 10 per cent down to a third down. Only a few operators pay cash, but some distributors hold paper for 30, 60 or 90-day periods with little or no interest. None give the "no down payment" terms.

"I don't see how we can get away from price talk," one distributor here said. Another added, "Operators, naturally, are price conscious."

One distributor stresses the value of his machines and strong salesmanship. "It is like selling a car. The difference between the trade-in and the new machine is

what the operator is looking at, not the amount of discount.

Another said, "I expect music to be about 25 per cent better, but games will drop near 50 per cent and are already down from last year. So much of the territory is closed down to many types of games. There isn't enough novelty equipment—Arcade machines—and manufacturers are not coming up with the type that has real appeal."

A more optimistic distributor stated, "I think sales are going to be big this fall. The switch to dime play has helped, and business already has begun to pick up."

Except for paper in transit or *(Continued on page 98)*

## 4th Qtr. to Pep Up Slow '56: Denver Ops

DENVER—Summer collections were low in this area, but fall receipts are expected to make up for the deficits. Factors that point to a better fall trade are easing up credit terms, decrease in interest rates and a drop-off of competing outdoor entertainment attractions in the area.

For the past several years, one large distributor reported, credit terms on juke boxes have been one-third down and up to three years to pay and one-third down and six months on games. This situation will be improved, he believes, by higher trade-in allowances on old equipment or working out credit systems whereby 12 equal payments on juke boxes, or six equal payments on games will be used.

This distributor also looks for a decrease in interest rates, which have been 8 per cent in the past. He pointed out that one leading distributor in Denver has already cut interest rates to 6½ per cent, and he believes that most distributors here will follow suit.

### Credit Brings Complications

More liberal credit terms, particularly where the smaller down payment is involved, will undoubtedly stimulate sales, the distributor indicated, but he expects the changes to be accompanied by a similar increase in collection woes.

"Such a change would have stepped up our turnover substantially thru the summer, but with operator collections reaching al-

## STUDENTS TAKE NOTES FROM JUKE MUSIC

DELAWARE WATER GAP, Penn.—Thruout the summer musical students and groups from all 48 States and foreign lands gathered here for the Fred Waring Music Workshop. And a new juke box delivered the musical lectures.

Recordings of Waring's musical groups were reproduced on a 200-selection high fidelity AMI phonograph. In this way instructors can set up a program of illustrative music in advance to provide demonstration material automatically without the classroom delay and distraction of handling and changing records.

Between classes students gathered around the juke box to replay selections and discuss the points covered during the class period. The 200-selection program included varied types of vocal, instrumental and solo works.

## Kansas Ops Sked Oct. Meet

MANHATTAN, Kan.—The annual State-wide meeting of the Kansas Music Association will be held here October 20-21. Officers will be elected for the coming year.

Operators will take in the Kansas State-Missouri football game Saturday afternoon, (20), then attend the business meeting Sunday afternoon.

As a special feature of the meeting, the AMI public relations film will be shown.

## Cleveland Op Group Re-Elects Officer Slate

CLEVELAND — The Phonograph Merchants' Association here re-elected its officers at its annual meeting at the Rendezvous Room of the Hollenden Hotel September 20.

Jack Cohen was overwhelmingly re-elected president, and begins his 12th year in that capacity. James S. Ross was re-elected vice-president, and Sanford Levine was re-elected secretary-treasurer.

Elected to serve on the executive board for the coming year were Charles Comella, Edward Kenney, Arnold Lief, Hyman Silverstein, Al Witalis and Joseph Solomon. Witalis was newly elected to the board, and is a charter member of the association.

President Cohen appointed Nate Pearlman as an honorary member of the executive board for the year ahead. Virginia Holcomb is corresponding secretary for the group.

## Juke Box Decks Jubilee

ST. LOUIS—A juke box was featured at the entrance to Funland, part of the Mid-America Jubilee, held here September 1 thru 30.

The phonograph was set on continuous play and was in operation 14 hours a day during the jubilee.

The coin-operated equipment at the jubilee, including games, kiddie rides and Arcade pieces, as well as the juke box, was supplied by the J. Rosenfeld Company here.

The Mid-America Jubilee is an annual regional exposition held on the St. Louis riverfront thruout September. Twenty-six voluntary committees, representing every community interest, sponsor the show. Visitors numbering 500,000 attended the exposition.

## McGuires Send N. Y. Music Ops

SYRACUSE — The McGuire Sisters, Coral Record artists, treated Upper New York State operators here to a serenade last week.

Music operators from the area flocked around the piano as the McGuires let loose with harmony at the Grand Ballroom of the Hotel Syracuse. A few of the operators, including Tony Tringale and Fred Scott, American Amusement Company, Syracuse, and Auburn, N. Y., joined in for a mixed chorus or two.

## L. A. Juke Trade Sees Good Fall

LOS ANGELES — With new 200-selection phonographs available to operators, the juke box trade here expects good results this fall, while game sales, which slackened in past months, are also due for an increase. Vending machine operational trends toward larger scale installations in industrial plants is expected to further boost this phase of the coin machine industry here.

Game operators here are clamoring *(Continued on page 97)*

## Mass. Ops Sked Music Banquet

BOSTON — The first annual banquet to be staged by the Music Operators of Massachusetts, Inc., will be held at the Commonwealth Country Club, Chestnut Hill, Newton, November 13.

The evening will begin with a cocktail hour at 6 p.m., followed by a dinner. President David J. Baker announces that radio, television and other celebrities will provide the entertainment.

## Redd Conducts Wurlitzer School

BOSTON — A service school was scheduled here last week, October 4-5, on Wurlitzer phonographs, by Redd Distributors.

Bob Jones, Redd's sales manager, was placed in charge of the school, along with Hank Petzet, Wurlitzer field representative. This week the school was to be held at the Bond Hotel in Hartford, Conn. (9), and at the Hotel Shelton in Springfield (10).

## Juke Music Plugs Eddie Duchin Film

ST. LOUIS—During the recent showing of the Eddie Duchin Story at Loew's State Theater here, a juke box was placed in the lobby, operating on continuous play, to feature the music from the sound track of the movie.

Theaters are using this method of promoting pictures, particularly musicals, more and more because it is proving to be a very effective means of increasing sales. It is a good public relations medium for the juke box industry.

Jack Rosenfeld, president of R&R Enterprises, Rock-Ola distributor here, furnished the machine.

## Grid Plan Makes Hike To Dimes Easier Task

SALT LAKE CITY—The profit increases which TC Music Company, phonograph operators here, have shown thru switching from nickel to dime play have been "eye-opening," according to Tom Category, owner.

Category has been steadily converting his 120-machine route since early April of this year on a "neighborhood basis."

Because of the large amount of work involved in changing over the coin chutes on all types of equipment, he has not attempted to make the change a sudden one or to "pick spots" which show the heaviest play.

Instead, he has gridded off his routes on a map of the city and is changing over all phonographs in a specific area as close together as possible. In this way there is no "shock" involved when a resident in the Southeast section of the city, for example, sees his favorite juke box operating at a dime-a-disk, because in all other locations in the same area, the increase will also have been made.

In other neighborhoods, nickel play will be general until the conversion begins and it will usually take only from three days to a week

*(Continued on page 98)*

MUSIC OPERATOR FORUM



# Location Loans A Growing Trend?

(Editor's Note: This is the first in a series of Music Operator Forums on operator loans to locations. In this series operators will consider all phases of the location loan problem in today's operating business: It's growth, its status today in various sections of the country, conditions necessary for making loans to locations.)

Altho operator loans to locations are not increasing in numbers in many sections of the country, they still constitute a serious problem to many operators.

That fact briefly describes the current location loan picture according to music operators participating in this series of Music Operator Forums.

The most significant fact turned up by the poll is that most operators have either curbed loans to locations completely or have severely tightened the terms upon which they will grant them. Almost as many operators continue to grant locations loans as those which do not, but of the number who do, over 60 per cent have cut down on the number they make.

Why is this happening? Forum operators point out one major danger of location loans: When granting a loan to a location becomes a prerequisite to operating in that location the net result is bound to mean bigger operators (with more capital usually) expanding at the expense of smaller operators (who have less capital).

When this extreme condition exists, nobody wins but the location owners, MOF operators agree. An operator who does get locations by loaning them money finds that he is tying up increasing amounts in locations' businesses, not his own. An operator who cannot afford to make loans is prevented from expanding, and in some cases, loses locations faster than he can find new ones. Operators fully understand the "monster" they themselves have created in their eagerness to expand. Because of this understanding, the problem of location loans seems to be coming under control in many areas, participating operators point out.

This is not to say that the problem is licked by any means. It does mean that the problem has been checked and that most operators recognize the need for holding location loans to an absolute minimum in order to insure the continued growth of the operating business.

Asked if operator loans to locations were on the increase in their area, a thin majority of 52.8 per cent reported they were not, an impressive 40.5 per cent that they were. (See accompanying chart). A slightly greater number—56.1 per cent—stated that they did not consider the loans in their area to be a "serious problem," with 38 per cent stating that it was.

Pinned down still further on whether they considered location loans to be a serious problem

currently, operators were asked: Are an increasing number of operators either losing locations—or finding it difficult to keep locations—on account of them? Significantly 38 per cent answered yes.

Nationally, then, the loan problem is to be considered a very serious problem. If the figures of this representative sample accurately reflect—even within 10 per cent—the national picture, it makes the loan problem one of great concern to the entire music machine business.

The worst aspect of location loans—when they become a requirement to get a new location or keep an old one—has already been mentioned. But even under optimum conditions, MOF operators agree, loaning a location money can boomerang. It can because location loans are difficult—if not impossible—for operators to control. Here's why: When one location learns of another one getting a loan, it usually wants one, too. Eventually, a flood of requests for loans pour in on operators in the area.

Operators quoted in this week's Forum point up some of the pitfalls of location loans. One reports that one-third of the loans his company has made in the past are in arrears and several are complete losses. Another states that in a period of over 30 years in the operating business he has "lost a small fortune in location loans." Still another points out that in his firm's experience loans are rarely paid back completely unless a written agreement is made calling for payments to be made regularly from collections—up to one-half or more of the location's share—until the loan is paid in full.

All operators participating in the series agree emphatically on one all-important point: Know the location you're considering loaning money to; be as certain as you can that you will get your money back, and negotiate the loan in written form. There are a number of conditions which operators point out should be met in order to hold the loan risk to a minimum—these will be discussed in succeeding articles.

## How They Voted

1. Are operator loans to locations on the increase in your area?		100.0%
Yes	40.5%	
No	52.8%	
Don't know	6.7%	
2. Are location loans a serious problem in your area?		100.0%
Yes	38.2%	
No	56.1%	
Unanswered	5.7%	
3. Are an increasing number of operators in your area either losing locations—or finding it difficult to keep locations—on account of location loans?		100.0%
Yes	38.2%	
No	52.8%	
Don't know	9.0%	

W. H. SALYER, Real Distributing Company, St. Louis: "I would always advise operators to avoid making location loans if at all possible. Over a period of 30 years I have lost a small fortune in location loans."

## Bad Business . . .

L. H. MATTHEWS, Jamestown, N. C.: "It is bad business to loan locations money. Many operators do loan locations funds, I know, in order to land the stop. But I would rather let somebody else have the location under those circumstances—I don't want it. An operator will lose in the long run. I don't want this business if I always have to worry about financing it."

FRED NORBERG, C & N Sales Company, Man-  
kato, Minn.: "Most location requests for loans should be discouraged. With exceptions, some kind of collateral should always be secured. The location's share of the receipts should be applied toward the loan until it is paid. I would advise an operator to always have a note made payable on demand whenever possible. Finally, I would tell him to extend only the amount of credit that commissions from the location could repay in six months."

G. DURGIN, Durgin & Noyes, Inc., Presque Isle, Me.: "We would say that in our experience location loans are rarely repaid in full unless a fixed agreement is made to take up to one-half or more of the location's share of gross collections at each collection period. Locations requiring operator loans are also likely to go out of business before the total loan is repaid because such locations are nearly always bad!"

M. F. MOORE, More Amusement Company, Huntington, W. Va.: "A location asking for a loan from an operator will demand he has to have a certain amount. He can always offer plenty of excuses why. And he always will say that if I cannot make the loan, he can always find an operator who will and I will lose his location." We have some operators in our area who do."

## Advice on Loans

### Value on Locations . . .

S. L. CRAWFORD, Juke Box Music Company, Miami, Ariz.: "An operator should consider the dependability of the location owner and his business before considering loaning him money. If his business was failing—even tho I knew him to be an honest man—I would wiggle out of loaning him any money by telling him that I was simply not able to do so. Then, if I lost the location on account of it, I would figure I had lost nothing."

F. G. MILLER, Miller's, Inc., Irvine, Ky.: "If I were advising someone on location loans, I would tell him to only handle loans for locations which he is sure have a chance to survive. And then, I would loan only by a signed note or mortgage. The amount I would loan would be limited to gross collections in that location for the past six months. I would be repaid by taking 50 per cent of the location's share."

### A Big Problem . . .

BEN B. KORTE, Crest Amusement Company, Glendale, Calif.: "Location loans are becoming more and more of a problem. However, we have gotten some good five-year contracts by making loans. An operator should always be sure to get a long contract before making a loan. He should also get a note with interest. About one-third of the loans we have made in the past are in arrears and several are complete losses. So loaning any large amount to a new owner should be done only to save a good known location. Location loans are the worst thing that ever happened to a small operator."

M. F. BENAND, Commercial Amusement Company, Eufurrias, Tex.: "Each location presents a special problem to an operator on the question of loans. Each requires a solution all its own. I don't make loans to the locations; the bank does."

## L. A. Juke Takes

Continued from page 96

ing for something new and legal in the field. Sale of pinball games has been hampered by the reason that operators are not sure that they can be operated.

One small but active California operating firm has replaced or bought new one-third of its complement of games and also purchased 20 new phonographs. For him the money comes in best thru the amusement games.

### Vending Sales OK

The fall market for distributors of large vending machine equipment will be good. Operators will follow the trend of installing canopied batteries of machines in industrial plants and to do this additional equipment will be needed.

The distributors will not do a great deal of business with small operators or the fly-by-nights, for they will be unable to cope with the big companies which will be expanding.

Credit will be tough to find for the small operator. One large bank will not make loans on used equipment no matter how good. Length of loans will not be changed, but the amount of the down payment can be lowered.

Credit boils down to the same old formula: As long as the oper-

## Fourth Quarter

Continued from page 96

paper than in years past and is making extensive use of loan companies instead of banks in order to carry the heavier credit load. Loan agencies, which are willing to make mortgages on amusement games where banks will not, are looming increasingly large in the sales picture, he observed.

Displeased with the mounting tide of credit early this year, the distributor experimented with "selling for cash for less" and found results far better than anticipated. A long list of cash sales made in this way have proved to him that "the cash is there, but it requires a real inducement before the operator will spend it."

"We have flatly refused to go into the 'no down payment' deal. While there is no question that this would stimulate sales; a lot of purchases would fall into the high risk category, something which we cannot afford to undertake under present conditions."

ator has money and does not need credit, he can get it. The fellow just starting in business or the small operator trying to expand is expected to have a hard time getting financed. Longer terms may be available from manufacturers who carry their own paper.

## COINMEN YOU KNOW

### Chicago

By KEN KNAUF

Joe Kline and Wally Finke, who played host to a crowd of 80 last week at their showing of the new Chicago Coin game, Miami Shuffle, received word just a short time before the showing was to take place, that the game had been approved for Chicago locations by the city's Game Panel. Invitations were prepared to be sent out for the showing, pending the Game Panel's decision. Attending from Chicago Coin were Sam Wolberg, co-head, and Ed Levin, director of sales.

Vince Shay and Stanley Levin, All State Coin Machine Exchange, busy shipping out games to out-of-city customers. . . . Herb Jones, Bally vice-president, announced the firm to bow its first new kiddie ride of the fall season. . . . Sol Lipkin, field supervisor for American Shuffleboard, in the Windy City recently.

Recent visitors at United Manufacturing Company were James Cannel, Casablanca Amusement Company, Casablanca, Morocco; Irving Morris, Irving Morris Company, Newark, N.J., and Suren D. Fejdian, Arabia. (How did Irv get it there?)

Davy Crockett's back again. This time in the form of a junior-sized gun game produced by Genco Manufacturing & Sales Company. Avron Gensburg, vice-president; Ralph Sheffield, director of sales, and Al Warren, sales manager, expect the Crockett to rocket.

Special guest at the Chicago Independent Amusement Association meet held recently was Al Schlesinger, managing director of the National Coin Machine Distributors' Association.

### Milwaukee

By BENN OLLMAN

Henry Hoevenaar, AMI's factory sales representative for this area, spent several days at the Paster Distributing Company conducting local service classes on the new 200-play machines. According to office manager Sam Cooper, over 40 local operators showed up for the training sessions. Hoevenaar is expected to be back within a few weeks and set up additional classes in the outlying territory for up-State operators.

Jerry Groll, Paster Distributing Company's premium goods buyer, became the father of a daughter recently. Her name is Sherry Lunn. Now Groll has two boys and a girl. . . . Bill (Spike) Goehle, manager of the Sault Coin Machine Company, Sault Ste. Marie, Mich., is home following a trip to the Mayo Institute at Rochester, Minn., where he was taken as the result of a sudden illness.

Clarence Goldberg, Chicago, assistant Midwest sales manager for Decca Records, spent two days here working

with the local staff. Bob Blie, Decca sales boss here, reports good operator reaction on the new Sunny Gale disk, "One Kiss Led to Another," and the Mills Brothers' waxing of "That's Right". . . One of the town's first Fedan Corporation soup venders will be installed soon by John Cocking's Automatic Coffee Service. He's eagerly awaiting delivery.

Joe Pelligrino and Bob Puccio, of P. & P. Distributing Company, report business fair, with music holding up the cash-box end of the enterprise. The firm took delivery last week of a new Chevy delivery vehicle. . . . Weekend fishing at his Lower Nemahbin Lake cottage occupies his time, says Sam Hastings, of Hastings Distributing Company. . . . A trio of hot records is inspiring strong operator sales, reports Columbia Records' sales manager, Bill Farr. On the list are Johnny Ray's "Walking in the Rain"; "Namely You," by Don Cherry, and Mindy Carson's "I Don't Want to Know."

Johnny Barros, Merrill, Wis., music and games veteran, is treating his friends and colleagues with films and color shots of his recent trip to Buffalo for the Wurlitzer Centennial. Last week he showed the 500 feet of color film to three fellows who had also been there, Harry Jacobs Jr. and Woody Johnson, of United, Inc., and Reid Whipple, of the Wurlitzer factory. He showed them the films in his recently completed game room in his home.

### Miami

By RAOUL SHAPIRO

Heavy Rains Water Down Collections. . . . With the much-needed September rains soaking everything and everybody, collections have taken a dip from the record-breaking summer business. But we sure needed those daily rains. . . . Our deepest sympathy to Eloise Mangone, of Mangone & Mangone. Eloise lost her father, Harold McGowen, last week. Mac, as he was known to everybody, had been a routeman for Mangone & Mangone. until just recently.

Met George McLeon, of Funland Park, the other day, but hardly recognized him. George put on 50 pounds after his long siege of illness. Glad to report he is feeling fine, tho still thinks he should take off some weight. . . . H. C. McLarty, of Key West Music Company in that Southernmost city, here in Miami in the hospital for a thro checkup. Mac has been having a lot of trouble with his stomach for a long time, and he finally decided to find out once and for all exactly what is wrong. Should be out and heading for home in a couple of days.

Seems that Bush Distributing Company was hit with the virus bug recently. Within a period of a week the following were laid low by that miserable bug: Burt Kahn, comptroller; Ruth Hoskinson and Howard Sands. The latter two are in the record department, otherwise known as Budisco. In the meantime, Ted Bush, head man of Bush Distributing Company, off to Atlanta and Jacksonville. Ted reports business good up thataway.

Doris Shapiro, demon of the phone at Music Makers, Inc., back from a week's visit to New York. Everyone concerned sure missed her, this writer the most. Another

runaway to the big city this past week is Harold Carson, of Juke Box Company. Mrs. Carson went along just to keep Harold company, she says. . . . Bernie Kaganofsky, of K&K Music Company, pacing the floor early in anticipation of the coming blessed event, due next month. Bobby Schwartz, of B&B Vending, is another guy who is beginning to get a little concerned look around the eyes. But Bobby still has another six months to go before he can pass out cigars.

Willie Levy, of Mellow Music Company, back from his extended vacation to South America and auto trip to California and home. Willie says he had a wonderful time, especially trying to beat the slot machines in Las Vegas. Willie reports that between his wife, Pearl, and himself they hit the jackpot three times in one day and still lost \$8. But he looks wonderful.

Harry Silverman, of Ace Music Company, full of smiles these days. Harry reports that he has moved his coin pool tables to locations that everybody else had passed up and found to his surprise business was as good as the best in the early days of these tables. Proof again that you have to keep punching. . . . Visitors in town this week buying records and supplies were Bill Rogers, of E. C. Rogers, and Benny Fordham, of the company by the same name. Both report business off from last month. But more important is that Benny is feeling much better these days.

### Boston

By CAMERON DEWAR

At Trimount Automatic Sales Corporation, Irwin Margold, sales chief, reports new equipment in music and games beginning to pick up in volume, with interest in Genco's State Fair Gun running high. . . . David S. Bond again working hard as general chairman of Combined Jewish Appeal for the coin machine industry.



BOND

All at Redd Distributors shocked by the sudden death of Jack Nelson, Bally salesman, while on a visit here. Sales manager Bob Jones and a small party had been out on the town with Jack and had only a couple of hours earlier parted in high spirits. . . . Bob's mother and father write from Wales that they're having a wonderful time renewing old acquaintances in their former home there.

Louis Blatt, of Atlas Distributors, finding he's a better salesman than he thought himself after a trip thru the New Hampshire territory. Came back with a bundle of orders for the new AMI 200. Brother Barney Blatt mending nicely and working easily after his recent bout. . . . Cy Jacobs, of Interstate Music, finds business booming with his sound trucks during the heat of the election primaries. One of Cy's trucks was responsible for collecting more than \$10,000 during the Cerebral Palsy drive participated in recently by music men.

Anthony Grazio, of Globe Vending Company, Quincy, was in New York picking up some novelty games. Tony also flew out to Syracuse for the Basilio fight and had a tough time getting back by plane because of the holiday crush. . . . Ed Ravreby and his wife enjoying a few days on Long Island and paying visits to some of the boys in New York. Ed

(Continued on page 102)

## Utah Ops, Distribs Differ

• Continued from page 96

short-term paper, no distributor here holds any. But paper outstanding with finance firms seems just about the same as last year, but in some cases increased. Said one coinman, "Money is tight, finance firms are screening closer than previously."

There are varying opinions among operators on the fall outlook. Robert Holt, of Rainbow Music Company is somewhat pessimistic. He handles music machines, pool games, gun games, baseball units and a few pinballs. In the first eight months of the year he purchased half a dozen phonographs and bought five times as many in the same period last year. He has no plans to make further purchases "until things settle down." Legal uncertainties and a drop-off in tavern receipts have made his operations unstable over the past year.

Andy Stevenson, of Consolidated Amusements Phonograph Company, is a little more optimistic. He operates jukes, five-ball pins, bowlers, guns, pool tables, baseballs and other games. He purchased about the same number of all types this year as last.

"Price is definitely a deciding factor on purchases with me," Andy said. "We just can't pay that big price like we used to the way business has been."

He said that when he purchases new machines, the best terms available are up to two years on music, six months on games, with a third or a quarter down. He said that no down payment would be desirable, but that no one will give those terms. "I'm waiting to see how the fall play is going to run before making more purchases," he concluded.

Ray Samuelson, Ray's Music Company, has purchased more of both music and game machines. "If I purchase any other new phonographs they will be 200 play. I move the 200's into good spots and shunt the 100 plays into poorer locations. Why buy 100-play machines when there is so little difference in price?"

Samuelson said he would like to see more new five-ball pin games at a reasonable price. "The manufacturer that makes a good machine without all the 'frills' and sells it for less than \$300 will make

money from me and other operators." Referring to bingo pinballs, he feels that the unstable legal conditions are severely hurting this phase of operations.

Ray said that price is "very much a deciding factor" in his purchases of new equipment. He likes to buy on 30-day open account. He handles financing himself thru a bank.

## 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.

October 12. Cleveland Phonograph Merchants' Association monthly meeting, Hollenden Hotel, Cleveland.

October 15. Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 16. Chicago Independent Amusement Association monthly meeting, Congress Hotel, Pine Room, Chicago.

October 17. Automatic Equipment & Owners' Association monthly meeting, association headquarters, Gary, Ind.

October 20. Music Operators of New York, 19th anniversary, Waldorf Astoria Hotel, New York City.

October 20-21. Kansas Music Association, Wareham Hotel, Manhattan, Kan.

October 30. Western Vending Machine Operators' Association monthly meeting, Unique Restaurant, Los Angeles.

November 1. California Music Merchants' Association, monthly meeting, headquarters, Sacramento.

November 1. Springfield Phonograph Operators' Association monthly meeting, association headquarters, Springfield, Ill.

November 6. Washington Music Merchants' Association, monthly meeting, Seattle.

November 6. Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

November 6. West Virginia Music Operators' Association, monthly meeting, Richmond.

November 6. Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

November 9. California Automatic Vendors' Association, bi-monthly meeting, Colonial Room, Ambassador Hotel, Los Angeles.

November 12. United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

November 13. California Music Merchants' Association, Los Angeles division, monthly meeting, headquarters, Los Angeles.

November 14. Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

November 17. New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N. Y.

November 25-28. National Association of Amusement Parks, Pools and Beaches, annual convention, Sherman Hotel, Chicago.

December 2-5. National Automatic Merchandising Association annual convention, Conrad Hilton Hotel, Chicago.

## Dime Hike Plan

• Continued from page 96

to convert all phonographs in that area.

By making his changes over a cross-section of the city in this way, Category has been able to far more accurately assay the result. Consequently, his experiences with the first changeover have left no doubt that dime play is vital to continue profits, and he has dropped all other projects in favor of changing over the entire route.

"Our profits have increased from 25 to 100 per cent thruout the entire spread," Category said. "The exact percentage more or less depended upon the average income level in the area where the phonograph is located. We have experienced some drop in over-all collections, of course, but profit-wise there has been no losses at any location.

"We found a small amount of resistance from location owners, as we had expected, but there was less of it than anticipated, and we were able to get changeover cooperation from location owners simply by stressing the fact that we offer three plays for 25 cents, instead of the straight dime play. Most of the location owners cooperated by putting plenty of quarters into the cash register, and some of them put up signs explaining that the change was necessary."



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EARNING POWER

## First's Game Showing Pulls Crowd of 80

CHICAGO—A showing October 1 of Chicago Coin Machine Company's new Miami Shuffle was held at the showroom of First Coin Machine Exchange, drawing a record turnout at the distributor firm.

Wall Finke and Joe Kline, First partners, agreed that "this was the biggest turnout we ever had for a Chicago showing, with a total of over 80 visitors, including 57 Chicago operators."

On hand was a spread of refreshments including food and drinks. The main showroom was devoted to a display and demonstration of the new Miami Shuffle game, with eight models of the game lined up across the showroom allowing sufficient room around each game for the operators to play and inspect it.

### Chicago Coin Present

Acting as hosts for First Coin were Joe Kline, Wally Finke, Sam Kolber, Fred Kline and Marv Rosenstein, in addition to all the staff from the shop. Present from Chicago Coin were Sam Wolberg and Ed Levin.

Among the operators attending were the following: John Rawski, (Continued on page 107)

## Davy Crockett, New Genco Gun, To Please Kids

CHICAGO—Davy Crockett, a new .22 rifle gun game designed especially for the moppets, was shipped to distributors last week by Genco Manufacturing & Sales Sales Company.

According to Al Warren, Genco sales manager, the game was made especially for the age brackets of from 5 to 12 years. A special pedestal is shipped with the game, which the smaller kiddies can use to get a better view of the target area while shooting the rifle.

The target field, consisting of animal and Indian figures, is reflected from the bottom of the cabinet onto the backglass. Main target is a large moving Indian in (Continued on page 102)

## K. C. Bingo Pin Ops Win Nod of Appeals Court

KANSAS CITY, Mo.—Pinball operators in Kansas City started to dust off and oil their machines this week after another court victory.

The Kansas City Court of Appeals upheld a decision by the Jackson County Circuit Court that a city ordinance outlawing bingo-pinball machines is unconstitutional. The ordinance was passed by the city council December 10, 1954.

Circuit Judge Joe W. McQueen ruled last November 22 that the city law was "null and void and unenforceable," and the machines are not nuisances as the city contends.

The suit in Circuit Court was brought by John Masters, owner of the Missouri Valley Amusement, on

## Cincy Council To Pass on Anti-Pin Code

CINCINNATI—An anti-pinball ordinance, expected to pass city council, has been introduced here by Councilwoman Dorothy M. Dolbey.

The ordinance, if approved, will become effective January 1, 1957. The Dolbey ordinance bans machines which make possible, either directly or thru an adjustment:

1. The return of cash, tickets, disks, tokens or certificates of any kind whether or not such tickets, disks, tokens or certificates have any value.

2. The play of a game on the machine or the operation of the machine with insertion of a coin. (This would ban so-called free games.)

3. The insertion of more than one coin for or in connection with the playing of one complete game.

4. The insertion of a coin of a (Continued on page 104)

## Bally to Bow New Kid Ride

CHICAGO—Bally Manufacturing Company is preparing for production a new coin-operated Kiddie Ride, featuring a two-seater motorcycle like those used by traffic cops.

Herb Jones, Bally vice-president, said the new ride will be modeled after the Model T car ride produced by the firm. He said test locations have shown that the ride is well accepted.

Two kiddies can ride the motor- (Continued on page 108)

## New Gun Games Aim At Ripe Fall Market

CHICAGO—The biggest run of gun games to hit the market since early 1955 is currently under way in the amusement game industry.

Genco Manufacturing & Sales Company, Exhibit Supply Company and United Manufacturing Company are all in production and shipping new models. (See separate stories on Genco and United guns.)

All the new models are compact moving target units, featuring .22 rifles (Exhibit's model offers a

## Appeals Ct. Pin Ruling: What Does It All Mean?

Chicago and St. Paul U. S. Attys. Give Views on Effect of Decision

CHICAGO—The U.S. Court of Appeals' decision that bingo pinballs in which payoffs are made are not gaming devices as defined in the U. S. Internal Revenue Code of 1954 greatly limits interpretation of the law as it now stands.

(Editor's Note: See complete decision elsewhere in this section.)

Thus U.S. Attorney Ticken summed up the general affect of the ruling. The decision to appeal to the Supreme Court must be made by the Solicitor General of the U.S. within 30 days, Ticken said.

Ticken said that as result of the decision—which sets a precedent by the high federal court and its rul-

ing in the seventh circuit—he does not expect other test cases to develop in other circuit districts. (See adjoining story for reaction to decision in St. Paul.)

It is important to point out that the court does not rule on whether or not the pinball machines in question are gaming devices or not. As the court states in the decision: "The question here is not whether pinball machines are gaming devices or games of chance; that they are may well be conceded. The question is rather: are pinball machines embraced within the term 'so-called slot machines.' Congress has clearly indicated that they are not."

ST. PAUL—The U. S. Circuit Court of Appeals' decision on pinballs games and the necessity of their owners to buy the \$250 Federal tax stamp "will not affect" similar prosecution in Minnesota, George MacKinnon, U. S. district attorney said here Monday (1).

Nevertheless, three of 13 defendants recently indicted by a federal grand jury on similar charges took a cue from the Chicago decision and denied the accusations when arraigned before Federal Judge Dennis F. Donovan in Minneapolis Wednesday.

Ordered to stand trial at the November term of court in St. Paul were Gopher Sales Company, of Faribault, operator, and James B. Hunt and Harold Ollhoff, operators of bars in Faribault. The three had petitioned the court to dismiss the indictments on the grounds of insufficient evidence but this was denied by Judge Donovan.

District Attorney MacKinnon, in commenting on the Chicago decision which acquitted an operator there on charges similar to those on which 39 Twin Cities coinmen last spring and summer paid \$40,000 in federal court fines and 13 more from out-State communities now face trial, said the Chicago ruling was in the seventh district of the Circuit Court of Appeals. (Continued on page 102)

## SUPER-FUN-MARKET

### Rides, Venders to Deck New Minn. Shop Center

MINNEAPOLIS—Kiddie rides and vending equipment will have prominent places in the Dayton Company's Southdale Shopping Center of Edina-Richfield, this area's largest such enterprise just starting to open up.

The multi-million-dollar shopping center, one of the most uniquely-constructed in the world, has contracted with Twin City Novelty Company here to install 15 new kiddie rides in a special

kiddie play area installed at the center.

Sol Nash and Norton Liberman, managers of Twin Cit Novelty, this week began installation of the rides in the main floor kiddie play area, measuring approximately 120 by 80 feet.

Rides are being placed in a spot which will have a Western atmosphere, including a corral. Boats will go into a nautical setting, space ships into a science-fiction type of arrangement.

Nash said the installation will include Bally's Hot Rod and Champ horses, boats, carousels, fire engines, space ships and other similar equipment.

### Best in Equipment

"The shopping center managers agreed with our premise that a kiddie play area with coin-operated machines for the youngsters would be a diversion for the children while their mothers shopped unhampered," Nash explained. "All rides will operate at 10 cents each. We are installing the newest and latest equipment of its kind. This is an undertaking of which we certainly are proud to be a part and nothing but the best machines will be in use."

Nash, who also manages Vending Service, Inc., has contracted to place four vending units into the kiddie area at Southdale for use by both the youngsters as well as adults. The machines will include milk, ice cream, candy and soft drinks.

"The use of such equipment in a shopping center the size of Southdale," Nash said, "is a step forward for our industry and gives it prestige and recognition in this territory which will help coin machine vending in general thruout the entire area, I'm certain. The owners of Southdale spent millions of dollars constructing their center. The name, Dayton Company, is known thruout this entire Midwest as one of the best firms of its kind in the country. Those concerns which were given concessions to operate at Southdale were screened carefully by the center's management. We feel fortunate, indeed, to be included among those top-ranking business establishments participating in such a venture."

## Jack Firestone To Mutoscope

NEW YORK—Jack Firestone, coin machine designer and inventor and formerly technical director of the Scientific Machine Corporation, has been named head of the game division of the International Mutoscope Corporation.

Meanwhile, Bill Rabkin, Mutoscope president, said that the firm's Lord's Prayer vending machine is selling strong. He added that Mutoscope plans to introduce new equipment soon.

## United Bows Pirate Gun Rifle Game

CHICAGO—Pirate Gun, a new .22 rifle game with rolling ball targets, was shipped to distributors last week by United Manufacturing Company. A time bonus feature is designed to give the game added excitement.

The game features a buccaneer theme, with one of the main targets a large moving pirate with knife and hook, in the background. The pirate's head snaps back when hit.

Nine other stationary pirate targets fill the target field and two gaslight targets flank the large pirate in the background. The gaslights go out when hit.

Players can shoot at any target they choose. Balls begin rolling across the target field after 15 shots are made. Player can shoot at the ball targets for higher scores. Balls fly off the track when hit.

### The Bonus Feature

For each unit of time under 60 that the player saves while shooting, he gets 30 bonus points added to his score. Thus, both accuracy of the player and speed with which he shoots scores for him.

The rifle will fire automatically if the player holds back the trigger. Player is rated as expert, sharpshooter, marksman or rifleman, as a result of his score.

Players get 25 shots for a dime. The new gun cabinet is more compact than the previous United rifle games, and the barrel of the .22 rifle is cut off to take up less space on location.

### COMPLETE DECISION

# U. S. Ct. of Appeals on Bingo Pins: Not Gaming Under 4462

(Editor's Note: The U. S. Court of Appeals in Chicago September 28 reversed a Federal District Court ruling that bingo pinballs are not gaming devices under terms of the Internal Revenue Code of 1954 (The Billboard, October 6). The complete decision appears below. See article elsewhere in this section on the decision.)

In the United States Court of Appeals For the Seventh Circuit No. 11669—United States of America, Plaintiff-Appellee, v. Walter Korpan, defendant-Appellant, September Term and Session, 1956. Appeal from the United States District Court for the Northern District of Illinois, Eastern Division, September 28, 1956.

Before Duffy, Chief Judge, Swain and Schnackenberg, Circuit Judges. Swain, Circuit Judge. This case comes here on appeal from a judgment of the United States District Court for the Northern District of Illinois, Eastern Division, finding the defendant, Walter Korpan, guilty of having violated §7203 to Title 26, U.S.C.A., and fining the defendant \$750.00 plus costs.

The indictment charged and the trial court found that the defendant, on premises occupied by him, maintained and permitted the use of certain coin-operated gaming devices as defined in §4462(a)(2) of Title 26 U.S.C.A.; that defendant thereby became obligated to pay the special occupation tax imposed by §4461 (2) of Title 26 U.S.C.A.; and that the defendant willfully failed to pay such tax in violation of §7203 of Title 26 U.S.C.A.

The decisive issue is whether the coin-operated machines in question are amusement devices as defined in Section 4462(a)(1) or gaming devices as defined in paragraph (a)(2) thereof. If the machines here in question were described by subsection (a)(1) they were subject to a tax of only \$10.00 a year but if they were gaming devices as described in subsection (a)(2) the annual tax on each machine was \$250.00. 26 U.S.C.A. §4461.

The facts, briefly, are as follows: The defendant operates a vacation resort known as "Korpan's Landing" in Fox Lake, Illinois. On August 12, 1955, certain coin-operated devices (commonly known as "pinball machines") were located in the resort's main building, a combination restaurant and tavern. On June 22, 1955, the defendant filed a tax return for the fiscal year July 1, 1955 through June 30, 1956, covering five amusement coin-operated devices and paid the tax of \$10.00 per device. During the month of August 1955 the defendant exhibited an amusement device tax stamp for the machines in question.

The three machines involved in this litigation are basically alike. The insertion of a coin (a dime) activates the game and brings the first of five balls in front of a ball plunger. The game is played on an inclined board containing a number of holes into which the balls may enter. By pulling the plunger back and releasing it the ball is put into play. The legs of these games are so constructed as to allow a certain "give" which permits the player to "nudge" the machine forward, backward or sideward. The playing surface contains numerous rubber ringed posts and the player may nudge the game and cause the ball to contact one of these posts thereby increasing or cushioning the rebound of the ball. Scores are credited to the player if he causes a ball to roll into the holes. The scoring is registered on a vertical glass panel on the back of the board. Free replays are scored upon principles similar to bingo, i.e., the lighting of three, four or five lights in a row (horizontally, vertically or diagonally). The player to some extent may control the course the ball will travel on the playing surface. The ball plunger rests inside a ball guide plate which is calibrated with either six or seven scored lines to permit the player to gauge the intensity of his shots. This permits the player to attempt to shoot the ball to the right or left side of the playing field. As noted above, the player may nudge the game in an attempt to control the course of the ball once it enters the playing surface. Each machine is equipped with a "tilt" device (which may be adjusted), and if the game is nudged too strongly this device will cause the word "tilt" to appear on the scoring panel and make the machine inoperative until an additional coin is inserted. The possibility of scoring more replays (by raising the odds) is increased by depositing additional coins. Additional balls may also be secured by depositing additional coins when the original five balls have been expended. An extra ball is not always obtained by the deposit of an additional coin. The extra ball feature may either be disconnected or adjusted to increase or reduce the possibility of obtaining an extra ball. The machines also incorporate certain "game features" which afford additional methods of scoring replays. These "added attractions" are determined by an electrical system. The only control the player has over such features is by depositing additional coins which may or may not produce a given feature. The machines also house a device known as a "reflex unit." Although there was dispute as to its precise function, it appears that it more or less balances out the high winnings as against small winnings. That is, the total replays will tend to be the same over a given period of time. The replays that are won are registered by an

electrical scoring mechanism on the score board. The player has the choice of playing off the games won or of receiving money for them from the defendant. Each machine has a device called a replay meter housed behind a locked door next to the cash box inside the machine. When cash is paid for games won, the proprietor presses a cancellation button on the bottom of the machine which removes the games won from the scoreboard and registers them on the replay meter inside the machine. This serves as an accounting device which permits the collection man to determine the number of games paid for by the proprietor for the purpose of reimbursing him. It is undisputed that on August 12, 1955, the defendant made cash repayments to witness Annette L. Veit in the sum of \$1.00 for ten replays and to witness John M. Shannon in the sum of \$1.20 for twelve replays.

It is the contention of the defendant that the plain meaning of 26 U.S.C.A. §4462(a)(2) and the intent of Congress in the enactment thereof expressly exclude the machines in question from the definition of gaming devices as set forth in that paragraph and that these machines are coin-operated amusement devices as defined in paragraph (a)(1) thereof.

The relevant portion of Section 4462 is as follows:

"§4462. Definition of coin-operated amusement or gaming device.

"(a) In general.—As used in Sections 4461 to 4463, inclusive, the term 'coin-operated amusement or gaming device' means—

"(1) Any amusement or music machine operated by means of the insertion of a coin, token, or similar object, and

"(2) So-called 'slot' machines which operate by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machines to receive cash, premiums, merchandise, or tokens."

Section 4462(a)(2) lays down three requirements in defining a coin-operated gaming device: (1) it must be operated by means of the insertion of a coin or similar object; (2) the application of the element of chance must be involved by virtue of which, (3) the machine may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens.

It is the Government's contention that if a particular machine incorporates these three incidents it meets the definition of a coin-operated gaming device and consequently is subject to the gaming tax rate of \$250.00 for each such machine. The difficulty with this argument is that it overlooks the introductory language of paragraph (a)(2) i.e., "so-called 'slot' machine."

If the dictionary definition of "slot machine" were applied, it is clear that these machines would be covered by the definition of coin-operated gaming device.

"A machine the operation of which is started by dropping a coin in a slot." Webster's New International Unabridged Dictionary, 2d Ed. 1955.

When this definition is considered with the choice of language employed by Congress, i.e., "so-called 'slot' machine" which operates by means of the insertion of a coin, token, or similar object \* \* \* it would appear that Congress intended a more restrictive meaning for the term "slot machine." Otherwise, there appears no purpose for the use of the language "so-called 'slot' machine."

The term "so-called" is a modifying word implying doubt as to the correctness or propriety of so designating a thing. See Webster's New International Unabridged Dictionary, 2d Ed. 1955. And the use of quotation marks to set off the word "slot" indicates that Congress did not intend the language "so-called 'slot' machine" to be as comprehensive as the dictionary definition of "slot machine." Every word used in a statute is presumed to have a meaning and purpose, and, if possible, every word must be accorded significance and effect. *Washington Market Co. v. Hoffman*, 101 U.S. 112; *Adler v. Northern Hotel Co.*, 7 Cir., 175 2d 619. We conclude, therefore, that not only must these machines incorporate the three incidents noted above, but they must also be "so-called 'slot' machines."

Since the term "so-called 'slot' machine" is not adequately defined in Section 4462 nor elsewhere in the Internal Revenue Code, it becomes necessary to resort to extrinsic evidence in order to accord meaning and purpose to this language.

The defendant in urging this point suggests that the term "slot machine" as used in Section 4462 refers specifically to a machine in which the insertion of a coin releases a lever or handle which, in turn, when pulled activates a series of spring-driven drums or reels with various insignia painted thereon, usually bells and fruit (colloquially called a "one-armed bandit"). There is force to this conclusion when the language thus employed is reviewed in light of the legislative history of Section 4462.

Before reviewing the legislative history of this statute it would be well to consider the argument advanced by the Government that the statute is clear and unambiguous, and that consequently there is no necessity

for looking behind the words of the statute in order to determine what the intent of Congress was. We do not believe, however, that these words are sufficient in and of themselves to determine the purpose of the legislation. In such an event "When aid to construction of the meaning of words, as used in the statute is available, there certainly can be no 'rule of law' which forbids its use, however, clear the words may appear on 'superficial examination.'" *United States v. American Trucking Association, Inc.*, 310 U.S. 534 at pages 543-44.

Sections 4461 to 4463 of the Internal Revenue Code were proposed by the House of Representatives of the 77th Congress. They were part of the Revenue Revision of 1941. As passed by the House a tax of \$250.00 was assessed on each "coin-operated amusement and gaming device." H.R. 5417 #555. These devices were defined as:

"(1) So-called 'pin-ball' and other similar amusement machines, operated by means of the insertion of a coin, token, or similar object, and

"(2) So-called 'slot' machines which operate by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens." (Emphasis added.)

The report of the Ways and Means Committee also indicates an intent to exclude pinball machines from the category of slot machines. The report stated: "Coin-operated amusement or gaming devices" are, briefly, machines which fall within the general classification colloquially referred to as "pin-ball" machines and "slot machines." H.R. Rep. No. 1040, 77th Cong. 1st Sess. P. 60 (1941). The proposed bill, as subsequently passed by the Senate, apparently accepted the exclusion of pinball machines from the definition of slot machines, and reduced the tax on the former to \$10.00 per device and raised the tax on the latter to \$50.00 per device. The report of the Senate Finance Committee explained its proposed amendment as follows:

"The House bill places a special tax of \$25.00 per year upon each coin-operated amusement or gaming device maintained for use on any premises.

"Your Committee divides these devices into two categories. Upon so-called pinball or other amusement devices operated by the insertion of a coin or token, the tax is reduced to \$10.00 per year. Upon so-called slot machines, however, the tax is placed at \$200.00 per year." Sen. Rep. No. 673, 77th Cong. 1st Sess. P. 21 (1941). (Emphasis added.)

The House accepted the Senate amendments, See H.R. Rep. No. 1203, 77th Cong. 1st Sess. P. 18 (1941), and the bill as amended became law as Section 3267 of the Internal Revenue Code of 1939—Public Law 250, 77th Cong. 1st Sess.

Subsequent to the outbreak of war Section 3267 was amended. The original language of the House Bill of 1941 was amended to read: "any amusement or music machine \* \* \*." H.R. 7378, #617. The purpose of the amendment was to enlarge the category of machines subject to taxation. It might be inferred that by dropping the term "pinball machine" from the definition of coin-operated amusement device Congress intended to treat such machines as gaming devices. However, in H.R. Rep. No. 2333, 77th Cong. 2d Sess. P. 180 (1942), it was stated:

"This section amends Section 3267 of the Code by defining the term 'coin-operated amusement devices' to include all amusement machines and music machines operated by means of the insertion of coins, tokens, or similar objects. Under this amendment there will be included in addition to pin-ball machines a great variety of other machines, such as baseball and football games, machine-gun games, music machines (so-called juke boxes), and many other types of coin-operated games." (Emphasis added.) See also Sen. Rep. No. 1631, 77th Cong. 2d Sess. P. 266 (1942), and Congressman Eberharter's statement made at hearings before the Committee on Ways and Means, Hearings, 83rd Cong. 1st Sess. P. 2517.

With the exception of increases in the rate of taxation and technical changes of form adopted in 1954, the provisions of Section 3267, as amended in 1942, remain unchanged as Sections 4461 to 4463 of the Internal Revenue Code.

Although the legislative history of Section 4462 does not clearly demonstrate the meaning and purpose which Congress intended to attribute to the language, "so-called 'slot' machine," it does indicate that Congress intended to exclude pinball machines from the category of gaming devices.

The Government, nevertheless, contends that these machines are coin-operated gaming devices which entitled winning players to receive cash. The Government cites state court decisions holding that machines similar to the ones here involved are gaming devices. See *People v. One Mechanical Device*, 9 Ill. App. 2d 38, 132 N. E. 2d 338; *State ex rel. Dussault v. Kiburn*, 111 Mont. 400, 109 P. 2d 1113. However, these cases are inapposite for they concern the construction of local legislation which employ terminology quite different from that in Section 4462. Cf. Ill. Rev. Stats, Ch. 38, #342 (1955). The Government also cites *Johnson v. Phinney*, 5 Cir., 218 F. 2d 303, for the proposition that a pinball machine

(Continued on page 101)

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Complete Decision

Continued from page 100

is a game of chance. The issue there arose out of the applicability of the wagering tax and is clearly distinguishable. Further, the question here is not whether pinball machines are gaming devices or games of chance; that they are may well be conceded. The question is rather: are pinball machines embraced within the term "so-called 'slot' machines." Congress has clearly indicated that they are not.

Statutes which relate to the same thing or same class of things are often helpful in construing a particular statute. See Great Northern Ry. v. United States, 315 U. S. 262.

The Johnson Act, passed on January 2, 1951, prohibits the interstate shipment of gambling devices which it defines as follows:

"(1) Any so-called 'slot machine' or any other machine or mechanical device an essential part of which is a drum or reel with insignia thereon and (a) which when operated may deliver, as a result of the application of an element of chance, any money or property, or (b) by the operation of which a person may become entitled to receive, as the result of the application of an element of chance, any money or property; or (2) Any machine or mechanical device designed and manufactured to operate by means of insertion of a coin, token, or similar object and designed and manufactured so that when operated it may deliver, as the result of the application of an element of chance, any money or property \* \* \*." 15 U.S.C.A. §1171.

If this definition were applied to the machines here involved it is clear that they are without its scope. A drum or reel with insignia thereon is not an essential part of defendant's machines, nor are these machines designed and manufactured so that when operated they may deliver any money or property.

We have been referred to only two cases which have considered the question before us. Tooley v. United States, 134 F. Supp. 162; United States v. One Bally Dude Ranch Coin-Operated Pin-Ball Machine (Civil Action No. 1778, D. C. M. D. Tenn., Dec. 10, 1953). The Tooley case was an action for refund of a position of special occupation tax paid for a certain coin-operated device known as the "Side-bottom Super Crane Machine." The court there did not consider the meaning of the term "so-called 'slot' machine," as used in the statute, but concluded that "the expression 'by application of the element of chance,' as used in said Section 3267(b)(2) (predecessor to the statute here involved) merely requires that there be a substantial element of chance involved in the play of the machine, and does not require that the element of chance predominate over the element of skill."

The defendant has urged that since the play of a pinball machine involves a modicum of skill it is not a machine which "by application of the element of chance \* \* \* may deliver, or entitle the person playing or operating the machine to receive cash \* \* \*." In our view of the case we do not reach this question and voice no opinion thereon.

The One Bally Dude Ranch case, a forfeiture action, was on a motion for summary judgment. We have been informed that a hearing on the merits has been continued.

The Government concludes from two cases under the Johnson Act, 15 U.S.C.A. §1171, that devices far removed from "so-called 'slot' machines," i.e., certain "digger" machines, have been held subject to the gaming tax. United States v. 24 Digger Merchandising Machines, 109 F. Supp. 825. However, the Johnson Act contains a broader definition of "gambling device" than the definition which we must interpret in the instant case.

Only one last point need be considered. The Government insists that Treasury Department regulations include pinball machines as gaming devices where unused free plays are redeemed, and such regulations are entitled to the force and effect of law. T. D. 5203, 1942-2 Cum. Bul. 276, 26 C.F.R. 323.22. But it is elementary law that a Treasury regulation which is inconsistent with a provision of the Internal Revenue Code has no force and effect. The Government, nevertheless, urges that these regulations have been in effect throughout subsequent amendments of Section 4462 and that it must therefore be assumed that the regulations have received Congressional approval.

We cannot assume on the facts of this case that Congress considered T. D. 5203, as stating the true construction of Section 4462 when it is shown that only of late has the regulation been followed. See Casey v. Sterling Cider Co., 1 Cir. 294 Fed. 426.

We conclude that the pinball machines here involved are not gaming devices as defined in 26 U.S.C.A. §4462(a)(2).

For the reasons set forth above, the judgment of the District Court is reversed. A true Copy:

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## Davy Crockett

Continued from page 99

the background, waving a scallop and a tomahawk. The Indian's head drops back when hit.

Players get 20 shots per game at dime play. After each game player is rated as expert, sharpshooter, marksman or rifleman, according to score made.

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Warren said that the Davy Crockett gun is the only one of its type made especially for the kiddies, giving them the chance to shoot an authentic type .22 rifle.

More compact than the average rifle game, Davy Crockett measures 44½ by 28 by 68½ feet, small enough to fit into the average station wagon.

Sales of the new game will be aimed at supermarkets, variety and department stores, according to Warren.

## Court Pin Ruling

Continued from page 99

Minnesota is in the eighth district, with headquarters in St. Louis.

MacKinnon's argument was that each district judges its own cases and one isn't bound by a decision of another. Should the federal government fail to appeal the Chicago three-judge ruling, and should the eighth district Circuit Court rule contrary to the seventh district, it's almost certain the case will be appealed to the U. S. Supreme Court by one or more of the defendants indicted in this jurisdiction, it was indicated.

However, several attorneys predicted privately federal jurists in this district probably will not go contrary to the Chicago ruling, despite MacKinnon's views on the matter.



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## COINMEN YOU KNOW

Continued from page 98

says United's new in-line Brazil is going very big. . . . Salesman Al Levine is on the sick list and general manager Dick Mandell has been having his hands full minding the store with short help.

Dave Baker, of Melo-Tone Music, Arlington, is going to have to take things easier now. His doctor found he had an ulcer working away and has put him on a diet with 12 glasses of milk daily. This is going to be hard for Dave since he is the active and aggressive

president of the operators' group which is facing a couple of big fights at the moment.

Dave Cropman, of Beacon Hill Music Company, looking trim after dropping more than 10 pounds dashing up and down from the beach. He is now active in trying to get his favorite politicians nominated in the primaries. . . . Sidney Wolbarst, of Newton, devoting all his time to music now that he has sold his kiddie rides.

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**Cincy Council**

• Continued from page 99

denomination of more than 10 cents.

Police Chief Schrotel said the new code isn't strong enough. "We

need the Columbus ordinance. It would be tantamount to an absolute ban," he said.

But James Farrell, assistant city solicitor who prepared the ordinance, said he feared the Columbus code would be held illegal because it does not go far enough in definitions.

**REFRESHER COURSE**

**History Produces New Game Ideas**

CHICAGO—History could produce many good ideas for new coin-operated amusement games. It already has—many times.

It's a fact that history repeats itself in this business, as witness the success of the gun game and the pool game, two items that have long histories in the industry, but which never really "arrived" until recent years.

Other games have been rejected from time to time only to turn up later as money-making pieces when the market was more receptive.

Scanning the pages of back issues of The Billboard, the reader will come across numerous ideas for games that could conceivably furnish the present market with fresh attractions.

**Bombshell Pool**

Among the interest-catching items of the old days was a coin-operated ping-pong game, a speaking fortune-teller machine, a two-gun pistol game, a novelty-type basketball piece, a "bombshell pool" game and a pinball with moving playfield bumpers.

The coin-operated table tennis unit was on the market back in 1953. Patents were offered by Vernon L. Mott, inventor. The game had a net which automatically raised after a coin was inserted and automatically lowered at the end of the game.

Mills Novelty Company first presented a machine which offered a fortune told by a human voice in 1906. It went over big with the public at that time. It featured a luxuriously dressed "Seeress" sitting in a handsomely equipped booth made to represent the cart of a strolling gypsy fortune teller. The player, on dropping a coin in the slot, heard his fortune spoken

in a clear feminine voice. Records within the machine bore 11 fortunes each, one group suitable for women players, the other group for men.

**Pistol Packing Unit**

The gun game with two 45-caliber type pistols, Silver Bullets, produced by Exhibit Supply Company in 1949, had two players shoot simultaneously at identical targets. The player who was "fastest on the draw" and more accurate racked up the score.

Filmscope Manufacturing Corporation, Chicago, years ago brought out a competitive two-player basketball game. It had players pressing down and releasing spring levers which shot miniature basketballs into baskets placed at either end of a simulated basketball court. Ten ball holes lined the court, and when the ball landed in a red hole, player was able to shoot at a black-colored basket. When it landed in a black hole, the opposing player was able to "take a shot" at the red basket. The game offered 20 shots for a penny.

Bombshell was one of the early models of coin-operated billiard tables. It was produced by Groetchen Tool & Manufacturing Company, Chicago, in 1949. In place of a conventional cue to contact the balls, the player operated a turret swivel gun which could be fired in any direction. A rack automatically set six colored balls on a triangle. Playing area has a window which permitted the player and spectators to see balls separate as they were hit and speed into scoring holes.

**Whirling Ball Swatter**

One of the long-forgotten features of pinball games was the "spinning bumper" first used on Crazy Ball, a Chicago Coin Machine Company pinball produced in 1948. This constantly whirling bumper, moving at several hundred r.p.m.'s, not only made players conscious of fast action on the playfield, but made them more aware of the value of timing and co-ordination in five-ball play, just as other player control features such as flippers, thumper-bumpers and stretch rubber rebounds had also helped to accomplish during that year.

In an earlier issue (June 16, 1956), The Billboard discussed other games developed years ago, and which could provide ideas for the current market. Among them were a coin pool game that had players banking balls into scoring alleys on the playfield, a game that combined the features of pool, golf and croquet; a machine which combined musical entertainment and coin amusement, a game that had players compete at cards with a mechanical robot, a slingshot shooting gallery and an airplane game that had players attempting to steer a miniature plane on a flight across the continents.

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1500A	395
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1650	395
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**SEEBURG**

100A	\$265
B	395
BL	425
C	520
G	675
W	695
R	725
J	800

**ROCK-OLA**

1434 Rocket	\$285
1436 Fireball 120	295
1438 Comet	485
1446 Hi Fi	645

**AMI**

<b>200 RECORD G</b>	
<b>WRITE—WIRE—CALL</b>	
B	\$ 95
C	95
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E40	225
D80	325
E80	445
F120	445
F80	545
F120	650

**SHUFFLE ALLEYS**

BALLY JET	\$195	UNITED BONUS	\$350
BALLY MYSTIC	175	UNITED CLIPPER	315
KEENEY SPECIAL DELUXE LANE	210	UNITED LIGHTNING	275
KEENEY NATIONAL	250	UNITED TARGETTE	175
UNITED SUPER BONUS	375	UNITED TEAM BOWLER	115
UNITED LEADER	\$95		

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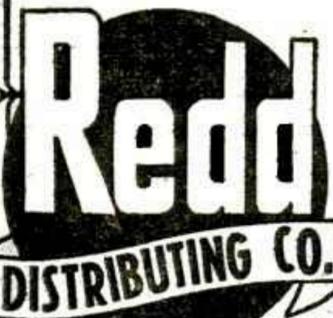
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Model D-2 Coin Counter, Write for price.	
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- ★ Bonus Time Feature
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10 PLAYER	55
6 PLAYER	45

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in this issue

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- WILLIAMS LUCKY INNING ..... 45

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## COINMEN YOU KNOW

Continued from page 94

Sales Company, whose vending is also foods and drinks at industrial locations. And H. L. Todd, manager of Commodities Inc., is all set to get back into the full swing of fall and winter business vending coffee and hot chocolate.

Empire, operated by Walter F. Royer until recently, is now out of business and Walt is working for Heber Rutter, Wurlitzer distributor. . . . Al Nowels, of Western States Distributors, AMI, is in Montana on sales. Harry Burchett, office manager, is working following his bout with pneumonia, but puts in only a few hours a day.

### Salt Lake City

By STAN BOWMAN

**EMPIRE ROUTE SOLD.** Ray Samuelson recently purchased a portion of the Empire Music Company's route in Northern Utah.

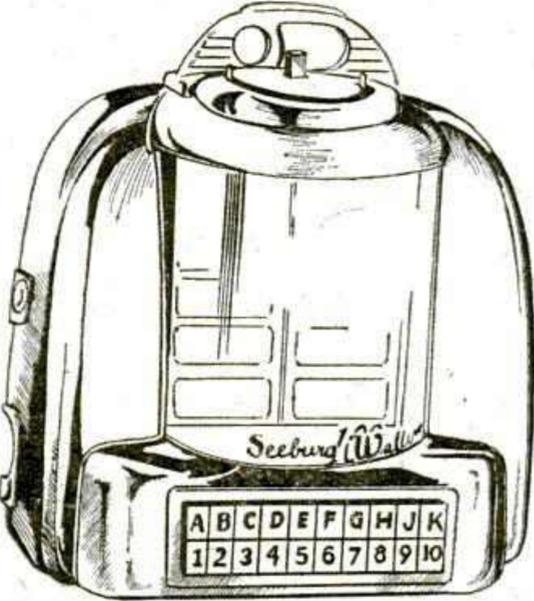
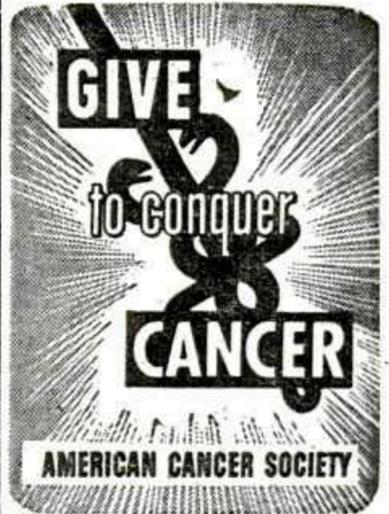
Dan Stewart, Rock-Ola distributor, is out in Nevada on business, while his right-hand man, Bob Bever, is in Idaho. . . . Johnny Mabrito, Helper Utah, operator, was in town switching and trading equipment.

### Heliport Locations

Continued from page 103

the future. If this proves true, the heliport will become the mass transportation terminal—and some see this coming to be within 10 years' time. If designers of these heliports consult retailers before blueprints are completed, it will open a vast new field for expansion of sales and a great new field of expansion for the coin machine industry. Thus far, retailing in most terminals has been an after-thought.

Shopping centers have long been exploited by retailers, as well as coin machine operators. The time is ripe to begin expanding automatic services at the transportation terminals, for the future of the coin machine industry is sure to be affected by plans made—or neglected—today.



# \$64.00

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## WORLD EXPORT

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## NATIONAL HEADQUARTERS FOR BUMPER POOL SUPPLIES

Order From Our Complete Stocks—Immediate Shipment

<b>2 1/4" POOL BALLS</b> Set of 10 balls ..... \$10.00 5 sets. Per set ..... 9.50	<b>SUPPLIES</b> Fiber cue points ..... Ea. Doz. Gross \$ 4.40 \$4.50 Cue tip clamps ..... \$ .19 1.80 Cue tip clamps ..... .25 2.90 Cue tip trimmer ..... .25 2.90 Cue tip sandpaper ..... .25 2.75 Cement, 2-oz. tube ..... .35 3.25 Cement, 1-oz. tube ..... .20 2.00 Cue top sander ..... 1.95 22.80 Sander discs for above ..... .45 4.80 Rubber cue bumpers ..... .50 5.90 Chalk grips, hvy. rubber ..... .35 4.00 Talcum powder, 5-lb. can ..... .90 10.50 Talcum dispenser ..... 1.85 21.00 Cloth mender, 2 1/2"x36" ..... .40 4.50 Spots, 100 to box ..... .30 3.00
<b>48" CUES</b> Red lacquered butts, a quality cue—low price... ea \$2.25 doz. \$25.80 Cues made from selected hard maple; beautiful 2-tone finish. Perfection for the discriminating player ..... ea. \$2.75 doz. 31.80 Fiber Glass Cue Sticks, guar. anteed not to warp or break. .... ea. \$2.83 doz. 30.00	<b>BILLIARD "WEARLONG" CLOTH</b> Grade Grade #2 #1 36"x52", enough for bed only \$8.10 \$10.40 48"x56", enough for bed & falls ..... 10.80 13.90 72"x56", for bed and rails deluxe ..... 15.20 20.80
<b>CHALK</b> Twelve to box ..... \$ .35 1 gross to box ..... 1.80 1 gross to box ..... 3.50 5 gross, per gross ..... 3.25	<b>BRUSHES</b> Finest quality table brush ..... Ea. Doz. \$1.95 \$22.25 Golden Wand rail brush ..... .90 10.25 Golden Comet rail brush ..... .70 8.00 Whiskette rail brush ..... .50 5.75 Brilliant rail brush ..... .70 8.00 Valet rail brush ..... .35 3.60
<b>COIN CHUTES</b> ART Duplex (2 dimes) ..... \$8.50 Lots of 6. Ea. .... 8.40 MONARCH (2 dimes). Ea. .... 6.95 Lots of 6. Ea. .... 6.85	<b>PLASTIC CUP LINERS</b> Red or white ..... Ea. Doz. 100 \$ .45 \$4.80 \$32.50
<b>CUE TIPS</b> Royal Oak—100 to box ..... \$1.35 Triangle—50 to box ..... .85 Economy—50 to box ..... .75 National—50 to box ..... .85 Elk Master—50 to box ..... 1.95 Silver King—50 to box ..... 1.60	<b>LITE-UP BUMPERS</b> Red or white ..... Ea. Doz. 100 \$ .35 \$4.00 \$30.00
<b>"SUPER" CUE REPAIR KIT</b> Crammed full of value. Contains most liberal supply of all necessary repair items ..... ea. \$4.75 doz. \$4.50	<b>HEAVY RUBBER BUMPER RINGS</b> Red or white ..... Doz. 100 \$1.50 \$9.50
<b>CEILING Drop Light REFLECTOR</b> With 10-foot cable. Light up your tables for increased play ..... ea. \$3.25 doz. \$36.00	

**FREE GIFT**  
A set of Contact Point Adjusters with each order of \$10 or more.

**ROTATION POOL BALL SETS**  
Included with each set of Rotation Pool Balls are a hang-up rule card and an instruction sheet for the operator.

**ARAMITH GRADE**  
Top Quality, Plastic Finish Rotation Pool Balls are now available to you. For real flash and action order Aramith sets. They look and play like ivories.  
Regular Rotation Pool Ball Sets, Nos 1-10 Incl., 2 1/4" ..... Per set \$18.50  
Aramith Rotation Pool Ball Sets, Nos 1-10 Incl., 2 1/4" ..... Per set 19.75  
Deluxe Cue Balls, 2 1/4" ..... Each 2.50  
Regular Cue Balls, 2 1/4" ..... Each 1.95  
2 1/4" 10-Ball Racks ..... Each 1.50  
Kelly Pool Bottles ..... Each 1.50  
Tally Ball Sets (Peas), Nos. 1-10 Incl. .... Per set .85

**REPLACEMENT SINGLE BALLS (state number)**  
Aramith ..... Each \$2.50 | Regular ..... Each \$2.00

**SLATE TOPS**  
For all regulation size tables with new jumbo bumpers and first quality all-wool billiard cloth. Center hole optional. Five-minute installation. Easy cloth replacement. Slate on plywood bed. \$25.00 Deposit with order **\$89.50 each**  
WRITE FOR QUANTITY PRICES

WRITE—WIRE—PHONE STEVENSON 7-6500  
**BLOCK MARBLE CO.**  
1427 N. BROAD STREET PHILADELPHIA, PENNSYLVANIA

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The Big Show Last Week Was the World Series . . .

**In Politics**

The Big Show Next Month Will Be the Election . . .

But now! TODAY!

The Big Show in games is

# Bally's Big Show

THE GREATEST MONEY MAKER OF ALL TIME

Immediate Delivery—ORDER NOW

★ ALSO IMMEDIATE DELIVERY ON

## Bally's DeLuxe ABC Bowler

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

**WANT TO BUY**

**Rock-Ola**

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1444  
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M 100A  
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M 100BL  
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Beauties  
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Surf Clubs  
Ice Follies  
Yacht Clubs  
Hi Fi  
Variety  
Gay Time  
Miami Beach  
Big Time  
Beach Beauty  
Broadways  
Nite Clubs

### First's Showing

Continued from page 99

Roy Kass, Robert Street, L. G. Bilow, Jack Goodman, Vic Weiss and Billy Knapp, of Allied Coin; Don Haecle, Sam Greenberg, of A. & G. Novelty Company; Stan Mack, Leonard Strand, Mike Detzik, Rudy Kitt, of Suburban Music.

Sam Gerdy, Eddie Mohill, Tom Dorociak, Stanley Chase, Jack Brynes, Hy Polo, Sid Daus, Walter Lapinski, Leonard Zeidman, Leonard Nakielny, Ruth Bauman, Murray Holland, Dave Gould, George Nicol, Dave Polonsky, Joe Venturi, of Airport Music; Morris Weissman, Cliff Lueschner, Dave Brody, of National Popcorn Concessions.

Walter Raich, Ray Nicoletti, Pat Ford, Mr. & Mrs. Ton Hodina, Tony McMullen, Calvin Coy, Herman Klebba, of Dependable Music; Mr. and Mrs. Bill Poss and Mr. and Mrs. Steve Moga, of Valley Music Company, Aurora, Ill.; John Corsiglia, Bud Kottke, Paul Bauman, Bud Emerick, of Oakdale Sales; Pete Pesko, Oscar Eireman, William Brennan, of Arcade Sales; Art Cozzolino, of A.J.C. Amusement Company, and Phil Schwartz.

Among the operators who were unable to attend the showing on Monday, and who visited Tuesday were: Jim Garrity, Bill O'Neill, Fred Johansson, Wade Perkins, of Allied Amusement; Charles Jacobs, Charles Shutz, Frank Peit, Charles Siegal, Mack Winkler, Sam Schenker, Harry Salat, of La Ru Music Company; Dave Wolfe, Julius Mohill, of Star Music Company, and Sam Gray.

### QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

SHUFFLE ALLEYS	BINGOS	ARCADE EQUIPMENT
C.C. 4-Pl. Derby . . . \$175.00	Evans Saddle & Turf . . . \$195.00	Bally Big Inning . . . \$ 85.00
Ex. Twin Rotation . . . 125.00	ABC . . . 50.00	Bally Defender . . . 125.00
C.C. Advance . . . 95.00	Beach Club . . . 45.00	Balloonomat, new . . . 395.00
C.C. Criss Cross . . . 150.00	Brite Lites . . . 60.00	Balloonomat, F.S. . . . 345.00
C.C. Hi-Speed . . . 85.00	Brite Spot . . . 65.00	Coon Hunt . . . 150.00
C.C. 10th Fr. Triple . . . 65.00	Cabana . . . 45.00	C.C. Hockey . . . 75.00
Keeney Team . . . 75.00	Leader . . . 50.00	Champion Hockey . . . 125.00
Build Up . . . 400.00	Nevada . . . 50.00	Dale Gun . . . 80.00
Chief . . . 95.00	Palm Springs . . . 45.00	Evans Bat-A-Score . . . 145.00
Cascade . . . 65.00	Palm Beach . . . 45.00	K.O. Filter, F.S. . . . 350.00
Clover . . . 45.00	Spot Life . . . 45.00	Lite A League . . . 75.00
Classic . . . 85.00	Stars . . . 45.00	Midwest Movies . . . 125.00
DeLuxe . . . 50.00	Singapore . . . 75.00	Muto Card Vend. . . 50.00
Derby Roll . . . 175.00	Surf Club . . . 95.00	Muto Photomat . . . 350.00
League Bowler . . . 120.00	Tropicana . . . 65.00	Muto Lord's . . . 395.00
Olympic . . . 70.00	Pixie . . . 250.00	Prayer . . . 395.00
Rainbow . . . 95.00	Caravan . . . 375.00	Panorama . . . 275.00
Royal . . . 95.00	Circus . . . 50.00	Silver Bullet . . . 125.00
Speedy . . . 165.00	Frolic . . . 50.00	Shoe Brush Up . . . 95.00
Team Bowler . . . 120.00	Spot Lites . . . 50.00	Shoe Shine Machine . . . 150.00
10th Frame . . . 60.00		Twin Hockey, new Write . . . 165.00
4 Pl. Original . . . 80.00		Sidewalk Engineer . . . \$165.00
Bally Victory . . . 180.00		Telegiz . . . 95.00
Bally Rocket . . . 175.00		Quizzer . . . 95.00
C.C. 10th Fr. Dbl. . . 80.00		Harvard Metal . . . 125.00
Score . . . 80.00		Typewriter . . . 125.00
Genco 8 Pl. . . 80.00		Boomerang . . . 45.00
Rebound . . . 85.00		Silver Bullet . . . 125.00
Genco Shuffle Pass . . . 85.00		Zodiac, new . . . 395.00
Build Up, new . . . Write		Zingo . . . 45.00
Select Play . . . Write		Chester Pellard . . . 75.00
		Football . . . 25.00
		Ex. Love Meter . . . 28.00
		Keeney Air Raider . . . 125.00
		Keeney Submarine . . . 125.00
		Liberator . . . 75.00
		Rapid Fire . . . 115.00
		Shit Jump . . . 45.00
		Mute Voice . . . 375.00
		Recorder . . . 375.00
		Wms. Crane . . . Write
		Genco Quarterback . . . 285.00
		Photomatic . . . 350.00
		Auto Photo . . . 1,495.00
		Zodiac Vendors . . . 85.00
		4-Player Derby . . . 125.00
		Flash Hockey . . . 150.00
		Atomic Bomber . . . 125.00
		Genco Champion . . . 275.00
		Baseball . . . 275.00

**THIS WEEK'S SPECIAL**  
Keeney Electric Cigarette Vendors, 9 Col., King & Standard packs. Capacity 432 packs. Refinished like new—all coin—all price denominations—\$125.00.

**KLOPP COIN CHANGERS**  
2 models, all denominations, new, \$89.50.

**RIDES**  
Merry-Go-Round . . . \$380.00  
T-V Ride . . . 275.00  
Bally Moonride . . . 275.00  
Stutz Bear Cat . . . \$30.00

**COUNTER GAMES**  
Kicker & Catcher, New . . . \$42.50  
Adv. Shocker, new . . . 17.50  
ABT Challenger . . . 25.00  
Three of a Kind . . . 20.00  
Pop Up . . . 20.00  
Champ Basketball . . . 20.00  
Ship, Wizard . . . 20.00  
Whiz . . . 20.00



M. S. GISSER  
Sales Manager

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All Phones: Tower 1-4715  
Terms: 1/3 deposit with all orders, balance C.O.D.

**INTERNATIONAL SCOTT GROSSE COMPANY**  
SCOTT GROSSE COMPANY  
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**GIVE TO DAMON RUNYON CANCER FUND**

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# AUTO RACE

Featuring...

**THE SPEED OF THE INDIANAPOLIS "500"**  
**THE ACTION AND THRILLS OF THE FRENCH "LE MANS"**

- Up to Six Complete Races Per Game
- 3 Cars Compete for Winning Honors
- Cars Finishing Race Light Holes for Specials
- Pop Bumpers Light for Super High Score When Cars Line-up After Race has Started

See AUTO RACE at Your Distributor NOW!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE., CHICAGO 51, ILL.

Products of Consistent Dependability

Subject to  
AMUSEMENT  
TAX  
Only!

YEARS OF LEADERSHIP  
**29**

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

# BUY THE BEST... WE DO...

★★★ **ROYAL** ★★★  
DISTRIBUTING, INC.

**BEACH CLUB . . . . . \$ 45.00**  
**MIAMI BEACH . . . . . 200.00**  
**VARIETY . . . . . 100.00**

**CLEANEST GAMES YOU'VE EVER SEEN!**  
**1/3 DOWN, THE REST "SIGHT DRAFT"**

Ask For Ben Mackie or Harold Hoffman  
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

### Redd Names Al Levine Sales Rep.

BOSTON — Redd Distributors (Wurlitzer) announced the appointment of Al Levine as their sales representative in the Southern New England territory.

Levine, a veteran of the coin machine industry, has had experience on several levels of the business. He had previously been with Associated Amusements, Inc.

### Bally to Bow

• Continued from page 99

cycle for a dime. One rides on the motorcycle seat and one on the carriage. It will have the same type movement as the Model T car model.

Details are not yet available, but Jones said the firm will begin shipments in the near future. It is expected to be the first new type kiddie ride to hit the coin market this fall.

(Rock-Ola), and prior to that with J. J. Columbo, former Rock-Ola distributor in New England.

### Boston Okays In-Line Units

BOSTON—In-line pinball machine operators here have cleared the way for the continued use of the games. All requirements of the Bureau of Standards and the Boston Licensing Board have been met and these agencies are apparently satisfied.

The Police Department and the Watch & Ward Society had brought complaints that the devices were in such a condition 'as to allow their use for other than amusement purposes. They had asked that free-play buttons be eliminated and that keys to the machines should be at the location to allow for periodic inspection.

No action was taken on the matter of proposed legislation which would put a penalty in the law for operating a machine not properly licensed. The present law provides no other penalty other than revocation of the license.

**NOW!**  
for the **"SMALL FRY"!**



GENCO'S EXCLUSIVE

## "DAILY ROCKET" MOVING TARGET RIFLE GALLERY

• FIRST TIME EVER ...

A Rifle Game designed ESPECIALLY for BOYS & GIRLS from 6 to 16!

• FIRST TIME EVER ...

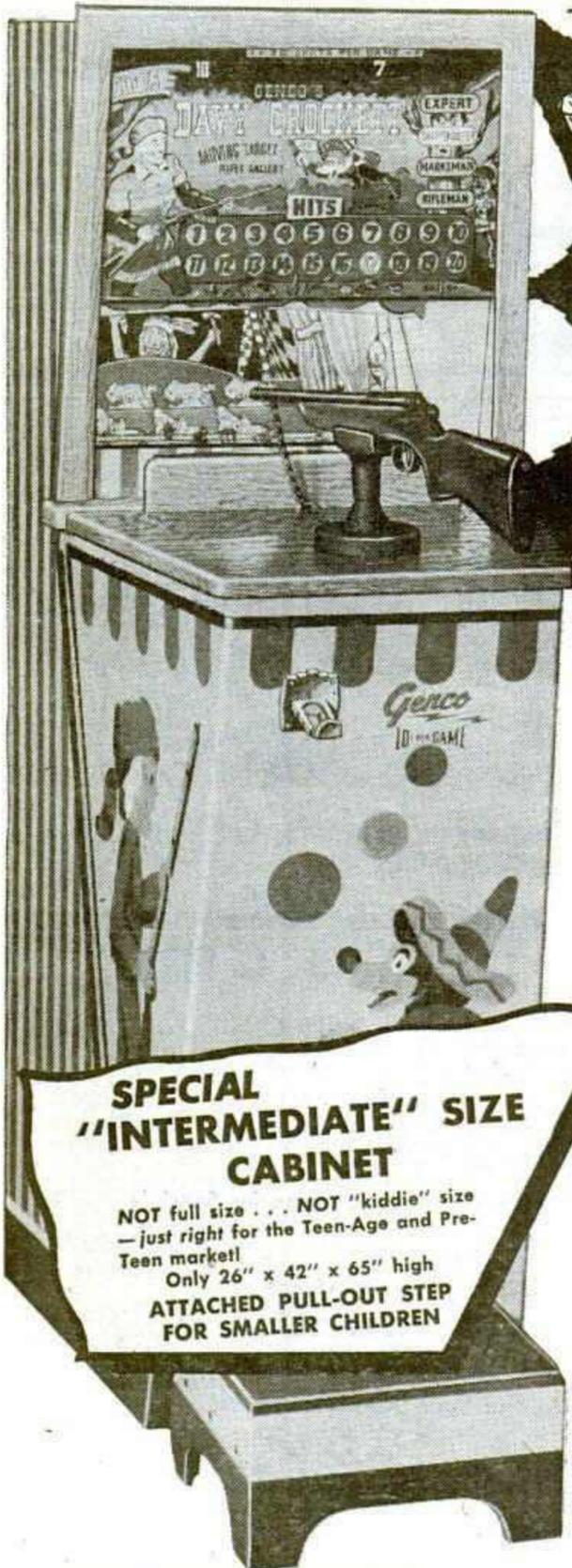
A Youngsters' Rifle Game with an AUTHENTIC .22 RIFLE!

• FIRST TIME EVER ...

A Youngsters' Rifle Game with MOVING TARGETS and other Features of Full-Sized Rifle Games ... AND THE PRICE IS RIGHT!

PAYS OFF BIG IN MANY NEW LOCATIONS!

- Department Stores • Supermarkets • Restaurants • Shopping Centers • Arcades
- Variety Stores • Theatre Lobbies • Resorts and many more!



**SPECIAL "INTERMEDIATE" SIZE CABINET**

NOT full size . . . NOT "kiddie" size — just right for the Teen-Age and Pre-Teen market!  
Only 26" x 42" x 65" high  
ATTACHED PULL-OUT STEP FOR SMALLER CHILDREN

SEE YOUR GENCO DISTRIBUTOR TODAY!

KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

3000

GAMES & MUSIC IN STOCK!

- ★ BINGOS
- ★ NOVELTIES
- ★ SHUFFLE ALLEYS
- ★ SEEBURG & WURLITZERS

FOR COMPLETE SATISFACTION DEAL WITH THE WEST COAST'S OLDEST AND LARGEST DISTRIBUTOR OF GAMES & MUSIC

FOR EXPORT CABLE OR WRITE TODAY!

ADVANCE

AUTOMATIC SALES COMPANY  
CABLE: PINGAME  
1350 Howard St., San Francisco



**DON'T JUST SIT THERE..**

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. . . and TOP NAME ELECTRIC SCORING POOL GAMES ALL BRAND NEW... AT YOUR PRICE!

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**Panoram Operators!  
FOR SALE**

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.  
**Phil Gould**  
283 Market St. Newark 8, N. J.  
MArket 2-4278

**New Gun Games**

• *Continued from page 99*

more than 20 different models produced.  
Because of the limited number

of new guns produced since this time, a demand exists again for such games. Prices of used gun games, for instance, have held up unusually well. Genco took advantage of these circumstances, introducing the first 1956 model, State Fair Rifle Gallery, last July. The game enjoyed high sales and was still in shipment last week.

Within the last two weeks manufacturers added three new models to the market. Exhibit shipped its Jungle Hunt (The Billboard, October 6), United shipped Pirate Gun, and Genco bowed a new junior-size model, Davy Crockett, aimed at the kiddie market.

Jungle Hunt, Exhibit's game, gives operators a choice of 45 caliber pistol or .22 rifle model attachments, and features realistic animal sound effects when targets are hit.

Pirate Gun, the new United game, features a time bonus score system that gives players added points for fast, accurate shooting. Main target is a large pirate figure, the head of which flies back when hit.

Davy Crockett, Genco's new model, is designed to appeal to the dime stores and such locations. It features animal and Indian targets, and the flavor of the Old West.

**NATIONAL—The Best in Games!**

ATTENTION, N. ILLINOIS and IOWA OPERATORS!  
YOU'RE A WINNER WITH GOTTLIEB'S NEW SPEEDY ACTION THRILLER

**AUTO RACE**

IMMEDIATE DELIVERY—ORDER NOW!

RECONDITIONED GENCO,  
CRISS-CROSS, WILD WEST, \$315  
SHOOTING GALLERY.....

**LATE 5-BALLS**

DERBY DAY	2240
HARBOR LIGHTS	225
EASY ACES	215
FRONTIERSMAN	210
WISHING WELL	195
SOUTHERN BELLE	185
GYPSY QUEEN	175
SLUGGIN' CHAMP	175
SWEET ADD-A-LINE	175
4-BELLES	140
DAISY MAY	145
GOLD STAR	135
JOCKEY CLUB	115
LOVELY LUCY	115
PINWHEEL	110
SHINDIG	110
QUEEN OF HEARTS	90
4-PLAYER SCOREBOARD	320
2-PLAYER GLADIATOR	325
2-PLAYER MARATHON	325
2-PLAYER TOURNAMENT	325
3-PLAYER DUETTE	225

**WANTED  
CASH OR TRADE**

**Gottlieb**

4-Player SUPER JUMBO  
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**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: Buckingham 1-6466 CHICAGO 14

**GET THE REAL McCOY**

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

**RACK POOL PLAYFIELDS**

Immediate Delivery

- NO. 1—REGULAR SIZE—32"x48", 2 hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack ..... \$25.95
- NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball ..... 25.95
- NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" ..... 39.50

**REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS**

Be Sure to Specify Style When Ordering.  
Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth. Holes away from cushion.

**SPECIAL PRICE ..... \$22.95**

**GENUINE ROTATION POOL BALL SETS**

- REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4" . . . Per set \$18.50
- ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4" . . . Per set \$19.75

Rule cards and instruction sheets packed with each set

- DELUXE CUE BALLS, 2 1/4" ..... Each \$2.50
- REGULAR CUE BALLS, 2 1/4" ..... Each \$1.95
- 2 1/4" 10 BALL RACKS ..... Each \$1.50
- KELLY POOL BOTTLES ..... Each \$1.50
- TALLY BALL SETS (Peas), Nos. 1-10, Incl. .... Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need  
... Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box  
TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

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NEW

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- \* Double Scoring . . . . .
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NEW Attractive  
Colorful  
Anodized  
Pucks!

NEW Player  
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NEW  
Simple  
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2 or 4  
Can Play . . .  
20c Per  
Game!

8 1/2 Ft. Long

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**FIRST**  
Novelty Pin Game  
In Years!

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presents a really new scoring idea  
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**EXCITING NEW  
TRIPLE-DECK  
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Magic Squares  
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Extra Balls

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

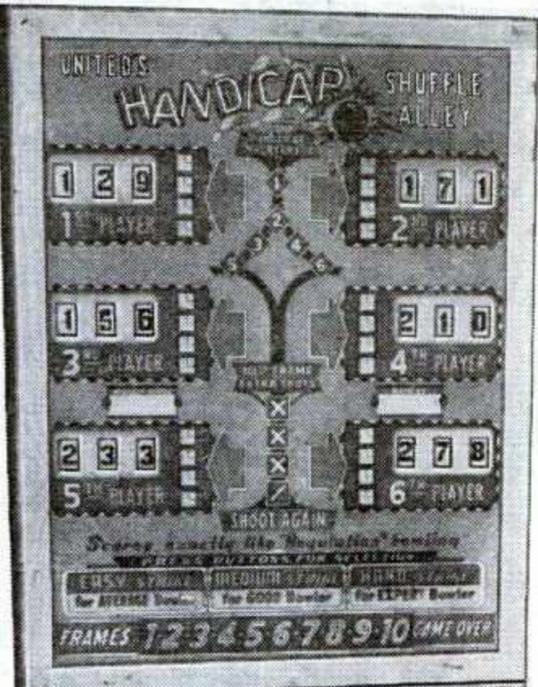
NOW AT YOUR  
**Bally** DISTRIBUTOR  
DE LUXE ABC BOWLER  
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BALLY MANUFACTURING COMPANY  
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# Bally® BIG SHOW

PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores

for best deals on biggest money-makers \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ SEE YOUR **Bally** DISTRIBUTOR

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**HANDICAP**  
**SHUFFLE ALLEY**



**FEATURES**  
**NEW EQUALIZER**  
**AMONG PLAYERS**  
 Selection Buttons Permit  
**HANDICAPPING ALL BOWLERS**  
 to insure  
**HIGHLY COMPETITIVE PLAY**



**Regulation Bowling Rules**  
**TOP SCORE 300**

**1 to 6**  
**CAN PLAY**

SEE  
 YOUR  
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EQUIPPED WITH  
 UNITED'S  
 FAMOUS  
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UNITED  
 OPERATORS  
 ARE  
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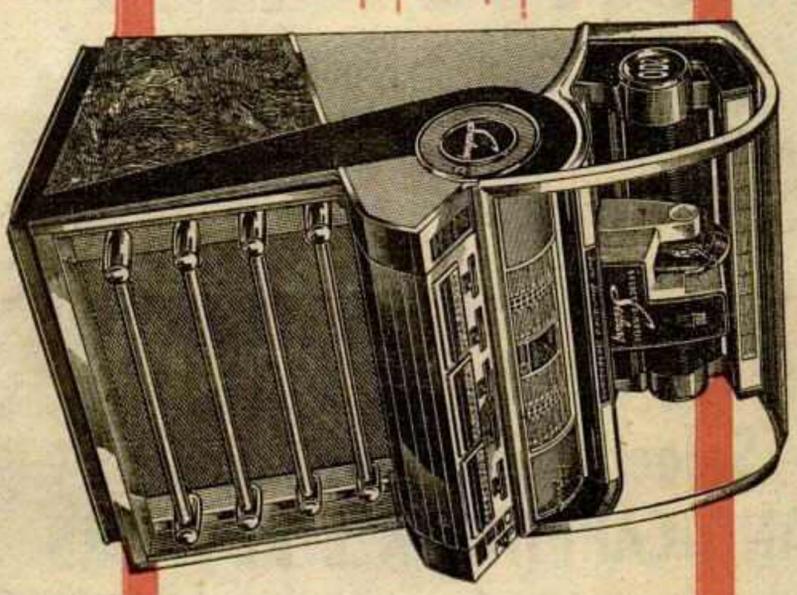
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6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games

STANDARDS AND SHOW TUNES  
ARE HERE TO

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This music on 45 RPM is  
available principally on E. P. records



THE V-200  
IS HERE TO

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singles (hit tunes) at  
one price . . . E. P.'s. (standards and  
show tunes) at a  
proportionately higher price

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
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*America's finest and  
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