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The Billboard

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Music on Juke Box Wide Open Frontier

200-Selection Machines Clear 1957 Path To New Horizons in Disk Programming

By BOB DIETMEIER
CHICAGO—Juke box operators will explore more new territory in record programming and merchandising in 1957 than ever before. The programming possibilities raised by the 200-selection juke box are responsible for causing thoughtful operators to become vitally interested in whether the juke box can win a new audience—or earn more from its present one—with greater variety.

According to a survey of operating companies representing 25 States conducted by The Billboard, juke box operators will buy more 200-selection machines next year than all other models combined. Eight out of every 10 firms participating reported they were planning to buy more of the jumbo-size equipment than all other models.

This year only one manufacturer—the J. P. Seeburg Corporation—built 200-selection models thruout the year; in 1957 all four manufacturers, AMI, Inc., The Rudolph Wurlitzer Company, Rock-Ola Manufacturing Corporation and Seeburg, will have the full year to produce them.

Because of all this, juke box operators were never more interested in the record industry than they are today. The place that extended play records should occupy in today's programming, and what categories of music to program in what quantity are matters of concern to operators.

Indicative of this accelerated interest in programming are plans of Music Operators of America to include in its business sessions at its convention next May record programming and merchandising. Tentative plans call for two panels—one to consist of representatives of record manufacturers, one of operators—to discuss these topics as they pertain to the juke box (The Billboard, October 13).

Asks Red Tape Lift on Jukes

LOS ANGELES — Removal of the validated license requirement for exports of coin-operated phonographs to Hong Kong has been asked of the U. S. Department of Commerce by Joseph S. Duarte, head of the Badger Sales Company export department here.

Duarte requested that action be taken to remove phonographs from the requirements on the basis that other types of coin-operated machines can be shipped to the foreign port without a license. He said that juke boxes have no strategic value and removal of the licensing action would eliminate a large amount of clerical and administrative work by buyers, sellers and even the Department of Commerce employees.

ARMY TO GIVE ELVIS PRESLEY A G.I. HAIRCUT

FORT DIX, N. J. — The most famous sideburns in America will be shaved early in December when Elvis Presley reports here as an Army inductee. After a shortened basic training period, he is slated to join Special Services for an entertainment tour.

Army officials held a special meeting last week to map out careful handling of the new buck private and to formulate precautionary measures to keep fans away from the base. High on Presley's agenda is extensive dental and periodontal (gum) work.

Presley will be allowed to continue his television and recording dates and probably will be granted an early six-week furlough to make a second film for Paramount Pictures. Before reporting to Fort Dix, N. J., he will make his New York debut on the Paramount Theater stage for a brief engagement and will sing on the Ed Sullivan show.

The 21-year-old Tennessee boy will enter the Armed Forces under as much secrecy as possible, the exact time of his arrival at Fort Dix being known only to a handful of his business staff and Army officers. Not since Eddie Fisher served his stint has the Army faced the star problem, and at that time Fisher was nowhere near the celebrity that Presley is.

One official source suggests that a deliberate last-minute switch will place Private Presley in another training camp, to ensure a minimum of disturbance and publicity.

Programming has long been a dominant force in operators' plans, of course. But no programming methods used for machines with fewer selections seem adequate to cope with the requirements of a 200-selection unit. Key questions are: Will programming types of music seldom found on machines before win new juke box customers? And if it can, will it mean additional income—will it be worthwhile to program for an additional audience?

Merchandising enters the picture at this point. Providing a new audience is possible and is worthwhile financially, how can it be sold on patronizing the juke box in the first place? A restaurant or tavern customer not accustomed to finding the type of music he enjoys on the juke box is unlikely to pay any attention to it. Calling his attention to music available is necessary. Merchandising with location promotion pieces—menu and wall cards, for example, may be in order at this point. All of this requires a good deal of experimentation, testing and hard work to find answers to, surveyed operators agree.

An important factor in determining operator purchases of 200-selection equipment next year, and hence their programming interest in the jumbo units, will be in how well they fare in net earnings for 1956. And on that score, according to operators polled, there is reason for optimism.

Altho operators in some sections (Continued on page 84)

Album Crossroads: Full Speed Ahead, Or Cut the Steam?

Firms Weigh Quick Turnover Vs. Stress on Few for Lasting Power

By PAUL ACKERMAN AND BILL SIMON

NEW YORK — The packaged records business may be approaching a crossroads, and may take a fork in the road within the next six months. The matter is many-faceted and concerns not merely the problem of a superabundance of product. More specifically, it has to do with the concept of "catalog value" and whether or not the record industry has irrevocably dropped some of its traditional patterns in its attempt to become as progressive as other industries.

To Cut Down?

Several major record company executives very recently had a meeting to consider the advisability of cutting down on album production. Those in favor of such a move feel that in addition to tremendous savings in manpower and money, other benefits would accrue. Chief of these, it was stated, would be the focusing of heavy promotional drives on key albums. Currently, it was pointed out, promotion on any particular album is likely to be less than concentrated, in view of the necessity to put something behind each album. Often the result is that few albums reach their full sales potential, and many albums which might become catalog items fail to achieve that status because of a weak initial push.

As logical as the manufacturers'

case may be for a diminution in the number of albums, there are strong deterrents to final acceptance of such a policy. A chief obstacle is the hectic competitive pace. In discussions at a major record firm it was argued that if one company were to cut down, it would immediately be at a disadvantage at the dealer level—where other labels would be selling more and more new product. The dealer, therefore, would have even less money to allocate to the more conservative label.

Thus, there is in the package business currently a strong conflict. In years past, such a conflict never existed. A label's most tangible resources were its contracted artists and its performances on wax—performances which could not be duplicated elsewhere and which therefore had a stable sales value.

Other Factors

It is true today that a label's most tangible resources are artists and their performances. But it is not true to the same degree. Artists have not the same stability, and the very quality of "newness," coupled with such factors as eye-appeal and ultra hi-fi recording, can determine the extent of a sale. Or, to put it another way, factors other than artistic interpretation and performance can force rapid obsolescence. This is true in both the popular and classical segments of the business, and it is no longer uncommon for one label to obsolete relatively new recordings on its own label.

Pertinent to this story and over- (Continued on page 20)

NEWS OF THE WEEK

Corporate Teamwork Prompts

Both NBC, ABC Shake-Ups . . . A move toward executive teams and corporate responsibility has followed top-level shake-ups at NBC-TV and ABC-TV. Emphasis is shifting away from the one-man rule. . . . Page 2

Local Video Stations Hit Solid

Ratings With Big Movies . . . Local TV stations are racking up smash ratings with feature film products recently released to TV by major motion picture studios. . . . Page 8

Westminster Records Kicks Off

Heavy Promotional Campaign . . . Westminster Records this week kicks off a new drive for major label status. On the dealer level, consumers will be offered a free bonus disk for every four purchased. Heavy ads, 100 new packages and extensive revamping of the old catalog are included in the program. New Christmas specials announced. . . . Page 17

Expect ASCAP Board to Convene

To Re-Examine Distribution . . . Board of the American Society of Composers, Authors and Publishers is expected to meet shortly to re-examine one of the Society's most controversial operations — that involving the publisher and writer distributions. Recent changes in the distribution as affecting credits allocated for background music are expected

to be among the specific problems on the agenda, altho the over-all analysis will be more comprehensive. . . . Page 17

Texas State Fair Attendance

Holds Up Despite Drought . . . The State Fair of Texas, Dallas, the country's biggest fair from the standpoint of attendance, held up well last week despite drought conditions. Total patronage for the first 12 days was 2,075,646, slightly ahead of '55. . . . Page 63

Concello to Head Big One; Maps

Plans to Convert to Indoor Unit . . . John Ringling North has appointed Arthur M. Concello to head the Ringling-Barnum Circus, and Concello maps plans to convert the big show into an indoor unit, moving in baggage cars for a year-round schedule. . . . Page 63

DEPARTMENTS AND FEATURES

Amusement Games . . . 92	Music Pop Charts—
And-Arena . . . 67	Album Buying Guide. 32
Carnival . . . 73	Honor Roll of His. 44
Circus . . . 77	Best Seller Lists. 43
Coming Events . . . 82	Tips on Coming Tops. 54
Classified Ads . . . 80	Parks & Pools. 69
Coin Machine . . . 84	Pines . . . 79
Coin Machine Market. 94	Radio . . . 17
Fairs & Expositions. 71	Binks . . . 70
Final Curtain . . . 68	Routes . . . 68
General Outdoor . . . 64	Television . . . 2
Letter List . . . 83	TV Film . . . 4
Merchandising . . . 79	TV, TV Film Reviews. 16
Music . . . 17	Vending Machines . . . 88
Music Machines . . . 84	

Obsolescence Not at Decca

NEW YORK—The question of obsolescence in the various record companies' package catalogs, heightened by the constant development of new recording, packaging and marketing techniques, is not exactly a new problem to the industry, tho it never has persisted to the present degree.

Tradesters recall that over the years, Decca has dealt with its superannuated products quietly, but effectively. For example, every several years, as the company would devise ways of improving the product, Guy Lombardo would be called into the studio to re-record the old hits, using the identical arrangements. These then would be substituted for the old masters and issued under the same catalog numbers. The competition marveled at the endurance of Decca's chestnuts.

MOTIVATING FORCE

ABC Follows NBC Change To New Corporate Policies

NEW YORK — The revolving door whirling so rapidly at the networks these days is powered by a new motive force: Corporate responsibility. With networks reaching the status of fiscal giants, the current realignments at ABC, following hard on those that occurred at NBC, point up the trend toward a tightening "big business" type of operation.

The departure this week of Bob Kintner from ABC, following that of Pat Weaver from NBC, seems to end, for the moment at least, a tradition carried over from radio days of an all-powerful, multi-faceted leader who personally controlled and dominated all aspects of web operations. Both networks seem headed for the kind of team operation featuring departmental specialists which has highlighted CBS' rise to top position among the webs.

There was general realization in the trade this week that this is a logical development. Network TV billings this year will virtually triple the \$210,600,000 zenith hit by web radio in 1948. As a consequence, the stakes are now regarded as too high to entrust to any single individual, however brilliant his capabilities and attainments. Network TV is now definitely a big-time operation, and those who control its destinies feel it must be run as such.

Team Operation

The streamlining of NBC into a team operation, with a group of top executive veepees exercising authority under President Robert Sarnoff, was geared to cut down excessive expenditures while building up the bread and butter revenue. Similarly, this week's shuffle at ABC portends an era in which the aim is a more rapid equalization of ABC's profit picture with that of the other webs. Sales policies seem apt to come under close scrutiny, with the new toppers hoping to bring the actual billing figures more closely in line with PIB statements.

The expectation is that recent top leadership changes ultimately will make for a closer monetary horse race among the three networks. And hope was being voiced in many quarters that the spirit of experimentation and the search for fresh programming approaches which marked TV's adolescent era would not be lost with the advent of a more conservative maturity.

Look Ahead

Look for more live programming by ABC under the aegis of web chief Ollie Treyz and temporary President Leonard Goldenson. The creation of new shows with high

audience appeal is stressed in the latter's quarterly report to stockholders of AB-PT, issued this week. The report also takes a slap at ABC-TV sales efforts, which are "not up to expectations . . . for the 1956-57 broadcasting seasons" and promises that management will now "make every effort to increase sales."

Among upcoming changes at ABC is a probable splitting of ad-

vertising-promotion activities from the publicity department, with Eugene Accas, former head of ABC's sales development department, returning to guide the former in a new organizational set-up. Mike Foster, veepee in charge of advertising, promotion and publicity, will continue to head public relations operations.

Except for a shake-up in the (Continued on page 6)

RATES AND RATINGS

'Playhouse 90' on Way to Big Pay-Off

NEW YORK — The CBS-TV multi-million-dollar gamble with "Playhouse 90" seems to be paying off. The program is virtually s.r.o. (see other story this issue) and, just as important, has started to knock off the opposition in ratings.

Trendex figures for October 18 give the show an average 25.8 for the hour and a half. Beginning at 9:30 p.m., it scored a 25.9 to Tennessee Ernie's 18.3 on NBC-TV, and the 7.2 received by the last half of "Wire Service." At 10, "Playhouse 90" received a 26.9. "Lux Video Theater" on NBC got a 18.0 for its first half hour, and "Ozark Jubilee" a 6.4 on ABC. The last half hour, 10:30-11, saw the CBS-TV dramatic stanza receive a 24.6, and "Lux Video" a 12.6.

The success of "Playhouse," if it continues, may presage a trend to hour-and-a-half weekly stanzas, since it is proving that such top programming can be produced on a weekly basis. CBS-TV has always believed that programs must be offered on a regular weekly basis, if audience habits are to be built.

"Playhouse 90" is the creation of CBS' Vice-President Hubbell Rob-

inson who is also responsible for "Climax!" the hour program which precedes it. The two of them have made for CBS dominance of Thursday after 8.

NBC Makes Pilot On 'Botts' Series

NEW YORK—NBC-TV is making a pilot film of "Alexander Botts," proposed series based on the Saturday Evening Post humorous stories about salesman Botts and his Earthworm Tractors.

Rumors and announcements of live and film series on this character have been abroad for several years. NBC is thinking of the show in terms of a summer debut.

Philip Morris Back With Lots of Cash

NEW YORK — Philip Morris has jumped back into network TV with both feet, mainly on behalf of its new Marlboro filter tip cigarette. The company is close to spending between \$3,000,000 and \$5,000,000 this season for network TV exposure for Marlboro. And its Philip Morris cigarette may be going into network TV soon, too.

Latest buy is expected to be an alternate half hour of the last third of "Playhouse 90," the 10:30-11 segment of the new CBS-TV Thursday night dramatic stanza. Marlboro will only go into "Playhouse 90," however, if it cannot buy an alternate half hour of the Wednesday night Arthur Godfrey show on the same web. In the event Marlboro buys Godfrey, Philip Morris will probably take over as alternate owner of the last third of "Playhouse 90."

Fight Commitment

Meanwhile, Marlboro has also committed itself to become the alternate sponsor of the Wednesday night fights on ABC-TV. The Pabst decision to move out of the fights first occasioned some consternation at ABC, but when the

Leo Burnett Agency, which represents both Marlboro and Pabst, came up with the former as a replacement, the network is said to have accepted the substitution.

Marlboro has also bought a large hunk of the CBS-TV professional football coverage in various markets. Its expenditures here are reckoned at between \$750,000 and \$1,500,000. The filter cigarette has already gained a large share of consumer acceptance in its short exposure and is hoping to attract more with network TV.

Kraft Near to Daytime Plunge

NEW YORK—Kraft Foods is on the verge of a major plunge into daytime network TV. The NBC-TV web expects a \$1,500,000 order for four quarter hours of its programs. They are "Tic, Tac Dough," "Modern Romances," "It Could Be You" and "Comedy Time."

Kraft, of course, has been a long-time prime-time advertiser on NBC with its Wednesday night hour dramatic show. For NBC it would be the largest order placed in several years and would move its 12:55-3:30 p.m. block of programming much closer to S.R.O. status.

BEHIND THIS WEEK'S NEWS

Oliver Treyz: Athlete With Brains Heads Up a Team

By BOB BERNSTEIN

"THAT lovable crew-cut and athlete's build concealed a nimble brain and a great sense of dedication," commented one of his new associates last week when Oliver Treyz took over his duties as head of ABC-TV. "He has the stamina of a track star, the charm of Orpheus and the wisdom of an octogenarian."

The energetic, rapid-fire, sanguine, 38-year-old Treyz resigned the presidency of Television Bureau of Advertising, Inc., to return to the web where he formerly served as director of research and sales development and as director of the radio network. The combination of administration, sales and research experience, plus that stamina and charm, makes him a highly-qualified executive.

Before joining ABC in 1948, Treyz served as manager of the research department at Sullivan, Stauffer, Colwell & Bayles, after a stint in the Batten, Barton, Durstine & Osborn program development department. He began his broadcasting career at WNBC, Binghamton, N. Y., upon graduation from Hamilton College in 1939.

His quest for knowledge is leading Treyz to immersion in a self-imposed indoctrination period which will occupy the first month of his ABC-TV tenure, taking him into every office of the network and all of ABC's owned stations. "I've got to get educated," says the very well-educated executive.

Born in Wollowemoc, N. Y., Treyz now resides in Scarsdale, N. Y., with his wife, the former Janet Campbell, and their two sons, Donald and James. During World War II, he served with the Army Air Corps. There, as in each post he has held, he reaffirmed his conviction that team effort is the key to business success. This guiding principle of his life led him to create such a sound oligarchy at TvB that his resignation, as he put it, "will have no detrimental effect at all on the running of the company and not a step will falter because I dropped out of the marcher."

Essentially conservative and serious-minded, Treyz is considered a tough but fair boss, excellent teacher and tireless worker. His creative powers never cease operating, but the respect for figures he gained in research chores is never clouded by hopeful brainstorming or wishful thinking.

He's down-to-earth and wants to deal with down-to-earth people. Rejecting the concept of a three-cornered network race in which ABC would try to overtake its competitors as quickly as possible, Treyz says: "I just want to turn out the best possible shows so that we can bring maximum reward to public, advertiser and ourselves." The way he says it, you can believe he's the man who can do it.



OLIVER TREYZ

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A.R.B. NETWORK RATINGS for September

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

ARB Audience Composition Studies

Adventure, Mystery, Westerns

SEPTEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Gunsmoke	33.1
2.	Wyatt Earp	28.1
3.	Robin Hood	23.1
4.	Dragnet	22.3
5.	Lassie	22.2
6.	Warner Bros. Presents	22.0
7.	Crusader	17.6
8.	Adventures of Jim Bowie	17.3
9.	Rin-Tin-Tin	16.0
10.	Frontier	16.0

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Gunsmoke	97
2.	Frontier	94
3.	Warner Bros. Presents	89
4.	Wyatt Earp	88
5.	Combat Sergeant	84
6.	Crusader	83
7.	Bold Journey	78
8.	Dragnet	77
9.	Big Town	77
10.	Adventures of Jim Bowie	74

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Gunsmoke	1.12
2.	Big Town	1.11
3.	Crusader	1.04
4.	Warner Bros. Presents	.99
5.	Dragnet	.98
6.	Lassie	.96
7.	Frontier	.96
8.	Bold Journey	.94
9.	Wyatt Earp	.90
10.	My Friend Flicka	.89

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Fury	1.86
2.	Tales of the Texas Rangers	1.63
3.	Rin-Tin-Tin	1.53
4.	Roy Rogers	1.42
5.	Wild Bill Hickok	1.32
6.	Lone Ranger	1.32
7.	Lassie	1.30
8.	My Friend Flicka	1.26
9.	Lone Ranger	1.15
10.	Robin Hood	1.12

Network Dramas

SEPTEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Robert Montgomery Presents	38.7
2.	G. E. Theater	32.2
3.	Climax	30.7
4.	The Millionaire	30.2
5.	Medic	28.0
6.	Jane Wyman	27.9
7.	Alfred Hitchcock	27.8
8.	Loretta Young	25.3
9.	Playhouse of Stars	24.9
10.	Undercurrent	24.0

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Goodyear Playhouse	1.25
2.	On Trial	1.19
3.	G. E. Theater	1.18
4.	Alfred Hitchcock	1.18
5.	Loretta Young	1.18
6.	Big Story	1.17
7.	Spotlight Playhouse	1.13
8.	The Millionaire	1.13
9.	U. S. Steel Hour	1.13
10.	Kraft TV Theater	1.13

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	G. E. Theater	98
2.	Alfred Hitchcock	96
3.	Goodyear Playhouse	91
4.	Climax	89
5.	Loretta Young	88
6.	The Magic Box	86
7.	Navy Log	85
8.	Crossroads	84
9.	You Are There	83
10.	On Trial	83

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	The Magic Box	.61
2.	Telephone Time	.57
3.	G. E. Theater	.55
4.	Hollywood Summer Theater	.54
5.	Navy Log	.51
6.	Crossroads	.47
7.	You Are There	.47
8.	Playhouse of Stars	.45
9.	Screen Directors Playhouse	.44
10.	Goodyear Playhouse	.43

New Post Due For Nat Wolff

NEW YORK — Nat Wolff is expected to become director of programs for the NBC-TV network. He would replace Dick Pinkham, who is being shifted to another top slot at NBC or one of its subsidiaries. Wolff is now a roving programming specialist who works on spe-

NBC Names O'Keefe

NEW YORK — John O'Keefe has been named director of publicity for the NBC-owned stations here. He is replacing Don Bishop, who was recently appointed director of publicity and community services for the owned stations and NBC Spot Sales.

cial projects for NBC, mainly the uncovering of new talent and properties for the web.

COAST SITE

ABC to Start Building New Tele Center

HOLLYWOOD — First construction on a new West Coast ABC television center is expected to begin within the next 30 days. Altho no final completion date has been set, ultimate plans call for all, except a small section, of the buildings presently on the site to be torn down and replaced.

The construction, which is to get under way within the next few weeks, will be on a technical facilities building, described as the core of the new structure. Facilities will not be housed under one roof, as at CBS TV City, but in separate buildings.

ABC thus becomes the third of the three networks to schedule major construction this season. NBC is erecting a new office building in Burbank, Calif., as well as expanding its stage space there. CBS has started ground-clearing work for a huge extension of its TV city.

In the case of ABC, as the other nets, it's a matter of present structure bulging at the seams. ABC, for instance, gave priority to the technical facilities building, because it no longer could handle the flow of film in the old quarters.

Bishoff, Diamond Prepare 2 Series For Saphier Firm

NEW YORK — The James Saphier Agency has two shows in various stages of preparation which will enlist the talents of Sam Bishoff and Dave Diamond, the producers of "The Phenix City Story" for Allied Artists.

One of the properties would concern itself with adult adventure, while the other will be about juvenile delinquency. Bishoff and Diamond's last TV venture was the production of the pilot in the "Father Duffy" series for Desilu.

Goodson-Todman Hunt 'Price Is Right' Emsee

NEW YORK — Goodson & Todman are looking for an emcee for their new audience-participation package, "The Price Is Right." The show goes into the 10:30-11 spot on NBC-TV in late November, replacing the simulcast portion of the web's "Bandstand" show, which continues on radio.

COMMERCIAL CUES

U. S. PATENT 2,733,635

A compatible 3-D TV process has been patented by Roland D. Crandall Productions, which the firm refers to as stereoscopes. With the process, sponsors will be able to hand out samples right out of the TV tube. The first package Crandall has put together, using this process, is "Seeing New York City," with Stereo Steve and his magic helicarp. No glass or filter is used in the viewers. The process was designed to spark children's programs and commercials.

MOVE TO COLOR SPREADS

This month 27 TV stations in the Southeast will start transmission of commercials shot with new Anscochrome color film. The Walter J. Klein Agency, of Charlotte, N. C., will convert all its production of filmed blurbs for its clients to color within the next few weeks. This move will affect about 50 clients with several hundred commercials placed thru Klein. Ansco and Klein are co-operating on further developments of the color process.

ID'S

Terrytoons, a division of CBS-TV Film Sales, began its first sessions in its animation course. At no charge, 28 enrolled to learn the art of film animation. . . . Wally Gould, director of Guild Films' Commercial division; Nox Lempert, production manager, and Bernie Katz, associate producer, are producing a series of blurbs in English and French for Success Wax of Canada. The commercials embody a ballet number and marionettes. . . . Mel Gold Productions, Inc., has expanded by taking over the whole third floor of the Capitol Theater Building, New York, where it used to have two offices. . . . UPA Pictures' "Mister Magoo Household" commercial won second prize at the International Advertising Film Festival, Cannes, France.

SOME CHANGES MADE

ABC Revamps Sked, Hits Peak in Car Buys

NEW YORK — Next week will bring a number of changes to the ABC-TV program line-up and an all-time high in automotive sponsors on the web (see other story this issue). The first shift will be the premiere of Martha Rountree's "Press Conference," late of NBC-TV, in the Sunday 8:30-9 p.m. slot October 28. "It's Polka Time," currently in that time period, is moving to Tuesday 10-10:30 p.m., replacing "The Big Picture."

On November 15, "Circus Time" will be condensed to a half-hour stanza, either 8-8:30 or 8:30-9 p.m. in its Thursday berth. The spot freed by this cut-back will be filled by a new show as yet undesignated. ABC is also hopeful that Lanolin Plus will move in with a program of its own selection.

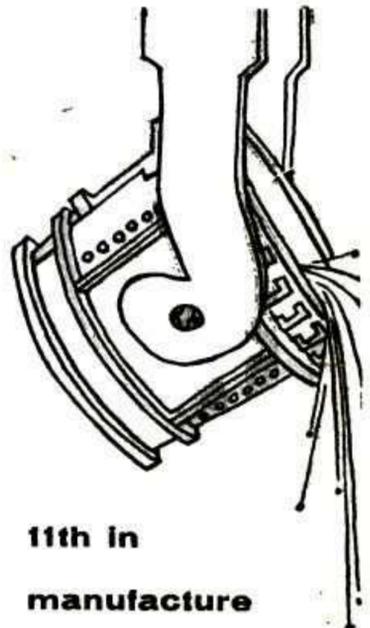
The first week in November will see seven auto accounts represented on ABC-TV. In addition to the five regular advertisers, Chevrolet Dealers of America, Ford Motors, Plymouth, American Motors and Dodge, special shows will bring Buick and Oldsmobile Dealers to the web. Buick will sponsor election night coverage November 6, while Oldsmobile will present "1957 Rocket Revue," starring John

Daly, Bill Hayes and the Chordettes, November 8, 8:30-9 p.m., EST.

'Festival' Cut

Effective October 29 in the East and Midwest and November 5 on the West Coast, "Afternoon Film Festival" will be reduced to 90 minutes from its present two-hour length, Mondays thru Fridays. Whether the open half hour following will house a network show or local stanzas has yet to be decided.

The third of this season's "Kiddie Spectaculars" has been postponed by Red Goose Shoes from December 8 to the fall of 1957, giving the sponsor a schedule of four 90-minute shows next season instead of the planned three. The reason given ABC by Red Goose was a second-thought decision that the date was too close to Christmas.



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 Chicago Los Angeles San Francisco

TV's NEW **STAR-SPANGLED**

RATING-WINNER

AMERICA

**THRILLING TALES
OF MEN AND ADVENTURE!**

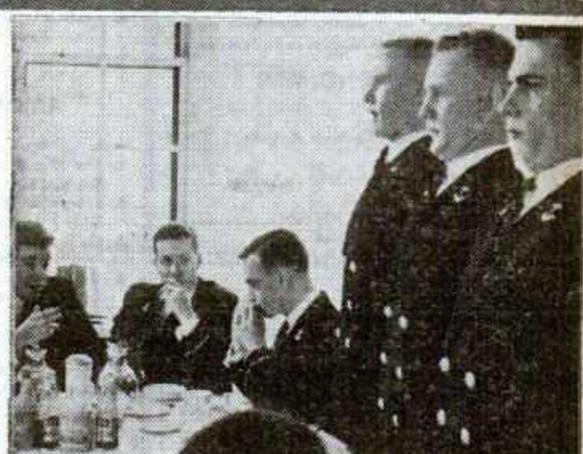
PRODUCED WITH THE FULL COOPERATION OF THE DEPARTMENT OF DEFENSE AND THE D



**BIG AND LAVISH! . . . WITH SEQUENCE AFTER SEQUENCE
FEATURING OUR HOLLYWOOD STARS
FILMED AT ANNAPOLIS!** In the classrooms,
on the playing fields, aboard the battle fleet
. . . wherever Men of Annapolis go into action!



**AT YOUR COMMAND . . .
SPINE-TINGLING SHOWMANSHIP!**
Every week your viewers will thrill to stories
ablaze with the adventures, loves, heartbreaks
and triumphs of the U. S. Midshipmen.



**YOU'LL BE THE PROUD SPONSOR OF
THE NO. 1 SHOW IN YOUR MARKET!**
Your product will be seen in a program peo-
ple will take pride in watching, in talking
about, in recommending.

R!

ANCHOR *COMPELLING*
AS THE CALL TO COLORS!
ANCHOR *GLORIOUS*
AS OUR COUNTRY'S HISTORY!

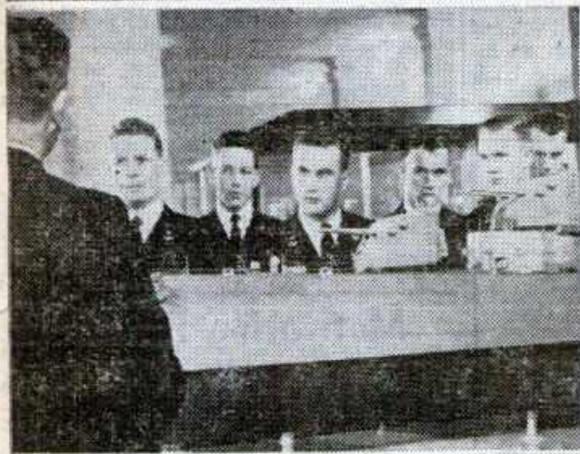
OF POLIS

ANCHOR SURGING WITH
EXCITEMENT, SENTIMENT AND HEROISM!
AND THE SALES IMPACT OF A 21-GUN SALUTE!

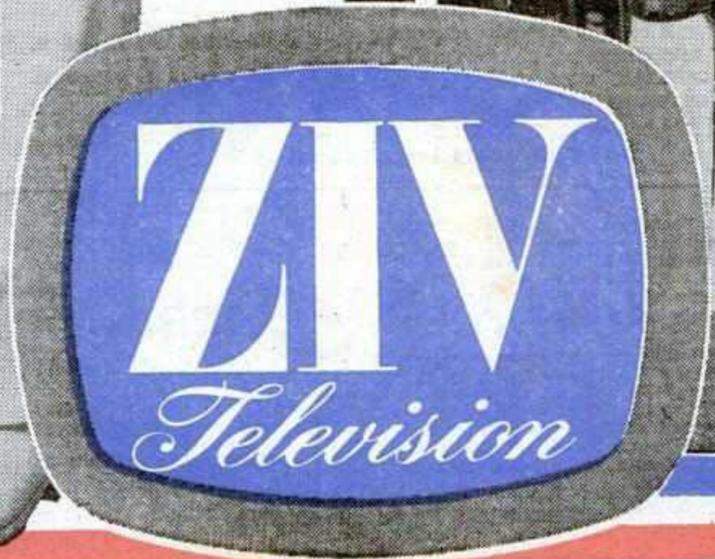
STARRING
THE U.S. MIDSHIPMAN

with a new hero for each thrill-filled half-hour
starring Hollywood's top-flight talent.

DEPARTMENT OF THE NAVY!



Be sure YOU are the proud
and happy sponsor when
your community hails
"MEN OF ANNAPOLIS"
Write or phone us today
for an early audition date.



NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

This One

07A1-WZX-R9ST copyrighted material

MERE \$76,700,000

Auto and Related Industries Down 13% on Web Spending

NEW YORK—The automotive industry and related fields are spending an estimated 13 per cent less for prime evening time on network TV this season than in 1955. Last year car manufacturers and allied industries hit a peak of \$88,900,000, but this year the car concerns have reduced their speed to a mere \$76,700,000, according to estimates.

Actually, if these firms had kept pace with the general rise in cost, they would have been spending about \$97,790,000, or a conservative 10 per cent more than in 1955, which widens the gap even more between the actual and the billings expected by the networks. ABC-TV was the only network which increased its billings this fall over last year, the other two taking

the drubbing. ABC went from \$21,000,000 to \$28,575,000 for a gain of \$7,575,000, while CBS-TV dropped from \$25,900,000 to \$20,435,000, for a loss of \$5,465,000. NBC-TV took the major slide from \$42,000,000 to \$27,690,000, for a loss of \$14,310,000. All these figures, as are subsequent ones, are based on going rates for time and talent and do not take into consideration any discount arrangements which the networks are accustomed to make with the automotive firms.

Those Canceled

Accounting for the most part in the general decline of revenue is not so much a reduction all along the line in prime nighttime spending (as well as one Sunday afternoon show, "Wide, Wide World"), but the canceling out altogether of A. C. Sparkplug, Pontiac, Tidewater Oil, Simonize and Texas Oil, plus the drop by Buick from \$5,200,000 to \$240,000. The Buick drop was what gave CBS a kick in the teeth, and NBC lost \$9,700,000 of the \$10,100,000 lost when the other accounts canceled. (Virtually all of the NBC time has been sold to other advertisers.) The other \$400,000 was an ABC loss.

As for the auto accounts which have returned this fall, spending has in general kept pace with the cost increases over last season. Ford Motors spent \$13,900,000 last year and will spend \$17,835,000 before this season is out. Chrysler Motors has gone from \$20,100,000 up to \$23,910,000. General Motors is the only one in this group which has cut back, from \$23,900,000 to \$15,400,000, which is a drop of \$8,460,000. This represents the Pontiac and Buick cancellations.

Other firms have fallen back little: Studebaker-Packard went down \$200,000, and American Motors dropped \$500,000.

Popular Cars

Altho the Ford and Chrysler corporations have risen in general, they have cut back on the expenditures for their big-selling, popular cars. The Ford car billings have dropped \$865,000, and Plymouth, \$165,000. General Motors has also reduced the Chevy billings by \$1,360,000.

The general sales disappointment among auto manufacturers is likewise reflected in allied industries, with Tidewater and Texas Oil canceling entirely, American

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)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
HOME & BUILDING (continued)			
Radio, TV Sets, Phonographs, etc.			
Admiral Corp., Radio-TV, Henri Hurst & McDonald (Today, Tonight) Portable TV, Henri	1 (24), 1 (26)	LA	Kling
Hurst & McDonald (Today, Tonight)	2 (10)	LA	Kling
Household Soaps, Cleansers, Polishes			
Boyle Midway, Griffin Scuff Cover, Geyer	4 (30)	LA	Caravel
Sani-Flush, Geyer (Love of Life, Secret Storm, Doug. Edwards)	2 (60)	1 (26)	Caravel
Sani-Flush, Geyer (Queen for a Day)	1 (05)	S	Caravel
Procter & Gamble, Cheer & Gleem, Young & Rubicam (Brighter Day)	3 (30)	LA	Sound Masters
E. L. Bruce Co., Floor Wax and Cleaner, Christiansen Advg.	1 (60), 1 (20)	LA	Kling
Colgate-Palmolive, Pink Liquid Vel, Wm. Esty	—	NA	Sarra
BUSINESS FINANCIAL			
Consumer Services			
Air Force, Recruitment, Dancer, Fitzgerald & Sample	1 (60), 1 (20)	FA	Shamus Colhane
Sun Times, Newspaper Features, Carolina Power & Light, Utilities, Walter J. Klein (Dr. Hudson's Secret Journal)	1 (10), 1 (20)	SA	Kling
Walter J. Klein (Dr. Hudson's Secret Journal)	2 (10)	LA	Walter J. Klein
GENERAL SECTION			
Smoking Materials			
R. J. Reynolds, Camel Cigarettes, Wm. Esty	5 (60), 2 (20)	LA	Lou Lilly
American Tobacco, Tareyton Filter Cigarettes, M. H. Hackett	—	NA	Sarra
Sporting Goods and Toys			
Evinrude Company, Outboard Motors, Cramer-Krasselt	12 (50), 12 (60)	LA	Kling
Milton Bradley, Games, Charles W. Hoyt	4 (60)	NA	Video
Miscellaneous			
Governor Adlai Stevenson, Campaign Spots	6 (20), 8 (60), 1 (120)	LA	Kling
Lt. Gov. Harold Handley, Campaign Spots	4 (10), 4 (20), 2 (60)	LA	Kling

AUTOMOBILE AND RELATED INDUSTRY TV ADVERTISERS

SUNDAY

General Motors for its various parts divisions, "Wide, Wide World," NBC-TV... \$4,900,000
 Lincoln-Mercury, Ed Sullivan Show, CBS-TV... 6,500,000
 Goodyear Playhouse, 21 hour shows, NBC-TV... 2,290,000
 Chevrolet, Bob Hope-Dinah Shore, five hour shows each, NBC-TV... 1,350,000
 Buick, one "Producers' Showcase," NBC-TV... 240,000

MONDAY

Studebaker-Packard, NBC-TV's news caravan, quarter hour... \$2,400,000
 Firestone Tire, "Voice of Firestone," ABC-TV... 2,500,000
 Goodrich Rubber, Burns and Allen, half, CBS-TV... 2,000,000
 Plymouth-Dodge, Lawrence Welk's "Top Tunes," ABC-TV hour... 4,750,000

WEDNESDAY

American Motors, "Disneyland," half, Ford, "Ford Theater," ABC-TV... \$3,600,000
 United States Rubber, "Navy Log," half, ABC-TV... 1,525,000

THURSDAY

Chevrolet, Dinah Shore quarter hour, NBC-TV... \$2,000,000
 De Soto, "You Bet Your Life," half, NBC-TV... 2,300,000
 Chrysler institutional "Climax!" three weeks out of four, CBS-TV... 5,600,000
 Chrysler institutional "Shower of Stars," once-monthly, CBS-TV... 1,900,000
 Ford, Tennessee Ernie, NBC-TV... 4,700,000

FRIDAY

Chevrolet, Bob Hope-Dinah Shore, five hour shows each, NBC-TV... \$1,350,000
 Chevrolet, "Crossroads," ABC-TV... 3,440,000
 American Oil, "Person to Person," Eastern Line-up, (Alt.) CBS-TV... 1,600,000
 Plymouth, Ray Anthony Show, ABC-TV... 4,160,000
 Gulf Oil, "Life of Riley," NBC-TV... 4,000,000

SATURDAY

Dodge, Lawrence Welk Hour, ABC-TV... \$5,200,000
 Ford, Ford Star Jubilee, CBS-TV spectacular (nine)... 2,835,000
 Oldsmobile, half of NBC-TV's Saturday spectacular... 2,160,000

Oil maintaining its budget of \$1,600,000 and only Gulf going for an extra \$1,000,000, rising from \$3,000,000 to \$4,000,000.

Likewise the rubber firms made economies: Goodyear cut back from \$2,800,000 to \$2,290,000, and U. S. Rubber from \$1,900,000 for its spectaculars to \$1,525,000 on "Navy Log" this year. Firestone has kept to its budget of \$2,500,000, and Goodrich has gone up from \$1,700,000 to \$2,000,000.

Altho it is true that these specific reductions add up to considerable, it is still the big cut by Buick when it moved to print and the loss of the five other accounts completely which have made the greater disparity.

Losses

Of the accounts which spent \$88,900,000 last year, those remaining represented \$78,800,000 in 1956. Had these companies been able to afford a 10 per cent increase, the web would have hauled in \$86,680,000, or only \$9,980,000 under par for the 1956 course. However, the big Buick cut and the cancellations, with an increase, dropped the networks back

\$11,110,000, sending them for a total loss of \$21,090,000.

Behind all of these reductions, of course, is the auto sales disappointment in the last year and the reflection, in part, on the other industries. The motor manufacturers are now seemingly more interested in getting the most for the least. Chrysler is on a cost-per-thousand programming kick, and U. S. Rubber and General Motors have abandoned spectaculars for other types of programs. Ford is spreading its buying pattern to encompass all types of shows—drama, variety and spectaculars—in hopes of catching every viewer available.

'Beautiful Gal' Gets Overhaul

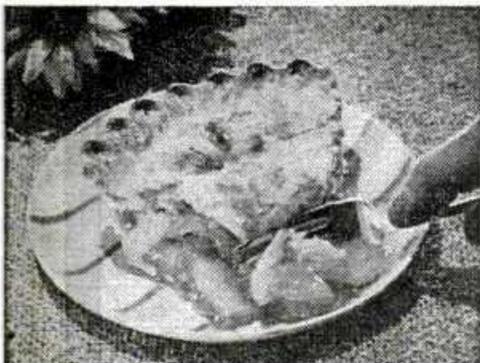
NEW YORK—Revlon's "Most Beautiful Girl in the World" is having format trouble. The advertiser shoved back the debut of the show from October 22 to the middle of November in an effort to get more time to work the kinks out of the show.

A kine was made of the program and was found lacking. The series goes into the 9-9:30 spot on NBC-TV. In all probability reruns of the "Medic" will continue till "Girl" is ready.

Motivating Force

Continued from page 2
 network sales department, ABC personnel will remain without firings and "purges." Treyz is known to have strong convictions that seasoned executives with delegated authority are essential in large numbers to successful operation of any large business.

ABC is expected to make headlines again when Goldenson steps aside after January 1 to return to his Paramount theater duties and appoints a permanent president of American Broadcasting Company. Chief contender for the post seems to be John Mitchell, now special assistant to the president. One fact, however, emerges at this early date: The concept of the team operation will continue, no matter who is named president.

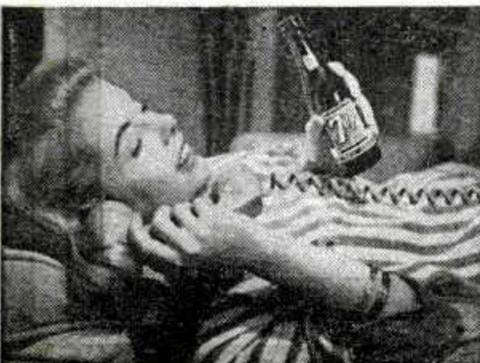


This series of 20 and 60 second spots by SARRA introduces Pet Ritz Frozen Pies to video audiences. On-the-spot farm scenes tell a story of flavor and freshness transported from the orchard directly to the home. Kitchen shots show how easy it is to prepare the pies, and close-ups of thick, mouth-watering slices make the pies look as good as they taste! Voice-over emphasis on the phrase: "fruit country pie" plus effective package display help clinch sales. Produced by SARRA for PET MILK COMPANY, through GARDNER ADVERTISING COMPANY.



New York: 200 E. 56th St.
 Chicago: 16 E. Ontario St.

SPECIALISTS IN VISUAL SELLING



The subject is a "natural" . . . teenagers "gabbing" on the phone! It's a situation packed with human interest, and it's bound to build sales for 7-Up! Expertly cast youngsters—sprawled on chairs and stretched out on the floor—bring vitality and realism on TV screens . . . and forcefully illustrate the selling line: "Nothing does it like 7-Up!" The complete group of 20 and 60 second spots, part of a continuing series for 7-Up, follows the teenagers through a whirl of social activities. The product is strongly identified and will be well remembered by TV audiences. Produced by SARRA for THE 7-UP COMPANY, through J. WALTER THOMPSON COMPANY.



New York: 200 E. 56th St.
 Chicago: 16 E. Ontario St.

SPECIALISTS IN VISUAL SELLING

KTTV

LOS ANGELES TIMES TELEVISION • CHANNEL 11
5745 SUNSET BOULEVARD • LOS ANGELES 29, CALIFORNIA • HOLLYWOOD 2-7111

RICHARD A. MOORE
PRESIDENT

October 15, 1956.

Mr. Charles C. Barry
Vice President, MGM-TV
1540 Broadway
New York, N. Y.

Dear Bud:

At eight o'clock last Friday night, a new era in television began.

That was the moment when KTTV began telecasting its first MGM picture -- "Thirty Seconds Over Tokyo."

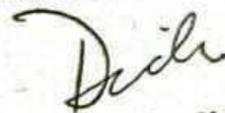
For the next two and a half hours, more people watched KTTV than all six competing stations put together.

We had expected that your pictures would cause a viewing revolution, but we never dreamed it would be so drastic and so swift.

As a result, everything in television -- everything -- is changed. New richness is there for the audience. New approaches, new opportunities for stations and advertisers.

We congratulate you and all our friends at MGM-TV. We also congratulate the Colgate-Palmolive Company and Ted Bates & Company on their instinct for great showmanship. In this vast and vital market they have added a new dimension to television's known effectiveness.

Sincerely,



Richard A. Moore

RAM/gr

P. S. - The ARB Coincidental Survey, with more than 2000 phone calls, gave "Thirty Seconds Over Tokyo" a share of audience of 53.8 -- and an average rating of 30.8. The average ratings for the other channels for the same period were: 7.4, 6.4, 3.7, 3.5, 3.2, and 2.2.

P. P. S. -- All this -- and next week, MRS. MINIVER!

NETWORK CHALLENGERS

Big Ratings With Big Pictures Give Stations Greater Status

NEW YORK—The most important new development of the season is the impact of the major motion picture attractions now being programmed locally by stations in their feature film programs. Virtually all rating services show the stations increasing their share of audience, sets-in-use and ratings.

The results are that network shows, challenged by these feature film programs, are under increasing pressure in their battle for audiences, that local indie programming features are beginning to cut into the dominance of network stations in the market and that national advertisers are stepping up their interest in this form of programming as vehicles for carrying their sales messages.

Ratings in seven markets indicate the power of the feature film attractions as audience-getters. WKRC, Cincinnati, for example, in its 11:15 feature film strip increased its American Research Bureau rating from a 4.9 in July to a 9.0 in August with the show which offers Warner Bros. products.

KLOR Boost

With the Associated Artists' "Movieland" package, KLOR-TV, Portland, Ore., pulled a 22.3 Pulse with its "Premiere Theater" which is on at 8 p.m. on Mondays. It

outranked such opposition as the Charles Farrell show, 18.0; "Robert Montgomery Presents," 12.0; "Medic," 14.0, and Vic Damone, 22. And the station's Warner Bros. package begins in December.

"The Big Movie," in which KPIX, the San Francisco Westinghouse station, is now using the RKO, Warner Bros. and Selznick packages, increased its June ARB rating from a 6.7 average to a 14.3 in September. Its share of audience hiked from a 26.3 in June for the time periods to a 43.2 in September. The show is programmed from 10-11:30.

The Warner Bros. package tripled the audience watching Westinghouse's WBZ-TV, Boston, in the 5-6:30 strip, topping "Mickey Mouse Club" on WNAC-TV. The ARB September report gave the station an average 13.7 in September, as against its 4.4 in August.

WCAU and WTVN

The late night feature at WCAU-TV, Philadelphia, which uses the Columbia Pictures package, jumped from a 4.1 August ARB to a 12.3 average ARB in September. And WTVN-TV Co-

lumbus, an ABC-TV affiliate, in its 9:30-11 strip (exclusive of the Wednesday night fights) went from a 6.7 average ARB in July to a 12.6 in August with Warner Bros. features.

The most outstanding example of how strongly feature film shows pulverize the opposition is furnished by KTTV, Los Angeles. The station's Friday night show on October 12, the debut of the M-G-M package, received an average ARB rating of 30.8 and a 53.8 share of the audience, doubling that of the three network stations combined for the three and a half hours. The film was "30 Seconds Over Tokyo."

New Trends

The success of these feature film shows gives a new dimension to this form of programming as audience bait. Seemingly pre-arranged is a greater reliance by national advertisers on this form of programming as spot carriers. Also to be expected is that more national advertisers will buy entire feature film stanzas as in the manner of the Colgate purchase of the KTTV M-G-M stanza. Most of the

(Continued on page 13)

OUT OF DOLDRUMS

Sales in Bulk of Half-Hour Series Recover From Influx of Features

NEW YORK — Station purchases of bulks of half-hour film series have been picking up again, according to distributor sources here. The resurgence of library buys follows months of doldrums brought on by the great influx of feature films.

This mild but prolonged depression in the half-hour library business was not, oddly enough, so much caused by any glut of features in station vaults as it was by the uncertainty in the minds of station managers about the affect this big market in features might have on programming patterns.

This state of mind actually began to build even before the feature influx got into swing. Eying the possibility of getting the great-

est movies of all time and the enormous outlay that would be required, stations were naturally reluctant to commit themselves to costly long-term deals for half-hour product.

But now that the dust is clearing, stations are beginning to realize that they cannot live by feature films alone.

WFIL Example

A sterling example of this compromise is the new programming look at WFIL-TV, Philadelphia. With a backlog of over 1,500 features, including both the M-G-M and RKO libraries, WFIL has nevertheless installed a couple of new half-hour strips including its dramatic "Triangle Theater" and a "Kit Carson" strip, 6-6:30 p.m.

The stations now turning their attention to their half-hour stocks find the supply bigger and the suppliers wiser.

A couple of more distributors have only recently arranged their catalogs for this type of business.

Guild Films, with its purchase of the half dozen series originated by Motion Pictures for Television, began making bulk deals at a fast clip in the beginning of this month. With its own former catalog, the Guild stockpile now offers sufficient quantity in certain formats to fill yawning daytime strips where they occur. Its Liberate, Florian ZaBach and Frankie Laine series consist of 191 stanzas which can keep a musical slot going a long time.

Screen Gems

Screen Gems, which hit the station market hard with its first group of feature films early this year, now has a wide assortment of programming for station needs. It has put together all its dramatic anthologies ("Ford," "Firsdiere," "Damon Runyon" and "Celebrity Playhouse") into a single group of 278 films, which it has titled "Top Plays of 1957." It is the second largest anthology group available to stations, the largest being MCA-

NTA, 20th Work On Details of Buy

NEW YORK — The National Telefilm Associates buy of the 20th Century-Fox package is virtually set, with details remaining to be worked out between the principals. The deal is said to call for 87 features immediately. About another 320 features will be delivered over the five-year period.

Terms of the purchase are not known, but it is recognized that 20th Century-Fox will be given an equity in the NTA Film Network, probably in the form of stock. This, of course, is an inducement that few of the companies competing for the 20th Century-Fox pictures could offer. It will project 20th Century-Fox into TV but in a manner different from patterns already established by Paramount Pictures and M-G-M.

The titles of the pictures in the initial group of 78 are not known. It may be taken for granted that NTA and the film production company will put together a strong package of names and properties so as to tempt national advertisers and to get the NTA Film Network under way with a bang. NTA has had several bids from national advertisers for sponsorship of the NTA-20th Century-Fox package.

With the rating success already scored by top packages of features

on local stations (see other story this issue), NTA figures that it is certain to compete strongly against network programming with its new feature film package.

Screen Gems' \$2.5 Mil Fund

HOLLYWOOD—Screen Gems will finance independent producers to the tune of \$2.5 million next year, in an apparent effort to set an independent production-distribution pattern in TV much as the majors are now doing in feature films.

The Columbia pix subsidiary established the \$2.5 million fund last week. Basic requirements for a producer to qualify are that his package contains either a star, or is built around a strong idea. Screen Gems will finance the property in its entirety.

Screen Gems, which has grown to be the most powerful TV production company in the field, is aiming to turn out some 25 pilots for the coming season, making it more or less a fourth network as far as program creation is concerned. It's to be seen whether enough of the shows will be sold to make such a policy economic.

'Charlie Chan' Series by TPA

NEW YORK — Honorable detective Charlie Chan gets a new lease on life this winter with a half-hour series to be produced by Television Programs of America, Inc. Filming of the first 39 episodes begins around January 1, with J. Carroll Naish in the title role.

A number of Charlie Chan feature film packages, most of them owned by Unity Television, have been aired since 1952 and presumably will still be seen when the TPA series premieres. Three different actors are starred as Chan (Sidney Toler, Warner Oland and Roland Winters), which will add to the confusion. Naish portrayed the detective on a live one-hour dramatic show in 1954.

BLOCKBUSTER

WCBS Plans Big Feature Program

NEW YORK—WCBS-TV, the CBS-TV flagship station here, is giving considerable thought to the programming of a blockbuster feature film presentation that would probably go into its Saturday night 11:15-12:45 "Late Show" and be sold to a single advertiser.

The program would consist of top product culled from the various Warner Bros., Columbia and M-G-M libraries already owned by the station, the final papers haven't been signed on the M-G-M library. This combination of libraries probably gives the station the single most powerful group of features in the country.

About 10 to 15 top agencies have already contacted the station for their clients; so it anticipates no difficulty selling the block-

buster. Virtually all of the 25 weekly feature film shows are S.R.O. at the station. It is expected that WCBS-TV will ask premium prices for the powerhouse movie show because of the ratings it is expected to garner. The Saturday night "Late Show" has averaged a better than 16 Nielsen, January thru April, of this year, and with the inclusion of such top features is certain to increase its rating substantially.

What sponsors will be asked to pay for such a show is not known, but the trade guesses that it may be \$30,000 and upward each week because of the caliber of the package, the market and the strength of the station. WCBS-TV will start programming the blockbuster either December or January 1.

'Defender' Pix Get Six Sales

NEW YORK — The Interstate Television Corporation has noted a resurgence of interest in an old property, "Public Defender," with six new sales in the past fortnight. Buyers are KSWO, Laughton, Okla.; WMAL, Washington; WRCV, Philadelphia; WBNS, Columbus, O.; WMAR, Baltimore, and KSIX, Corpus Christi, Tex.

ITC in the same period sold its "Royal Playhouse" series to four Canadian markets, Winnipeg, Halifax, Vancouver and Ottawa.

AAP Adds Turtledove, Montgomery, Hoffman

NEW YORK—Associated Artists Productions, Inc., due to increased activity on feature film programming, has added Leo Turtledove to the firm's West Coast sales staff, Robert Montgomery to the Southwest and Robert Hoffman to the sales force here.

Colgate on Lookout for Top Feature Film Pkgs.

HOLLYWOOD—Colgate is on the lookout for top feature film packages in other markets, whether these be from M-G-M or one of the other majors, following the success of the M-G-M debut on Station KTTV here last week (The Billboard, Oct. 20).

According to Jim Douglas, TV-radio v.-p. of the Ted Bates Agency, the smash ratings attained by the pix were not a complete surprise, tho he gives much of the credit to the promotion campaign staged by the station, one he terms as "the best I've ever seen for either a local or network program."

Douglas doesn't believe that the pix can score ratings comparably as high in other markets because they'll be slotted mostly in mar-

ginal, rather than Class A time periods, and no other station is likely to repeat the saturation promotion campaign that KTTV staged.

He does think, however, that the KTTV premiere has proved the soundness of purchasing a whole local feature film program rather than spots, and Colgate is on the lookout for other such buys. (It's to be noted that only a firm such as Colgate, which has a multitude of products, can afford this kind of buying.)

Another factor being closely watched is the effectiveness on product sales, this having been the first time in recent years one station has been able to dominate this size a market to such an extent for an entire night.

DRIVE WOULD CHANGE CLOTHES ON TV MALES

NEW YORK—A drive to correct "the sloppy appearance of most men on TV" has been launched by Howard Smith, producer of men's fashion shows. Heading a survey of network and local shows, which included the photographing of 800 performers on-camera, Smith concluded that more than 600 of the stars were unpleasant to the eye, dressed in bad taste and detrimental to their sponsors.

Among the offenders, according to Smith, are Sid Caesar ("zoot suits that disappeared 10 years ago"), Milton Berle ("his collar has yet to touch his neck"), Alistair Cooke ("seedy and no class on a class series"), John Cameron Swayze ("grossly over-dressed") and John Daly ("total lack of expression"). Good dressers, says Smith, are Ed Sullivan ("never a wrinkle"), Eddie Fisher ("collegiate but tasteful"), Jackie Gleason ("for a fat man, terrific") and Robert Young ("learned from his movies").

The advent of color TV, Smith contends, will make an already serious fault 50 times as glaring. "There's money for everything from script to props to publicity, but not a penny for the man who represents the sponsor's product," he points out.

Consultant Office

With the co-operation of the National Association of Retail Clothiers and Furnishers, Smith has opened a consultant office in New York to advise producers on modern-dress programs. "Madison Avenue dictates style in the East, which is why shows originating in California have better-dressed performers," he says.

Other stars under Smith's fire are Perry Como ("his collars dwarf

his face"), Steve Allen ("wrong model of suit") and Walter Winchell ("bad choice of fabrics makes his suits look 30 years old"). With more attention being paid by both men and women to men's fashions today, the NARCF has voiced strong disapproval of TV's complete lack of interest and control over its performers' appearance.

A stager of TV and hotel men's wear shows and senior salesman of Kolmer-Marcus, Inc., clothiers, Smith numbers among his clients, packagers, individual stars and advertisers. "Ad men haven't come around yet," he notes, "but they're big offenders themselves and will take a while to recognize it." Local stations have a higher percentage of well-dressed men than do networks, his photo survey showed.

6 Sales Push '3' Past 100

NEW YORK—Six more sales by ABC Film Syndicator has pushed "Code 3" past the 100-market mark. New buys include KHSL, Chico, Calif.; WOW, Omaha; WSUN, St. Petersburg, Fla., for the Davis Construction Company; WSL, Roanoke, Va., for Top Valu Stamps; WBRC, Birmingham, for Miller Brewing Company, and WFLA, Tampa.

First sales reported by ABC Film's new Far East department are CBC, Nagoya, and OTV, Osaka, Japan, for "Passport to Danger." The show kicks off both stations on opening day, December 1. The series will run in English.

'O. Henry' Sold in 15 Marts; Total 38

HOLLYWOOD—Gross-Krasne last week added 15 markets to the list of those in which "O. Henry Playhouse" has been sold, bringing the total to 38.

New cities added were San Antonio, Louisville, Salt Lake City, Utah, Miami, Denver, Nashville, Indianapolis; Tulsa, Okla.; Jacksonville, Fla.; Little Rock; Boise, Idaho; Lubbock, Tex.; Albuquerque N. M.; Baton Rouge, La., and Twin Falls, Idaho.

Volcano Sets Schnitzer

HOLLYWOOD—Gerald Schnitzer last week was appointed production v.-p. for Volcano Enterprises, telefilm firm headquartered at General Service Studios. Schnitzer has been agency supervisor at BBD&O for "Lassie" and "On Trial."

MCA Adds 2 Clooney Clients

NEW YORK—MCA-TV last week continued to roll up sales for its high-rated Rosemary Clooney show. The two new sponsors are Blatz beer and Hood dairy.

The first advertiser bought the vidfilm series for six cities in Wisconsin, and the second for eight cities in the six New England States—Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island.

The Blatz buy will mean that five major brewers are now riding the musical show, other brewers being Sterling, Carling, Brading and Dobler.

America's Greatest Newsman



DREW PEARSON

and his weekly TV

WASHINGTON MERRY-GO-ROUND



CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY, CREATIVITY AND SERVICE..

HOLLYWOOD • 1416 NORTH LA BREA

KLING FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

FOR ADVERTISERS

Full Sponsorship or Spot Participation Availabilities

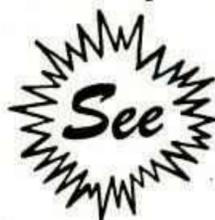
FOR STATIONS

THE BEST DEAL EVER OFFERED! You can't lose!

Current series SOLD in New York, Los Angeles, Philadelphia; Washington, D. C.; Buffalo, Erie and many other markets.

WRITE—WIRE—PHONE FOR DETAILS

39 Quarter-Hour TV Films Ready Made Audience—



SATURDAY EVENING POST

Commencing November 3 issue, for four consecutive weeks, "The Life of Drew Pearson." Backed by tremendous advertising-promotion campaign.



Washington Merry-Go-Round

appears in over 600 newspapers in the United States.

FILMS AIR EXPRESSED TO STATIONS EVERY WEEK

Harry S. Goodman

19 EAST 53RD STREET, AT MADISON AVENUE-NEW YORK PLAZA 5-6131

BUILD YOUR OWN With These 52 Thrilling



SCREEN  GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.

MYSTERY THEATRE

First Run Feature Films

HOLLYWOOD

MYSTERY

PARADE

Give 'em what they want! Mysteries are best sellers in books and magazines . . . big box office in motion pictures and on Broadway . . . and tops on TV! This unique package offers you not just ordinary mysteries, but includes the most famous of all fictional sleuths . . . portrayed by top Hollywood stars . . . *IN FEATURE LENGTH FILMS!*

You can't beat this great combination for capturing top TV ratings and more satisfied sponsors. Availabilities will be snapped up fast . . . don't waste a minute!



PHONE TODAY . . . BE ON THE AIR TOMORROW!

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.

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES
SAN FRANCISCO BEAT
 KNTV, San Jose, Calif.; WGBS, Miami; KMBC, Kansas City, Mo.; KTRK, Houston; KOMU, Columbia, Mo.; Adv. TBA
UNDER THE SUN
 WMT, Cedar Rapids, Ia.; John B. Turner
LONG JOHN SILVER
 WCAX, Burlington, Vt.; WSTV, Steubenville, O.; Adv. TBA
BUFFALO BILL JR.
 WCAX, Burlington, Vt.; Adv. TBA
AMOS 'N' ANDY
 KCJB, Minot, N. D.; Adv. TBA
 WHIO, Dayton, O.; Kroger Foods
BRAVE EAGLE
 WTVJ, Miami; Adv. TBA
 KATV, Little Rock; WREX, Rockford, Ill.; WMTV, Madison, Wis.; Dean's Milk
NEWSFILM
 WFAA, Dallas; WFA, Montgomery, Ala.; WFBM, Indianapolis; Adv. TBA
THE WHISTLER
 Caracas, Venezuela: Bogota, Columbia; Circuito, Havana; Adv. TBA
 San Juan, P. R.; Nestle's Milk
RANGE RIDER
 WOI, Ames, Ia.; Adv. TBA
YOU ARE THERE
 Hato Rey, P. R.; Adv. TBA
INTERSTATE TELEVISION
BLINKY
 WLSL, Roanoke, Va.; Adv. TBA
COUNTERPOINT
 WLSL, Roanoke, Va.; WIBW, Topeka, Kan.; KVOO, Tulsa, Okla.; Adv. TBA
ETHEL BARRYMORE THEATER
 WHO, Des Moines; Adv. TBA
ROYAL PLAYHOUSE
 WLSL, Roanoke, Va.; Adv. TBA
NBC TELEVISION FILM
LIFE OF RILEY
 WNBQ, Chicago; Continental Coffee
NATIONAL TELEFILM ASSOCIATES
THE SHERIFF OF COCHISE
 KING, Seattle; White King and Carnation
RCA RECORDED PROGRAMS
TOWN AND COUNTRY TIME
 WWJ, Detroit; KTAG, Lake Charles, La.; KNTV, San Jose, Calif.; WNCT, Greenville, N. C.; WLVA, Lynchburg, Va.; WKOW, Madison, Wis.; Adv. TBA
THE WORLD AROUND US
 WWJ, Detroit; WTMJ, Milwaukee; WFBM, Indianapolis; WFBC, Greenville, S. C.; Adv. TBA
THE SAM SNEAD SHOW
 KHOL, Holdrege, Neb.; WGR, Buffalo; WTRF, Wheeling, W. Va.; Adv. TBA
FOY WILLING AND THE RIDERS OF THE PURPLE SAGE
 WFLA, Tampa; WREX, Rockford, Ill.; WDMJ, Marquette, Mich.; Adv. TBA
SCREEN GEMS
ALL STAR THEATER
 KNTV, San Jose, Calif.; WIS, Columbia, S. C.; WLW-D, Dayton, O.; Adv. TBA
BIG PLAYBACK
 WEWS, Cleveland; WBZ, Boston; KDKA, Pittsburgh; WBTB, Charlotte, N. C.; GHP Cigar
CELEBRITY PLAYHOUSE
 WILK, Wilkes-Barre, Pa.; Adv. TBA
 WWJ, Detroit; Slenderella
 WSJS, Winston-Salem, N. C.; Top Valu Stamps
 WSYR, Syracuse; WCBS, Troy, N. Y.; P&R Macaroni
FAMOUS FIGHTS
 WSAZ, Huntington, W. Va.; Falls City Brewing

KVOS, Bellingham, Wash.: Ford Dealer
 WNCT, Greenville, N. C.: Nationwide Insurance
 WMAL, Washington: Hechinger Building Supplies
 KNOX, Grand Forks, N. D.: Adv. TBA
 WALA, Mobile, Ala.: Grady Buick

Cash Succeeds Treyz at TvB

NEW YORK — Norman E. (Pete) Cash has been elected president of the Television Bureau of Advertising, Inc. He succeeds Oliver Treyz, who resigned to become head of ABC-TV. Cash's appointment is a boost from the vice-presidency, a post he was elected to in November, 1955.

When TvB heard of Treyz's decision to quit, the TvB board and executive committee members were polled on the question of a successor. The decision was unanimous and enthusiastic for Cash. His was the first staff appointment made when TvB was formed, that of director of station relations. That was in mid-December, 1954.

Reeves KDKA Gen. Manager

NEW YORK — Jerome (Tad) Reeves, former program director of WBNS-TV, Columbus, O., will join KDKA-TV, the Westinghouse station in Pittsburgh, as its new general manager. He will report to Harold Lund, vice-president in charge of radio and TV for Westinghouse in the Pittsburgh area.

The addition of Reeves is part of a general move on the part of Westinghouse to strengthen the station for the time when other outlets begin moving into the market. Reeves is generally regarded as one of the most perceptive younger programming brains in TV, with his general area that of specialization film. The station also recently hired Cal Jones as its program manager.

WMAR, CBS In Time Fuss

NEW YORK — WMAR-TV, Baltimore, and CBS-TV are engaged in a Donnybrook over a program clearance situation, with the problem already having gone upstairs to the network's president, Jack Van Volkenberg.

The network is asking that the station accept "Take a Giant Step" in its 7:30-8 Wednesday time period. The former show in the time period was "Do You Trust Your Wife?" which was dropped from the slot to make way for "Pick the Winner," a short-termer during the Presidential election.

Now the station wants to return "Do You Trust Your Wife?" to the time slot after the election, but CBS feels differently.

Terrytoons Draws New Tom Terrific

NEW YORK — Terrytoons, the CBS-TV subsidiary, is producing a new series of animated films, "Tom Terrific," which will introduce a new character to video audiences.

Each three-and-a-half-minute film will be used on the web's early morning strip, "Captain Kangaroo," and Saturday's version of the same program will show "Tom Terrific" in its entirety.

ADVISORY BOARD SURVEY

Other Industry Facets Way Behind Net Hue



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

Altho the trade is well aware of the leadership of NBC and CBS in the race to color, the second part of The Billboard's TV Editorial Advisory Board survey on hue indicates just how far out ahead the two networks are in the color field. In the first installment of this particular survey, the board members indicated that the reality of pigmented TV wouldn't come until 1958.

A look at the percentage figures this week shows that they really meant it. At this point, for example, only about 20 per cent of the ad agencies have moved into color TV, 18 per cent of the local and regional advertisers and 25 per cent of the national sponsors. Less than half of the stations, 41.5 per cent, have done anything with color so far.

Of those stations which have moved to color at least partially, 57 per cent have installed equipment to carry network color only. They have not as yet begun operating on a local level. Of the 43 per cent operating to any extent on the local level, 33 per cent is equipped for slide and film usage, and only 10 per cent has added live production.

Push Coming

This perhaps accounts, in part at least, for the small response to tint TV from the agencies and the advertisers themselves. Since the networks between now and the first of the year are launching the big push on color, some feel that this situation might undergo rapid change. To date half of the distributors is prepared for hue and 52 per cent of the film producers, laboratories, etc., is already on the color beam.

Most of the work coming from the film producers is in the area of commercials, but a couple have indicated its use on shows as well. One producer has made a series of flower arrangement programs, a feature hardly conceivable in black and white. So far the agencies have stuck to commercials for color work.

Cost Increases

In response to the second question for consideration in this installment, the Advisory Board pegged what it thought color programs or commercials should cost an advertiser in comparison to present black and white rates. Both time and production in 1957 should cost between 20 and 25 per cent more than in black and white was the reply. Some 60 per cent of stations, 53 per cent of agencies, 62.5 per cent of regional sponsors, 66 per cent of web clients, 61 per cent of producers and 50 per cent of distributors felt this way. Averages were about even on the 20 and the 25 per cent opinion, the average on the former being 29.5 per cent and the latter 29.2 per cent.

The last question was directed to the TV advertisers only and asked: Do you think your program or commercial would be more effective in color? An overwhelming majority, 81 per cent, of the regional sponsors said yes, while 75 per cent of the network clients backed them up.

Among the regional advertisers to vote in the negative—9 per cent—were sponsors which sold "intangible" products, such as credit unions, in-

urance policies, etc. Food sponsors and other clients who market colorful items naturally believed in the appeal of color. "Color gives appetite appeal," said one regional sponsor.

The second part to this question asked how much more the sponsor would be prepared to spend to have the advantages of color added to programs and commercials. Again the sponsors replied: Between 20 and 25 per cent. This goes along with what the other facets of the industry expect to charge their clients.

No Charge Now

Such a pattern on costs has not been set yet. Many stations at this juncture are making no extra charge for color (The Billboard, September 22). However, by 1957, with fuller use of color taking it out of the "toe in the water" testing class, everyone seems to expect a boost in price. And the sponsors seem to feel that the additional cost would be worth it.

In sum, the road to full-color acceptance is going to be a long one, with destination reached about 1958. So far NBC and CBS are carrying the load, with others gradually getting out to push. The scoreboard on other segments of the industry which have joined the hue parade shows a decided lag. When color does come to its full flower, prices will be higher, but worth it.

The quotations below represent opinions of some of the board members on what the use of color will mean in terms of programming and commercials.

HOW THEY VOTED

Have you moved into color TV in the past year (whether thru sponsorship, broadcasting or producing and distributing)?

	Yes	No
Stations	41.5%	58.5%
Agencies	20	80
TV regional, local and spot advertisers ..	18	82
TV network sponsors	25	75
Producers, labs and equipment	52	48
Distributors	50	50

AVERAGE PERCENTAGE

34.4%	65.6%
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FOR TV ADVERTISERS ONLY: Do you think your program or commercial would be more effective in color?

	Yes	No	Don't Know
TV regional, local and spot advertisers	81%	9%	9%
TV network sponsors	75	—	25

AVERAGE PERCENTAGE

78%	4.5%	17%
-----	------	-----

How much more than comparable black-and-white program or commercial should a TV advertiser expect to pay for color TV exposure (both time and production) in 1957?

	10 % More	15 % More	20 % More	25 % More	30 % More	50 % More
Stations	15	13	29	31	10	2%
Agencies	19	22.5	28.5	24.5	12.5	2
TV regional, local and spot advertisers	12.5	25	37.5	25	—	—
TV Network sponsor	—	—	33	33	—	33
Producers, labs & equipment	—	13	35	26	17	9
Distributors ...	7	14	14	36	21	7

AVG. PERCENTAGE 7.4% 14.6% 29.5% 29.2% 10 % 8.8%

basis of attractiveness and color scheme, rather than quality." Here color would be a boon.

Agencies Say . . .

WILLIAM L. WERNICKE, radio-TV director, Morey, Humm & Johnstone, Inc., New York: "Color effectiveness depends on the product. Yes for strong visuals—food, clothing, travel. No for gasoline, drugs, cigarettes, etc."

MILTON J. STEPHAN, radio-TV director, Allen & Reynolds, Omaha: "The reality of the display is far more effective. We have had fabulous results with color where the same commercial in black and white failed."

RAYMOND E. PROCHNOW, vice-president, Glenn Advertising, Los Angeles: "In many instances (will color improve commercials) especially where a definable package is involved like food products, cigarettes, and again in foods where the frying or cooking adds appetite appeal, etc."

Unattributable Quotes . . .

"Just as in magazine advertising, color adds dramatic impact to our advertisement. . . . The added dimension is possibly more important than motion. . . . Our trademark character would be more easily recognizable in color. . . . Lack of color has been a distinct handicap in advertising many products."

Regional Sponsors Say . . .

L. S. LAMMERS, advertising manager, Allison-Erwin Company, Charlotte, N. C.: "You can do more 'mechanically' with the added tool of color if used effectively—not just color for the sake of color. Since most other commercials are not in color, the 'difference' will get attention. If all commercials were in color, I'd want mine in black and white for contrast."

A. R. WATSON, executive vicepres and general manager, Southwestern Public Service Company, Amarillo, Tex.: "We are concerned with electric appliances in the home, and color would give us a natural setting and natural color for the food, etc."

STAN COLBERSON, advertising manager, Langendorf United Bakeries, San Francisco: "Better package identification. Novelty of color extends to the viewer interest in commercials."

TOM PAUL, advertising manager, Smart & Final Iris Company, Los Angeles: "In our instance—food advertising—color lends that all-important ingredient, appetite appeal!"

Stations Say . . .

JULIAN M. KAUFMAN, general manager, XETV, San Diego, Calif.: "Many products are sold on the

In the next TV Editorial Advisory Board study:

PROGRAMMING FOR PORTABLE SETS

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

Film Division

8364 melrose avenue animation inc. television commercials

EYE LASHES

Real hair, hand made, any color, \$3.95; tax included. No C.O.D.'s, please.

REALASH

4719 Oklahoma Tampa, Fla.

PULSE FILM RATINGS for August

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

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

AUGUST RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Man Called X (Ziv).....12.6	1.	Dangerous Assignment (NBC).....91
2.	I Led Three Lives (Ziv).....11.8	2.	Foreign Intrigue (Official).....90
3.	Crunch & Des (NBC).....10.0	3.	I Led Three Lives (Ziv).....89
4.	Count of Monte Cristo (TPA) 9.6	3.	Dateline Europe (Official).....89
4.	Jungle Jim (Screen Gems).... 9.6	5.	Man Called X (Ziv).....86
4.	Waterfront (MCA)..... 9.6	6.	The Falcon (NBC).....83
7.	Superman (Flamingo).....9.4	7.	Waterfront (MCA).....81
8.	I Search for Adventure (Bagnall)..... 8.6	8.	I Spy (Guild).....80
9.	Biff Baker, U. S. A. (MCA).... 7.7	9.	Passport to Danger (ABC)....78
10.	The Three Musketeers (ABC) 7.6	10.	The Hunter (Tafon).....77

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Man Called X (Ziv).....85	1.	Ramar of the Jungle (TPA)....96
2.	Dateline Europe (Official)....84	2.	Superman (Flamingo).....94
3.	Foreign Intrigue (Official)....83	3.	Long John Silver (CBS).....84
3.	Waterfront (MCA).....83	4.	Jungle Jim (Screen Gems)....82
5.	The Falcon (NBC).....82	5.	Sheena, Queen of the Jungle (ABC).....78
5.	I Led Three Lives (Ziv).....82	6.	The Three Musketeers (ABC)....50
7.	Dangerous Assignment (NBC)....80	7.	Crunch & Des (NBC).....46
7.	The Hunter (Tafon).....80	8.	China Smith (NTA).....35
9.	China Smith (NTA).....76	9.	The Hunter (Tafon).....32
9.	Passport to Danger (ABC)....76	10.	Biff Baker, U. S. A. (MCA)....29

• Syndicated Film Drama Shows

AUGUST RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Dr. Hudson's Secret Journal (MCA).....14.1	1.	Doug. Fairbanks Presents (ABC).....94
2.	Celebrity Playhouse (Screen Gems).....12.1	2.	Top Plays of '56 (Screen Gems).....91
2.	Mayor of the Town (MCA)....12.1	3.	Celebrity Playhouse (Screen Gems).....90
4.	Science Fiction Theater (Ziv) 11.4	4.	Famous Playhouse (MCA)....86
5.	Doug. Fairbanks Presents (ABC)..... 9.8	4.	Stage 7 (TPA).....86
6.	Star and the Story (Official) 7.3	4.	Star and the Story (Official) 86
6.	Studio 57 (MCA)..... 7.3	7.	Mayor of the Town (MCA)....85
6.	Top Plays of '56 (Screen Gems)..... 7.3	8.	The Playhouse (ABC).....84
9.	Stage 7 (TPA)..... 6.4	9.	Headline (MCA).....81
10.	Heart of the City (MCA).... 5.4	9.	Studio 57 (MCA).....81
		9.	Your All-Star Theater (Screen Gems).....51

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Science Fiction Theater (Ziv)....79	1.	Your All-Star Theater (Screen Gems).....33
2.	Dr. Hudson's Secret Journal (MCA).....78	2.	Celebrity Playhouse (Screen Gems).....30
3.	Mayor of the Town (MCA).... 77	3.	Mayor of the Town (MCA)....26
4.	Heart of the City (MCA)....76	4.	Top Plays of '56 (Screen Gems).....23
4.	Stage 7 (TPA).....76	5.	Science Fiction Theater (Ziv)....22
4.	Studio 57 (MCA).....76	6.	Studio 57 (MCA).....21
7.	Doug. Fairbanks Presents (ABC).....75	7.	Star and the Story (Official) 19
8.	Celebrity Playhouse (Screen Gems).....74	7.	The Playhouse (ABC).....19
8.	Headline (MCA).....74	9.	Headline (MCA).....17
8.	Top Plays of '56 (Screen Gems).....74	9.	Heart of the City (MCA)....17

Out of Doldrums

• Continued from page 8

Official Films, whose bulk business was given strong impetus this year by the acquisition of the "Star Performance" library. What both these distributors have, and what seems to be a prerequisite to filling station library needs, are not only large but versatile catalogs, rooted in a big collection of drama.

Most distributors offering station library deals today seem to be following the approach laid down by MCA-TV over three years ago. They try to tailor the library to the station's specific programming requirements. They try to map out an entire strip of time for the station. They try to mix up the package with late as well as early product.

Altho the size of the half-hour libraries stations are buying seem to get bigger, the distributors insist they are not letting them sign for more film than they can realistically use. Unlimited-play deals, once the cutest trick in sales to stations, are now rare.

Distributors are still cautious

about advertising their station library business because of possible backfires from their producers and performers who demand that their shows not be sold in association with any other. But these distributors make no secret of the fact that they have the product to handle such deals. And, after all, if a station asks a salesman for more than one of his shows, what can he do but take the order?

Net Challenges

• Continued from page 8

blockbusting big movies, of course, are yet to be seen on TV.

For TV it also indicates that marginal time periods will have more value because of increased sets-in-use during the late hours where most of the major movie product will probably play off in the big cities. To the stations this should mean an increased source of revenue. They will be able to charge more for these time periods in the future, since more viewers will probably be on hand to watch features during those hours.

Telenews Gets 'Ask Camera'

NEW YORK—INS-Telenews is moving out of the straight news field into broader entertainment areas with the acquisition of national distribution rights to the program, "Ask the Camera." The news service also promises more programming to follow.

"Camera" is the film show produced by Ted Lloyd which answers questions sent in by viewers, and INS-Telenews is prepared to put together these answers for each station's local audience. The films will now be prepared by Lloyd and Heart Metrotone News, Inc., and distributed on an exclusive basis in each market.

Phares Hunts New Deal for 'N. O. Police'

NEW YORK—Frank Phares, producer-writer of the "New Orleans Police Department" series, was in town this week seeking a new production deal for the series. The initial 39 films were financed by Motion Picture Advertising Service of New Orleans, which has permitted its deal with Phares to lapse. Phares, who owns the contract with the city of New Orleans calling for co-operation of the city's gendarmerie, has been meeting with financial and production execs here to secure production of 39 more films on an expanded budget. "NOPD" is distributed by National Telefilms Associates.

Phares also has been discussing a new series titled "Angels of the Seas," which is built around professional deep sea diving activities.

'Country Time' Sells to Six

NEW YORK—RCA Recorded Program Services sold its "Town and Country Time" series in six markets last week. Buyers were KNTV, San Jose, Calif.; KTAG, Lake Charles, La.; WKOW, Madison, Wis.; WWJ, Detroit; WNCT, Greenville, N. C., and WLVA, Lynchburg, Va.

RCA Recorded's "World Around Us," a nature show, has been purchased for colorcasting by WWJ, Detroit; WFBM, Indianapolis, and WTMJ, Milwaukee.

Half-Buys Big On 'Annapolis'

NEW YORK—More than half of the 50 markets already set for its new "Men of Annapolis" series represent co-sponsorship deals, Ziv Television revealed this week. Carnation Milk and the Fuller Paint Company share the show in 14 cities.

Ziv officials are predicting a 200-station line-up within four months, a majority of which will be co-sponsorships. The series debuts in January.

Fred Niles Showcases Chi Talent for Agencies

CHICAGO—The Fred Niles film production firm Wednesday (17) staged what it calls "Operation Exposure," a showcasing of Chicago talent. An open invitation was extended to agency people involved in TV, film and radio to view new and established talent.

The talent was supplied by Jack Russell & Associates and by the Patricia Stevens Talent Bureau. About 35 to 50 people were screened.

Technology Won't Cut Labor, Says Union

WASHINGTON—TV film programmers and station managers' hopes of cutting labor costs thru technological advances will meet a vigorous anti-cutback campaign by labor. A new strategy, planned by delegates of the National Association of Broadcast Employees and Technicians at its Toronto convention, will "probably be tested first on independent stations, as major network contracts in the U. S. and Canada are not open until 1958."

"Stubborn refusal" by the National Association of Radio & Television Broadcasters and broadcast employers to meet with unionists on the manpower questions resulting from technological advances is the reason for the proposed battle, reported in the AFL-CIO News here. Refusal to grant shorter work week in future negotiations will be a "strike issue," NABET delegates decided. A \$1,000,000 strike fund was advocated. In addition to fighting employment cut-backs, the union group will "demand a share in the savings resulting from automation."

The 9,000-member union group will also get into the multiple-ownership argument, with NABET pledged to "use all the resources at its command" to combat the trend of concentrated ownership of stations. Worry over management power is aggravated by the fact that "employers in the industry are not represented by one union," said former President Clifford F. Rothery. (Current jurisdictional fights are being waged in Hollywood film studios producing TV film as well as movies, between NABET groups and International Alliance of Theatrical Stage Employees members.)

Morale among the NABET members in U. S. networks, termed

at "low ebb" in recent years, "has been bolstered by a change of union directorate," the retiring NABET prexy reported. A new president, George W. Smith, Chicago NABET executive, was named for a three-year term at the Toronto convention, the first to be held under the unionists' revamped constitution.

WNAC Shoots 'Yankee Story' Promotion Pic

BOSTON—The Documentary Film Unit of WNAC-TV, here, has shot a half-hour color film, called "The Yankee Story," which will be used to promote the Yankee regional radio web and New England as a market. The film was shown Thursday (18) in Boston and thereafter will be shown to ad agencies' representatives and clients in the major cities thruout the U. S.

A coast-to-coast tour has been planned by Tom Bateson, director of national sales and sales service. Besides the 1,200 feet of footage shot for the film, 7,100 feet have been filed in the Original Color Footage Library of WNAC-TV.

Burke, 61, Dies in N. Y.

NEW YORK—Frank Burke, 61, editor of Radio and Television Daily, died here October 15, after a four-month illness. A former public relations man, Burke became editor in 1943 and was named veepee of the Radio Daily Corporation in 1952.

FROM OUR
FILM AD-VANTAGE POINT



WE FOCUS YOUR ATTENTION ON:
JAMES R. VANCE, Art Director

The goodness in a cup of coffee... the exhilarating surge of motor power... the pleasures promised by a product label. These intangible values are made impressively alive by the creative artistry of painter-designer James Vance. The distinctive design, titles and animation, which Jim and his staff afford your film ad, insure that potent, lingering after-image which makes today's viewer tomorrow's buyer.



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Vice-Pres. & Gen'l Mgr.

CECIL UNDERWOOD
Mng. Dir., Comm. Div.

'Stanley' to Get Change in Bid For Ratings

NEW YORK — Tho the Max Liebman production of "Stanley" will retain the same format, the show is adding some new elements in an effort to beef up its rating. The series will introduce Carol Burnett as Buddy Hackett's girl friend in a forthcoming show. Other characters will also be added as the producer sees fit.

New writers are also getting a chance to write the show. It is also expected that the program will vary its settings more, so as to get more backgrounds into the series and to take advantage of the opportunity of adding variety talent if name guest can be worked into the show. Since the show takes place in a hotel, the setting can easily be a nightclub, dining room or any other place natural to the building.



RHEINGOLD
(LIEBMAN BREWERIES)

NOW IN 4TH YEAR OF SPONSORING "DOUGLAS FAIRBANKS JR. PRESENTS"

What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

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PULSE LOCAL RATINGS FOR SEPTEMBER

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

CHARLOTTE, N. C.
1 TV STATION—51,400 TV HOMES
Population—324,300 (65th in U. S.)
Buying Income—\$385,921,000 (90th)
Retail Sales—\$294,138,000 (83d)
Food Sales—\$46,603,000 (113th)
Drug Sales—\$11,048,000 (67th)
Automotive—\$53,943,000 (98th)
Above figures include following counties: Mecklenberg

- TOP NETWORK SHOWS**
1. \$64,000 Question, WBT, T. ...55.8
 2. Ed Sullivan, WBT, Su. ...52.6
 3. Playhouse of Stars, WBT, F. ...52.3
 4. Crusader, WBT, F. ...51.0
 5. I've Got a Secret, WBT, W. ...51.0
 6. G.E. Theater, WBT, Su. ...50.8
 6. Two for the Money, WBT, S. ...50.8
 8. Alfred Hitchcock, WBT, Su. ...50.3
 8. Undercurrent, WBT, F. ...50.3
 10. Hey Jeannie, WBT, S. ...50.0
 10. Millionaire, WBT, W. ...50.0

- TOP MULTI-WEEKLY SHOWS**
1. Arthur Smith, WBT, T., Th. ...44.6
 2. Harvesters, WBT, T., W. ...36.3
 3. Weather Vespers (6:45 p.m.), WBT, M.-F. ...29.4
 4. Esso Reporter (6:30 p.m.), WBT, M.-F. ...28.9
 5. Looney Tunes Jamboree, WBT, M., T., Th. ...23.5
 6. Search for Tomorrow, WBT, M.-F. ...17.5
 7. Guiding Light, WBT, M.-F. ...17.3
 8. Love of Life, WBT, M.-F. ...16.9
 9. Valiant Lady, WBT, M.-F. ...16.7
 10. Weather, News Final (11 p.m.), M.-F. ...16.4

- TOP FEATURE FILMS**
- Once Weekly**
1. Late Matinee, WBT, S., 3:30-4:30 p.m. ...19.6
 2. Million \$ Movie, WBT, W., 11:30-12:00 mid. ...9.8
- Multi-Weekly**
1. Movie Matinee, WBT, M.-F., 4:00-5:00 p.m. ...13.9
 2. Late Show, WBT, M., Th.-S., 11:30-12:00 mid. ...12.4

- TOP SYNDICATED FILMS**
1. Eddie Cantor (Ziv), WBT, T.-9:30 ...48.8
 2. Doug Fairbanks Presents (ABC), WBT, T.-8:00 ...47.3
 3. I Led Three Lives (Ziv), WBT, Th.-7:00 ...39.3
 4. †Death Valley Days (Pacific Borax), WBT, T.-7:00 ...36.8
 5. †Patti Page (Oldsmobile), WBT, F.-10:00 ...32.5
 6. Big Playback (Screen Gems), WBT, W.-10:00 ...31.5
 7. Science Fiction Theater (Ziv), WBT, S.-6:00 ...31.3
 8. Frankie Laine Show (Guild), WBT, Th.-10:00 ...30.5
 9. Superman (Flamingo), WBT, T.-5:30 ...27.3
 10. Annie Oakley (CBS), WBT, F.-5:30 ...26.3
 11. Highway Patrol (Ziv), WBT, F.-10:30 ...26.0
 12. Buffalo Bill Jr. (CBS), WBT, S.-10:00 a.m. ...23.8
 13. Looney Tunes (Guild), WBT, T.-5:00 ...23.5
 14. †Sky King (Nabisco), WBT, M.-5:00 ...23.3
 15. Wild Bill Hickok (Flamingo), WBT, W.-5:30 ...22.0
 16. Hopalong Cassidy (NBC), WBT, Su.-10:45 ...21.0
 17. Rosemary Clooney (MCA), WBT, Su.-10:45 ...21.0
 18. Life With Elizabeth (Guild), WBT, Th.-2:00 ...9.0
 18. Texas Rassin' (Texas Rassin', Inc), WBT, T.-11:30 ...9.0

COLUMBUS, O.
3 TV STATIONS—163,400 TV HOMES
Population—585,300 (35th in U. S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,831,000 (33d)
Above figures include following counties: Franklin

- TOP NETWORK SHOWS**
1. Ed Sullivan, WBNS, Su. ...45.3
 2. Gunsmoke, WBNS, S. ...31.2
 3. \$64,000 Question, WBNS, T. ...30.4
 4. Climax, WBNS, Th. ...30.2
 5. Lawrence Welk, WTVN, S. ...30.1
 6. I've Got a Secret, WBNS, W. ...29.0
 7. Godfrey's Talent Scouts, WBNS, M. ...28.7
 8. Lassie, WBNS, Su. ...27.9
 9. Millionaire, WBNS, W. ...27.6
 10. Jackie Gleason, WBNS, S. ...27.3

- TOP MULTI-WEEKLY SHOWS**
1. Chef Long (6:00 p.m.), WBNS, M.-F. ...17.2
 2. Early Home Theater, WTVN, M.-F. ...14.6
 3. Western Roundup, WBNS, M.-F. ...14.3
 4. Mickey Mouse Club, WTVN, M.-F. ...13.8
 5. CBS News, WBNS, M.-F. ...13.7
 6. Little Rascals, WBNS, M.-F. ...11.6
 7. Armchair Theater, WBNS, M.-F. ...10.8
 8. Aunt Fran, WBNS, M.-F. ...10.7
 9. News, Weather (6:30 p.m.), M.-F. ...10.2
 10. Weather, Floroscope (6:45 p.m.), WBNS, M.-F. ...10.0

- TOP FEATURE FILMS**
- Once Weekly**
1. Summer Playhouse, WTVN, S.-11:00-12:00 mid. ...13.5
 2. Sunday Showboat, WTVN, Su.-10:30-4:00 p.m. ...12.9
 3. Million \$ Movie, WTVN, Su.-10:30-12:00 mid. ...10.7
 4. Channel 10 Theater, WBNS, S.-11:00-12:00 mid. ...9.3
 5. Saturday Showboat, WTVN, S.-1:15-3:00 p.m. ...8.3

- Multi-Weekly**
1. Early Home Theater, WTVN, M.-F.-9:30-12:00 mid. ...14.6
 2. Armchair Theater, WBNS, M.-F., Su.-10:45-12:00 mid. ...10.7
 3. Midday Movie, WTVN, M.-F.-12:30-2:00 p.m. ...6.4
 4. Ladies' Home Theater, WTVN, M.-F.-10:00-11:00 a.m. ...5.9

- TOP SYNDICATED FILMS**
1. Passport to Danger (ABC), WBNS, Su.-8:30 ...22.7
 2. Man Called X (Ziv), WBNS, F.-8:30 ...22.0
 3. Highway Patrol (Ziv), WBNS, T.-9:30 ...20.9
 4. Judge Roy Bean (Screencraft), WTVN, Su.-5:00 ...17.0
 5. Annie Oakley (CBS), WBNS, S.-6:00 ...16.9
 6. Buffalo Bill Jr. (CBS), WTVN, F.-6:00 ...16.0
 7. Celebrity Playhouse (Screen Gems), WBNS, Su.-10:45 ...15.4
 8. I Led Three Lives (Ziv), WLW-C, F.-8:00 ...15.2
 9. Count of Monte Cristo (TPA), WBNS, Su.-5:30 ...14.7
 10. Superman (Flamingo), WBNS, W.-6:00 ...14.5
 11. Public Defender (Interstate), WBNS, M.-10:15 ...14.2
 12. Studio 57 (MCA), WLW-C, M.-9:30 ...14.0
 13. Stories of the Century (Hollywood), WBNS, F.-6:00 ...12.7
 14. Hopalong Cassidy (NBC), WTVN, M.-6:00 ...12.4
 15. Dangerous Assignment (NBC), WTVN, F.-8:30 ...12.2
 15. Wild Bill Hickok (Flamingo), WBNS, T.-6:00 ...12.2
 15. Range Rider (CBS), WTVN, T.-6:00 ...12.2
 18. Sheena, Queen of the Jungle (ABC), WTVN, Th.-6:00 ...11.9
 19. Little Rascals (Interstate), WBNS, M.-F.-4:15 ...11.6

DAYTON, O.
2 TV STATIONS—125,000 TV HOMES
Population—526,700 (44th in U. S.)
Buying Income—\$1,072,359,000 (34th)
Retail Sales—\$674,145,000 (39th)
Food Sales—\$151,343,000 (38th)
Drug Sales—\$21,540,000 (36th)
Automotive—\$138,619,000 (35th)
Above figures include following counties: Greene, Montgomery

- TOP NETWORK SHOWS**
1. Ed Sullivan, WHIO, Su. ...48.5
 2. I've Got a Secret, WHIO, W. ...37.5
 3. Jackie Gleason, WHIO, S. ...36.8
 4. Climax, WHIO, Th. ...36.3
 5. Alfred Hitchcock, WHIO, Su. ...35.8
 6. Godfrey's Talent Scouts, WHIO, M. ...34.3
 6. Spotlight Playhouse, WHIO, T. ...34.3
 8. G.E. Theater, WHIO, Su. ...34.0
 9. Gunsmoke, WHIO, S. ...33.8
 9. Robert Cummings, WHIO, Th. ...33.8

- TOP MULTI-WEEKLY SHOWS**
1. Front Page News (11 p.m.), M.-F. ...27.4
 2. Theater Tonight, WHIO, M.-Th. ...21.0
 3. Guiding Light, WHIO, M.-F. ...14.7
 4. Reporter, Sports Desk (11 p.m.), WHIO, M.-F. ...14.4
 4. Search for Tomorrow, WHIO, M.-F. ...14.4
 4. Three City Final (11 p.m.), WLW-D, M.-F. ...14.4
 7. Wild West, WHIO, M.-F. ...14.3
 8. Mickey Mouse Club, WLW-D, M.-F. ...14.0
 9. Love of Life, WHIO, M.-F. ...13.9
 10. Valiant Lady, WHIO, M.-F. ...13.7

- TOP FEATURE FILMS**
- Once Weekly**
1. Movie of the Week, WHIO, F.-11:15-12:00 mid. ...17.0
- Multi-Weekly**
1. Your Evening Theater, WHIO, M.-F.-11:45-12:00 mid. ...10.3
 2. Movie Matinee, WHIO, M.-F.-M.-F.-3:00-4:00 p.m. ...9.3

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WHIO, T.-8:00 ...32.3
 2. Waterfront (MCA), WHIO, S.-9:30 ...31.3
 3. The Whistler (CBS), WHIO, S.-10:00 ...29.8
 4. Man Called X (Ziv), WHIO, F.-9:30 ...29.3
 5. Badge 714 (NBC), WHIO, S.-10:30 ...28.0
 6. Little Rascals (Interstate), WHIO, Th.-6:00 ...25.8
 7. Passport to Danger (ABC), WLW-D, Su.-9:30 ...25.3
 8. Waterfront (MCA), WHIO, W.-10:30 ...24.3
 9. Soldiers of Fortune (MCA), WHIO, M.-6:00 ...23.8
 10. Wild Bill Hickok (Flamingo), WHIO, W.-6:00 ...22.3
 11. Jimmy Demaret Show (Award), WHIO, F.-10:15 ...22.0
 12. Stars of the Grand Ole Opry (Flamingo), WHIO, M.-10:30 ...21.5
 12. Superman (Flamingo), WHIO, T.-6:00 ...21.5
 14. Famous Playhouse (MCA), WLW-D, T.-8:30 ...21.3
 15. †Death Valley Days (Pacific Borax), WLW-D, W.-9:30 ...21.0
 16. Amos 'n' Andy (CBS), WHIO, T.-10:30 ...19.8
 17. I Led Three Lives (Ziv), WLW-D, F.-8:00 ...17.3
 18. Annie Oakley (CBS), WLW-D, T.-7:30 ...15.3
 19. Famous Playhouse (MCA), WHIO, W.-6:30 ...15.0
 20. Science Fiction Theater (Ziv), WLW-D, Su.-10:30 ...13.3
 21. City Detective (MCA), WHIO, Th.-11:15 ...11.8
 21. Counterpoint (Interstate), WHIO, S.-4:30 ...11.8
 23. This Week in Sports (INS), WLW-D, Su.-11:15 ...11.0
 24. Celebrity Playhouse (Screen Gems), WLW-D, S.-11:15 ...8.8

DETROIT
4 TV STATIONS—957,600 TV HOMES
Population—3,518,600 (5th in U. S.)
Buying Income—\$7,386,946,000 (5th)
Retail Sales—\$4,841,614,000 (4th)
Food Sales—\$1,086,050,000 (4th)
Drug Sales—\$193,768,000 (4th)
Automotive—\$1,115,412,000 (4th)
Above figures include following counties: Macomb, Oakland, Wayne

- TOP NETWORK SHOWS**
1. Ed Sullivan, WJBK, Su. ...42.4
 2. \$64,000 Question, WJBK, T. ...35.2
 3. \$64,000 Challenge, WJBK, Tu. ...30.2
 4. Robert Montgomery, WWJ, M. ...29.4
 5. Lawrence Welk, WXYZ, S. ...28.5
 6. What's My Line? WJBK, Su. ...25.0
 7. G.E. Theater, WJBK, Su. ...24.9
 7. Jackie Gleason, WJBK, S. ...24.9
 9. Alfred Hitchcock, WJBK, Su. ...23.3
 10. Medic, WWJ, M. ...23.2

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WXYZ, M.-F. ...15.0
 2. News (11 p.m.), WJBK, M.-F. ...9.9
 3. Guiding Light, WJBK, M.-F. ...9.6
 4. Search for Tomorrow, WJBK, M.-F. ...9.4
 5. Love of Life, WJBK, M.-F. ...9.0
 6. Valiant Lady, WJBK, M.-F. ...8.9
 7. 11 o'Clock News, WWJ, M.-F. ...8.7
 8. Arthur Godfrey, WJBK, M.-Th. ...8.5
 8. Million \$ Movie, CKLW, M.-W.-F. ...8.4
 10. Strike It Rich, WJBK, M.-F. ...8.3

- TOP FEATURE FILMS**
- Once Weekly**
1. Roundup Time, WXYZ, S.-2:00-4:00 p.m. ...12.2
 2. Maine Attraction Movie, WXYZ, S.-11:00-12:00 mid. ...8.5
 3. Sunday Matinee, CKLW, Su.-3:00-4:00 p.m. ...7.3
 4. H & A Theater, CKLW, W.-8:30-10:00 p.m. ...7.1
 5. Hollywood Screening, WXYZ, W.-10:00-11:00 p.m. ...7.0
- Multi-Weekly**
1. Million \$ Movie, CKLW, M., W.-Su.-6:30-8:00 p.m. ...8.9
 2. Motion Picture Academy, CKLW, Th., Su.-8:00-10:00 p.m. ...7.3
 3. Lunch Time Drama, WXYZ, M., T.-1:00-2:00 p.m. ...5.3
 4. Crown Theater, CKLW, Th., Su.-11:00-12:00 p.m. ...4.7
 5. Heartthrob Theater, WXYZ, M.-F.-9:30-11:00 p.m. ...3.9

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WJBK, T.-9:30 ...26.0
 2. Waterfront (MCA), WWJ, M.-9:30 ...19.5
 3. I Led Three Lives (Ziv), WJBK, F.-9:30 ...16.9
 4. Studio 57 (MCA), WWJ, W.-9:30 ...16.0
 5. Susie (TPA), WJBK, WJBK, M., Th.-10:00 ...15.0
 6. Wild Bill Hickok (Flamingo), WXYZ, S.-6:00 ...14.4
 7. Badge 714 (NBC), WWJ, Su.-10:00 ...14.3
 8. Man Called X (Ziv), WJBK, T.-10:00 ...14.2
 8. Racket Squad (ABC), WJBK, F.-10:00 ...14.2
 8. Conrad Nagel Theater (Guild), WWJ, Su.-9:30 ...14.2
 11. Dr. Hudson's Secret Journal (MCA), WWJ, M.-10:00 ...14.0
 12. Ellery Queen (TPA), WJBK, W.-10:00 ...13.9
 13. Annie Oakley (CBS), WXYZ, Su.-5:30 ...13.4
 14. Amos 'n' Andy (CBS), WWJ, W.-10:00 ...13.2
 14. Top Plays of 1956 (Screen Gems), WJBK, Th.-9:30 ...13.2
 14. Confidential File (Guild), WWJ, W.-10:30 ...12.2
 17. Dangerous Assignment (NBC), CKLW, F.-9:00 ...11.9
 18. Mr. District Attorney (Ziv), WJBK, W.-10:30 ...11.5
 19. Inspector Mark Saber (Thompson), WJBK, T.-10:30 ...10.9

REVOLVING DOORS

Bill Finkeldey, sales supervisor at RKO-TV, is recuperating from pneumonia at home. . . . Norman Ginsburg, advertising and promotion manager of California National-NBC Television Film, is the proud papa of a boy. . . . Lee Francis, advertising manager of ABC Film Syndication, leaves this week for Chicago, Dallas, Detroit and Birmingham to promote "Code 3." . . . Herbert Gordon, vice-president in charge of Ziv-TV's talent operations, arrived in New York this weekend from Hollywood to scout for talent for two Ziv productions which will be filmed soon in the East.

Jack House has joined Screen

Gems as national account executive. House was previously head of station relations and TV account supervisor for William Esty Advertising. . . . Herbert J. Leder, TV film producer, has been signed by Guild Films as story editor. . . . Sterling Television has expanded its headquarters, with new offices at 43 West 61st Street, New York, to house the shipping, receiving and accounting departments. . . . Irving Asher, production chief for TCF Television Productions, has returned to Hollywood from New York following discussions of future TCF-TV plans with President Spyros P. Skouras.

Post-Dispatch station, KSD-TV,

St. Louis, was awarded a plaque for outstanding contributions to the religious life of St. Louis by the Lutheran Church, Missouri Synod. . . . Raymond E. Nelson, vice-president and general manager of the new NTA Film Network, will be the guest speaker at the October 25 meeting of the Metropolitan Advertising Men's Club. . . . J. R. Ritenour, former vice-president of Modern TV, has been named president of Modern Teleservice, Inc. Modern Teleservice is an independent corporation and succeeds Modern TV, a division of Modern Talking Picture Service.

NEW YORK — Jay Eliasberg, assistant director of research for CBS-TV, has been promoted to acting director of research. He first joined the CBS Research department in 1947.

Half of 'Clock' May Open Up

NEW YORK—Half of "Beat the Clock" will become available should Hazel Bishop buy Saturday 10:30-11 p.m. from CBS-TV for "You're on Your Own," a new audience-participation show. "Beat the Clock" is now on the same web Saturdays 7-7:30.

The sole stumbling block to the sale of the late Saturday half hour to Hazel Bishop is the Mennen Company, which will own the half hour for the next two weeks. Mennen has canceled "High Fiance" but still seems to want the time period.

Victor Adds 42 to Gold Singles Series

NEW YORK—The RCA Victor Gold Standard singles series, consisting of the diskery's all-time hits in back-to-back issues, was expanded to 251 disks last week with the release of 42 new couplings.

A number of more recent hits now have been included, along with a number of older selections in the pop, country, band, sacred and Christmas categories for which demand has continued from dealers and juke box operators.

According to Harry Jenkins, manager of singles sales and merchandising, the original group of 200-plus records, issued just 10 months ago, has hit an accumulative sale of almost 2,000,000 disks, which far exceeds any previous total of catalog singles in any similar period. Jenkins reminded Victor

distributors that all of the Gold Standard disks are purchased on a 100 per cent exchange basis.

Included in the new group are five couplings by the Glenn Miller Army Air Force Band, "America" and "Star Spangled Banner" by the Cities Service Band of America, four Perry Como disks, three by Sousa's Band, three by Harry Belafonte, two by Chet Atkins, no less than eight by the Blackwood Brothers Quartet, two by George Beverly Shea, etc. One Como coupling has "Papa Loves Mambo" backed by "Wanted." Another offers "Eli, Eli" and "Kol Nidrei." A Fisher coupling backs "I'm Walking Behind You" with "Lady of Spain." The ageless "Bugle Calls of the Army," by trumpeter Harry Glantz, are available again on two disks.

Four of the disks are Christmas specials, by Como (2), Lanza and Hugo Winterhalter. Winterhalter's couples "Blue Christmas" and "White Christmas." One of Como's carries "O Come, All Ye Faithful" and "Silent Night."

Browser boxes for the line, and separator cards are being supplied to distributors by the Edward J. Lit Company of Philadelphia.

'Joy' Rights To Saga Firm

HOLLYWOOD—The publishing status of the score from the RKO film "Bundle of Joy" was finally cleared up last week, with the newly formed Eddie Fisher, Frank Sinatra, Hank Sanicola combine owning publishing rights thru Saga Music, Inc. (ASCAP).

Lamas Music, Inc., will retain selling agency rights via a two-year, 10 per cent deal previously negotiated between Fisher's manager, Milton Blackstone, and Lamas music topper, Marty Machat.

Other film and television music properties in which Sinatra and Fisher may appear are also expected to be published by the new firm, Saga. Tho many other music business personalities have publishing firms of their own, the Sinatra-Fisher deal is relatively unique. Both record for different labels, Sinatra for Capitol, and Fisher for RCA Victor.

Both Fisher and Sinatra will record "All About Love," the plug tune from the film score. *(Continued on page 21)*

Sherlock Exits Decca for Connor Office

HOLLYWOOD—George Sherlock, for the past five years Western division promotion manager for Decca Records, has resigned his post to join the newly organized Mike Connor office.

Sherlock will handle the record exploitation department. Initial diskery accounts include Jerry Lewis, Morris Stoloff, Victor Young, Vicki Benet, the Mary Kaye Trio and composer Elmer Bernstein. Connor is now in New York lining up new Eastern clients to supplement the West Coast artist line-up.

The Connor firm will also handle disk promotion for Victor Young's publishing company, kicking off with the title song, "Around the World in Eighty Days," from the motion picture of the same name. The tune already has been cut by Bing Crosby, Lawrence Welk and Eddie Fisher.

'SPOOKTACULAR' FOR HALLOWEEN

HOLLYWOOD—Ah, these disk jockeys are a clever bunch. In scheduling his programming for upcoming Halloween, disk jockey Bill Bance, KFWB, Los Angeles, decided he'd have a "spooktacular" for his listeners.

Bance has invited his audience to submit songs they feel might be appropriate for the show and thus far has "I Don't Stand a Ghost of a Chance," "Ghost Riders in the Sky," "The Rockin' Ghost," "These Ghoully Things Remind Me of You," "Ghouls Rush In," etc.

Think he might get a "ghost to ghost" hookup?

Bourne Adds Sims; Plans Major Drive

NEW YORK—Lester Sims, who was with the Big Three for 15 years and headed up Miller Music for that firm, has joined the House of Bourne and its affiliated firms. Sims takes over the professional department of Bourne, Inc., and will also act as aid to Sol Bourne. Bourne late last week stated that plans are being crystallized for a major promotional drive. *(Continued on page 20)*

Col. Acquires Original Cast Rights to 'Bells'

NEW YORK—Columbia Records will add still another Broadway show to its recording agenda this fall, with the acquisition of original cast rights to the upcoming musical "The Bells Are Ringing."

Show stars Judy Holiday, with book and lyrics by Betty Comden and Adolph Green, and music by Jule Styne. Show is currently in rehearsal and is scheduled to open in Philadelphia November 12 and New York November 29. Album will be recorded under the direction of Columbia President Goddard Lieberson, who also has "Li'l Abner" on his schedule. *(Continued on page 20)*

Westminster Sets Bumper Pkg. Drive

Big Ad Pitch Heralds Customer Bonus Plan on Lavish Pre-Holiday Release

NEW YORK — Westminster Records this week will kick off its biggest drive to date for status as a major package line. With more than 100 sets scheduled for release in the three-month period of September thru November, the label is making its advertising pitch directly to the consumer and instituting a bonus disk plan for purchasers at the retail level.

Starting with a full-page ad in The New York Times Sunday (21), the diskery is lining up similar pitches in every major newspaper and magazine in the country. The gimmick is one free record for every four Westminster purchases in any price category from \$3.98 thru \$7.50 per disk. All purchases and bonus disk will have to be in the same price bracket. For example, the customer buys four disks at \$3.98 and gets one \$3.98 disk of his choice free. Dealers, in turn, get credit from the company for each bonus they hand out.

Meanwhile, Westminster is launching a vast catalog revamping project, main purpose of which is to reprocess older tapes according to the outfit's newly developed "Panorthophonic" sound technique.

Dot Ends Coast Business Meets

HOLLYWOOD — Dot Records wound up its first company wide business sessions here last week, setting plans for the firm's 1956-'57 release schedule. Helmed by Dot President Randy Wood, and Vice-President Henry Ororati and L. L. (Rip) Thornton, Dot sales staffers were told that the past five months have been the biggest in the history of the company, with in excess of one million unit sales reached during the period.

A new post, that of national sales manager, is expected to be created in the near future. No indication was given as to who might be appointed. Plans for disk jockey album service, a re-evaluation of distributor service in several areas, and additional im- *(Continued on page 20)*

Between 200 and 300 catalog items in the WL500, WAL200, WAL300 and 400 series have been deleted from the catalog, most of them only temporarily. After re-processing, they will be part of the "18,000" series. Some performances also will be re-edited, some will be completely re-recorded with the same artists, and others will come out in different couplings. All of the reissues will carry new packaging.

Several weeks ago Westminster broke the all-time record for the number of albums issued simultaneously featuring one artist. The artist was the British conductor, *(Continued on page 20)*

Capitol Appoints Callison, Tallant To Sales Staff

HOLLYWOOD — Capitol Records added additional strength to its Eastern division headquarters last week, with the appointment of Max K. Callison to the newly created position of national sales manager.

Callison will make his headquarters in New York, and will report directly to Mike Maitland, vice-president and director of national sales for Capitol Records Distributing Corporation.

Maitland also disclosed the appointment of Bill Tallant to the newly created post of assistant national sales manager, with headquarters in Hollywood. Administratively, Tallant will report to Callison, functionally to Maitland.

Callison has been the firm's district sales manager operating out of Cleveland since 1950, originally joining the company in 1946 as a salesman. Tallant is also a career man with the company, joining Capitol in 1945 as a salesman, *(Continued on page 20)*

Delaney Sues Buck Ram For Accounting

NEW YORK—Joe Delaney has filed suit in New York Supreme Court here against Buck Ram, asking \$16,023 and an accounting of the net profits of Delaney-Ram Associates, Inc., which he set up in partnership with Ram January 1 of this year.

Delaney claims he "performed certain work, services and labor," and acted as consultant to Ram for the agreed price of \$15,000, plus \$1,023 in expenses, from December 15, 1955, to April 20, 1956. He also claims 50 per cent of the net profits of Delaney-Ram Associates—dissolved by Ram last April 19—and seeks to examine all Ram's records of the corporation.

Ram has filed a counterclaim to the suit, charging that his contract *(Continued on page 21)*

See ASCAP Re-Examination Of Distribution Systems

HOLLYWOOD — In the wake of the first "trial period" of operation since the Department of Justice handed down the ASCAP consent decree some five years ago, a general overhaul and re-evaluation of the ASCAP writer and publisher distribution systems is expected to get under way shortly, with meetings of both writer and publisher classification committees scheduled for the end of this month.

ASCAP will hold a board of directors meeting October 29, with the committee meetings to be held on or about the same time. Re-

visions most likely to be made are those affecting the works of screen composers, background music writers, changes in the seniority provisions, etc.

According to L. Wolfie Gilbert, chairman of the ASCAP West Coast committee, the changes to be considered will also concern the new ASCAP jingles, bridges and cues point system (The Billboard, October 20), tho the entire scope of the Society's plan is expected to come in for re-examination. Gilbert averred that "where we find that a particular group of writers

have been hurt, we will address ourselves to rectifying any inequities."

At his address before the West Coast meeting of the Society here last week (15), Gilbert averred that the present method of distribution was not the optimum, saying that "Mack David and Stanley Adams, the father's of the present plan, admitted they were in error at a previous board meeting."

The recent ASCAP revision of the distribution system as affecting background music, which gives full *(Continued on page 21)*



BRAVO! I MEAN ABOUT THESE NEW DECCA POTENTIAL-PACKED STARS! TV-ER JEANNIE CARSON'S 1ST DECCADISC, "IF'N" & "THE STAR YOU WISHED UPON LAST NIGHT" (9-30113), IS HOT ALREADY! BY THE WAY, JERRY LEWIS' STRAIGHT (NO-GAG) SINGING IN "COME RAIN OR COME SHINE" & "ROCK-A-BYE YOUR BABY" (9-30124) HAD US ALL 3-CHEERING! LOVE, DECCA DAN

ASCAP Royalty Payments Top \$11 Million; Up 5% Over '55

Reappraisal of Distribution in Works; TV Negotiations to Start

By JOEL FRIEDMAN

HOLLYWOOD—At a business meeting marked by frankness and an effort to "tell the whole story," approximately 400 writer and publisher members of the American Society of Composers, Authors & Publishers learned that royalty distribution for the first eight months of this year totaled \$11,209,751, an increase of nearly 5 per cent over a like period in 1955.

Coast members of the Society heard president Paul Cunningham in his first address here since his election, in addition to reports by comptroller George Hoffman; Jack Yellen, chairman of the executive committee, and L. Wolfie Gilbert, chairman of the West Coast committee.

Both Gilbert and Yellen acknowledged that inequities existed in the present distribution formula and reported that "the writer's and publisher's classification committees are constantly working on changes." Yellen indicated that a reappraisal of the value of background music, movie scores, themes, etc., is being conducted. The new evaluation has largely been made necessary by the changes that have taken place within the industry and not thru any lack of judgment, according to Yellen.

Cunningham and Yellen told the members that new applications giving ASCAP the right to continue to represent writers and publishers with the television industry will be in the mails soon. The present license with TV broadcasters expires December 31, 1957. New

agreements with ASCAP members would run thru December 31, 1961. Pointing to the importance of full representation, Yellen declared: "Let the salesmen have a full sample case when he goes out to sell the broadcasters."

Broader Station Coverage

Yellen pointed out that the Society has continued to broaden its station coverage, with more than 1,200 stations surveyed during the

last quarter. Yellen won resounding applause when he made note of the little known 1,500-point voluntary maximum self-imposed by a score of "super dreadnaught writers," i.e., Hammerstein, Rodgers, Berlin. The point was made when Yellen referred to the proposal of some dissidents "who send out letters" seeking to put the Society on a per-performance basis. The com-

(Continued on page 22)

Cleffers' Suit Can Affect NARTB Pact

Action Will Come Up for Discussion On New ASCAP-Broadcasters Contract

NEW YORK—The songwriters' attack on BMI continued to have far-ranging effects.

A spokesman for the National Association of Radio and Television Broadcasters last week said that the songwriters' suit against BMI would be a matter for consideration in upcoming negotiations between ASCAP and the broadcasters. Television contracts with the broadcasters expire at the end of 1957. Negotiations normally get under way long before that date, and the NARTB several months ago started to poll stations to collect licensing data preliminary to the negotiations.

The NARTB spokesman stated that altho the songwriters \$150,000,000 suit would come up for discussion, it could not be said at this time whether the suit might be a determining factor in the negotiations.

A network exec, queried on the matter, stated he felt ASCAP was not connected with the writers' attack on BMI, and added that ASCAP execs had told him "they could not stop the BMI suit even if they wanted to." This, however, is regarded as another indication—in addition to the NARTB comment—that the matter has come up for discussion at network levels.

Cool Heads Needed

Among publisher discussions, speculation as to the possible outcome of the attack continued, with many feeling that the recriminations and ill feeling thus far engendered only emphasized the need for cool consideration of the matter—which could only take

place in a court of law, where, in an atmosphere free of emotion, facts and statistics could be marshalled by opposing sides. There is considerable belief, however, that in the event of divorcement of the broadcasters and BMI, ASCAP would be all the more vulnerable to antitrust action in view of its affiliations with major film companies.

One publisher stated: "Whereas two wrongs do not make a right, it is also true that what is sauce for the goose is also sauce for the gander. . . . If divorcement is applicable in one instance, it is applicable in the other."

In the event of divorcement of

(Continued on page 22)

Price War Looms for S. Calif. Disk Dealers

HOLLYWOOD—Altho Southern California hasn't been noticeably affected by record discounters up until now, the indications are that a full-scale price war is about to break out.

Dealers in Los Angeles have admittedly resigned themselves to the fact that price slashers have lured customers away from them and are starting a price reduction campaign of their own. Newspaper advertising, radio, TV and direct mail are already being used by a number of price cutters to draw additional disk trade.

Thus far, price slashes have been

DUKE, SATCHMO 5-1 FAVES AT ITALIAN FAIR

WASHINGTON—The hot licks of the Duke and Satchmo were 5 to 1 favorites over the longhair music at the American pavilion in the International Fair at Bari, Italy, land of classical music.

Commerce Department's Office of International Fairs spokesmen report that elaborate hi-fi display set up for the music-loving Italians brought surprise reaction. "Why give us symphony?" they asked. "We came to hear jazz!" Loud-est clamor was for Ellington and Armstrong.

U. S. displays of hi-fi at world fairs are pulling crowds from Stockholm, Sweden, to Kabul in Afghanistan, reports William R. Traum, deputy director of International Fairs office. Glass-enclosed booths are jammed with listeners, and every nationality has a chance to hear its own records on American hi-fi equipment as well as the waxings of American artists.

Levitz Sues Robbins Music, Loew's, Inc.

NEW YORK—Stephen Levitz has filed suit in New York Supreme Court here against Robbins Music, Loew's Inc., and Charles Moskowitz, charging breach of employment contract and asking damages of \$200,000.

Levitz, a Robbins exec until last year, claims that on December 18, 1951, as an inducement to sell his stockholdings in Robbins Music,

(Continued on page 21)

Coast Cleffers Back Efforts Of SOA Group

NEW YORK—Several prominent West Coast name song writers—including Ira Gershwin, Mack David and Jerry Livingston—wired their support to the Songwriters of America this week, and urged them to continue their efforts.

The Songwriters of America held a meeting here Monday (15) at the Belmont-Plaza Hotel, which was attended by more than 125 cleffers. Speakers included Jack Lawrence and Arthur Schwartz, while the most important item on the agenda for discussion was a review of the recent Celler hearings.

An appeal was made during the meet for additional funds to carry on the group's work. The Songwriters of America's suit against Broadcast Music Inc. has reportedly cost over \$300,000 to date.

On Sunday (14), the New York Times published a letter from Emanuel Celler, chairman of the House Anti-Trust Subcommittee, apropos Jack Gould's article in the Times the previous Sunday. Celler

(Continued on page 21)

Melcher to Up Pub Activities

HOLLYWOOD—Marty Melcher, president of Artists and Daywin Music, will substantially add to his music publishing holdings and activities next year, and will in addition branch out into television film production.

Melcher disclosed that he and his wife, Doris Day, are primarily interested in further expanding their interests as music publishers via the acquisition of existing catalogs and copyrights. A number of firms are being considered, he said, with a syndicate being formed to negotiate the possible buy-out of one of the nation's major old-line publishing houses.

Future publishing activity will not be restricted to the music Miss Day sings in motion pictures. Singer recently completed her starring role in "Julie," starts "Pajama Game" next month, and follows with "Teacher's Pet" for Paramount. In addition she has four more commitments for M-G-M to fulfill.

Melcher's TV film production is in the preliminary stages, with the plan calling for a half-hour telefilm starring Miss Day.

Who Let That Hound Dog Off His Leash?

NEW YORK—Valjo Publishing Company, a subsidiary of Lois Music (itself a subsidiary of King Records), last week filed suit in Federal Court against Elvis Presley Music (an affiliate of Hill & Range Songs) and cleffers Jerry Lieber and Mike Stoller. The defendants, it was alleged by Valjo's attorney, Jack Pearl, had conspired to deprive his client of the publishing rights to the current hit tune, "Hound Dog."

Valjo is suing for an accounting of profits and for damages. Basis of the claim is a three-to-five-year songwriter contract Valjo signed in 1951 with Johnny Otis, who at one time was listed with Lieber and Stoller as a co-writer of the tune. In 1953 the first recording of the tune was cut by Willie Mae Thornton for Peacock, backed by Otis' band. At that time, Peacock's Don Robey put the tune in his Lion publishing firm, perpetrating the first action by Valjo in a Texas

(Continued on page 21)

Liberty Label Adds Talent; Inks J. Gray

HOLLYWOOD—Liberty Records continued adding to its talent roster here last week, dipping into the band business for its first name orchestra, Jerry Gray. Maestro was inked to a one-year contract calling for a minimum of three LP's. Gray will break away from

(Continued on page 22)

Kaiser to Enter Disk Business Via Own Label

HOLLYWOOD—Industrial tycoon Henry J. Kaiser took another step in the business world last week via his entry in the disk business with a label of his own, Hawaiian Village Records.

Kaiser will restrict his output to native Hawaiian material at the outset, signing Alfred Apaka for a series of EP's. Other Hawaiian talent will be added in the future. Criterion Records, helmed by Mickey Goldsen here, will handle sales and distribution of the Kaiser product in the United States.

First Apaka release is a Christmas package and is being sold by Kaiser as a Christmas gift item to industrial firms in Hawaii. Orders thus far are reported to total in excess of 25,000 EP's.

M-G-M Ties In On 2 TV Shows

NEW YORK—M-G-M Records has unveiled its newest in a continuing series of disk promotion tie-ins with TV shows. Themes from two TV shows, "The Buccaneers" and "Sir Lancelot," have been disked on two sides of one record by the vocal group, the Naturals. A special sleeve for the disk illustrates scenes from both. The records will be plugged on both shows.

In another promotion, the diskery has tied in with release of the pocket book edition of Edna Ferber's novel, "Giant." Two thousand copies are being mailed to jockeys and disk librarians. Cover of the books carries a sticker, plugging Art Mooney's waxing of the tune as "The Giant Hit of 'Em All."

ASCAP Hopes BMI Stays In Business: Finkelstein

HOLLYWOOD—Contrary to popular opinion, the American Society of Composers, Authors & Publishers does not want Broadcast Music, Inc., put out of business but would rather welcome legitimate, honest competition in the music performance collection field. This was the opinion of Herman Finkelstein, general counsel of ASCAP, expressed at a meeting here last week (16) of the California Copyright Conference.

Finkelstein reported that BMI does not pay dividends to its broadcast industry stockholders, and averred that BMI's stability would be seriously jeopardized should it have to do so. Rather than pay dividends, said Finkelstein, BMI in the past has merely adjusted its rates to the broadcasters.

Finkelstein traced the history of the Society for the CCC membership, elaborating on the many legal hurdles the group was confronted with in its early days. ASCAP's writer and publisher distribution formulae were thoroly discussed, as was the status of the repeal of the juke box exemption from the Copyright Act.

Finkelstein's appearance brought the largest turnout in the Copyright group's history, with more than 80 persons present at the meeting. Guests included George Hoffman, comptroller of ASCAP; L. Wolfie Gilbert, chairman of the ASCAP West Coast Committee, and Ben Oakland, Coast chairman of SPA. Bob Marks, of E. B. Marks Music and president of the CCC, helmed the meeting.

A PLUGGER SPEAKS A PIECE

**Sees Cleffer-BMI Fracas
Blood Pressure Menace**

NEW YORK—The waves generated by the BMI-songwriters hassle reached to Hollywood last week and roused to action Don Genson, of the Leeds-Duchess-

Pickwick music firms. Genson took pen in hand and wrote as follows:

"Gentlemen: As a member in good standing of the song-plugging fraternity, and as one who earns his living working with the products of both BMI and ASCAP, I want to state here and now to that small but highly articulate group of ASCAP writers who have instigated the current war of words that if I may be permitted the liberty of revising the title of that deathless masterpiece of our time . . . 'You Ain't Nothin' But a Big Hog.'"

Genson added: "Since all their wailing comes at a time when writer income from ASCAP has been reaching for an all-time high, they make a sorry spectacle indeed rushing with their tear-stained ASCAP checks to the nearest bank."

"I might mention at this point that like it or not, BMI has become for several thousands of people the wherewithal by which they and their families are decently fed, clothed, housed and given a chance to enjoy the luxury of a good life in our 20th Century America. Since all of this good has been accomplished while ASCAP income is practically jumping off the graph, I am beginning to wonder just who is kidding who . . ."

"We have been treated to such soul-stirring phrases as 'the electronic curtain,' which incidentally must have been uttered before it was short-circuited by his 'Tonight You Belong to Me.' And as for the charge that BMI songs are aiding and abetting juvenile delinquency, I think it best to remind them that they were writing the songs when the delinquents of the 1920's were annihilating themselves with denatured alcohol to the tune of 'Barney Google.'"

"As to another's charge that he was mistreated at the hands of network-controlled recording companies, I hasten to ask what was he doing there in the first place? This is the job of the publisher, and I bitterly resent his sharing the abuse and heartaches reserved for both ASCAP and BMI firms on an equal profit-sharing basis."

"To sum it all up, it would seem to me, with an assist from the Bard, that the fault, dear writer, lies not in your stars but in your 32, 48 or 64 bars."

"Should anyone come looking for my ASCALP you'll find me on the BMI side of my desk in the Warner Theater Building in Hollywood."

Sincerely, Don Genson.

Genson added the following P.S.: "Please do not complain directly to Mr. Lou Levy, as both he and myself are most busily engaged at the moment working on an ASCAP-licensed masterpiece called 'Manhattan Tower' — surely no argument here!"

**The Nation Sets
The Record Straight**

NEW YORK—George G. Kirstein, publisher of The Nation, and Victor Bernstein, managing editor, have issued statements clarifying that magazine's decision not to use Dr. Vera Miller's article on the BMI-songwriter hassle. The Nation, said Kirstein, had been fully informed by Dr. Miller as to the latter's marital status to Nat Shapiro. The magazine has also been aware of Shapiro's business connections prior to the submission of the article. Kirstein stated he wished to set the record straight in order to dissipate any unfair inference against Dr. Miller.

SHOWCASE

**Victor Puts
New Talent
On View**

NEW YORK — RCA Victor's first "Talent Showcase" production was kicked off Thursday evening (18) at the Johnny Victor Theater before an invited audience of about 65 people, including TV and film producers, talent scouts, agents and press.

This show was the second display piece run by a major diskery in an effort to promote its young talent in other popular media. The first was Columbia's extravaganza held last month.

Victor's exhibit, produced by Bernie Miller, was a well-paced, tho brief showing of six fresh, generally promising talents from its Victor, Vik and Groove labels. It's doubtful whether any of those presented had ever worked for as compact and hard-boiled an audience, but they managed excellent "auditions."

Those appearing were the pop singers Ann Gilbert, Diahann Carroll and Dick Lee; thrush Martha Carson, who demonstrated a promising brand of pop-spiritual projection; jazz clarinetist Tony Scott, and comic-emsee Bob Corley. Scott's demonstration of the blues was enhanced visually by the interpretative dancing of Al Mins.

**Stormy Elect'n
In Offing for
AFM Local 47**

HOLLYWOOD — The upcoming elections of Local 47, American Federation of Musicians, are expected to result in an all-out fight for control of the local, to be kicked off at a general meeting here Monday (22), at which nominations for all offices are to be filed.

It's no open secret that anti-Petrillo forces will wage their strongest campaign to date in an effort to gain control of the union for the next two years. The relative calm has ruled thruout the union during the past four months, the anti-administration forces aim to depose via the ballot box, incumbent officers John te Groen, Maury Paul and G. R. Hennon.

A slate labeled "Voice of the Membership" is to be headed up by Elliot Daniel for president, John Tranchitella for vice-president, Warren Barker for financial secretary and Max Herman for recording secretary.

Te Groen and Paul, reinstated by Petrillo following a stormy period earlier this year, are expected to run again for president and recording secretary respectively. No official slate has as yet been named by the pro-Petrillo forces, with an air of mystery surrounding their headquarters. A turnout of more than 600 members can be expected at the nominations meeting. Elections are scheduled for December 17.

**Grill Leaves
King Disks**

NEW YORK — Hy Grill, pop artists and repertoire man for King Records in the past year, left that company last week to set up his own business. A one-time a.&r. staffer for Victor and Decca, Grill is expected to work in some phase of the music business, and will make his plans public within the next two weeks.

Meanwhile, Grill's duties at the King combine will be taken over by Freddie Mendelsson, former Savoy staffer, who joined the outfit last week.

**WHITEMAN TRIBUTE PKG.
IS A COLLECTOR'S DREAM**

NEW YORK—What promises to be one of the most sought-after packages for collectors and diskologists is a special set of two 12-inch LP's, produced by Grand Award Records on the occasion of Paul Whiteman's 50th anniversary in show business. To be released shortly, at the retail price of \$9.95, the set will include new performances by Whiteman and noted talents with whom he has been associated in his long career.

Doing vocals, for instance, are Hoagy Carmichael, Johnny Mercer, Jackson Teagarden, etc. Also on the disks are Jimmy and Tommy Dorsey, Joe Venuti, etc. The only old material—which is expected to prove of great interest—is part of an air check of Bing Crosby, Al Rinker and Harry Barris, the noted Rhythm Boys who once were with the Whiteman Band. This specific take occurred about 10 years ago on a Dinah Shore West Coast program.

Whiteman, of course, is prominent on the records, and conducts a 26-piece orchestra in a new version of "The Rhapsody in Blue."

The set, which will have plush packaging, includes a booklet of historical information about Whiteman and the many stars associated with him. The tunes include many which are specifically linked to Whiteman, such as "Rhapsody," "When Day Is Done" (Whiteman's original disk of this sold millions), "It Happened in Monterey," etc. Other performances are Carmichael in "Washboard Blues," Venuti in "How High the Moon," Tommy Dorsey in "The Night Is Young," etc.

Whiteman, queried last week, stated he expected to do another set at some future date, containing much material written specifically for him, as "Grand Canyon Suite," "Mississippi Suite," etc.

The diskings sessions were in the nature of a tribute to "The King of Jazz," with the various talents flying to New York in order to participate in the tribute. Enoch Light of Grand Award handled the sessions.

**Westward Ho!
Goody Slogan?**

NEW YORK — Will cut-rater Sam Goody take Horace Greeley's classic advice? Now that New York's notorious cut-rater is definitely set to open up a typical Goody establishment in Pittsburgh November 1, West Coast dealers are making evident their concern over the possibility that he will decide to continue his westward trek. At least that's the way Goody interprets the rash of price cutting that broke out in the Los Angeles area last week.

This Thursday (25) Goody's attorney, Abe Loewenthal, will fly to the area to ease the situation. Reportedly, he has lined up pow-wows with an "interested" party there, with the idea and eye to establishing Goody enterprises in heretofore sunny California.

The musicians were inspired. Typical was Teagarden's remark when he heard the playback: "Man, I always thought I sounded like that."

Whiteman said he was thrilled with the sound of the disks. "I go back 25 or 30 years with some of the fellows. . . I'm sorry some of the boys are gone," he added, "like Bix and Henry Busse."

**ANOTHER BMI
"PIN-UP"
HIT**



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ALBUM CROSSROADS?

To Plunge on, Cut Back Is the Poser

• Continued from page 1

all problem is the case of RCA Victor's Camden label. Camden's successful operation is both an affirmation and negation of the concept of catalog value. The old performances are selling heavily, but at a cheap rate, and the high artistic quality of much of the material which finds its way to Camden lends point to the argument that "newness" is necessary today and is obsoleting a tremendous quantity of product. Columbia, it will be noted (The Billboard, October 20), has been reactivating its low-priced Entre line, and other labels are known to be thinking of similar low-priced labels as devices to salvage as much value as possible from old—and not so old—masters. This parallels the book publishing business, with its low-priced reprints.

Labels with strong catalog material—or what was once considered strong catalog material—are

loathe to admit its diminishing value; labels which lack heavy catalog are more prone to take the viewpoint that new product and a heavy release schedule are the best assurances of a healthy package business.

In most quarters, it is believed that any substantial return to the more peaceful—and perhaps less lucrative days—is not in the cards. The pattern of the business has changed too much, and it now approximates other businesses where merchandising is hectic and styles change seasonally or annually.

LP Motivation

The big change in the package business, of course, goes back to the introduction of the long-play record by Columbia. And one of the dramatic factors which set in motion many of the marketing developments since was the move by Victor years ago to dump the old 78 r.p.m. shellacs in order to facilitate its entry into the LP field. Annual house cleaning sales are common on every label from factory to dealer.

Things have never been the same, and competitive moves by Columbia, Capitol, Decca, etc., have given the business a whoop and a holler that may never die down.

Dot Coast Meets

• Continued from page 17

petus behind the firm's album program were discussed.

Dot will henceforth be released on its own label in Canada it was learned, with Quality Records continuing to press and distribute for the firm there. George Keane, Quality exec, attended the meetings.

Wood is scheduled to leave for London next week for discussions with London Records topper Ted Lewis.

Others attending the meetings here included Bob Smith and Sandy Harbin, Chicago; Mickey Addy, New York; John Wussells, Detroit; Webber Parrish, Nashville, and Jim Coyle and Gilbert Brown.

Callison, Tallant

• Continued from page 17

later working in Seattle and Boston as a branch manager.

The appointments of Callison and Tallant are expected to substantially increase the depth of Capitol's sales staff. Company policy applicable to sales will continue to come from Hollywood from Vice-President Lloyd Dunn and Maitland, with Callison implementing in one of the major market areas. Walt Heebner continues as the company's chief administrative officer in its New York offices.

Mercury's Kits

• Continued from page 17

pop, jazz and classical selections. Altho the box copy plugs Mercury, dealers do not have to use them exclusively to package Mercury albums.

The entire Mercury yule kit features the copy line "Enjoy a Musical Holiday Season with Mercury Records." Corner sleeves are in black and gold, and dealers are urged to suggest customers use them in place of gift cards. The window display folder plugs five Mercury holiday packages—including "Christmas With Patti Page."

Westminster

• Continued from page 17

Sir Adrian Boult, who was represented by 17 sets, all consisting of major symphonic works.

Christmas Line

The label also is breaking another special batch of releases for the Christmas holiday push. A new "XWN" de luxe line, with elaborate packaging, will include such items as the Bach St. Matthew Passion, with a full-color reproduction of Dali's "Crucifixion" on the cover, Beethoven's complete string quartets and complete symphonies, Brahms' complete symphonies and Alto Rhapsody, and Corelli's 12 Concerti Grossi.

Included in the list of Christmas albums will be "The Christmas Story in Carols," with Basil Rathbone reading from the Scriptures, along with the Randolph Singers, Carl Weinrich at the organ, etc. Altogether, there will be 11 sets of Christmas music in the line.

Westminster's Spoken Arts subsidiary line also will come in for its share of consumer exposure in the coming weeks. Recordings in this spoken word line will be featured exclusively on a half-hour NBC network radio series which begins Wednesday, October 31. On that date the show will be beamed locally in New York, but it will also be carried on the nationwide hook-up every Thursday eve. Emceeding the show will be Dr. Russell Potter, director of the Institute of Arts and Sciences of Columbia University.

Bourne Adds Sims

• Continued from page 17

of ABC Music Corporation, Beede Music Corporation, and Bogat, Inc., the latter a Latin-American catalog, will be extensively activated, Bourne stated.

The great standards in the Bourne catalog (formerly Irving Berlin, Inc.), are also to be given a major push. A special representative, to be appointed shortly, will devote most of his effort to the packaged record field.

Over-all plans call for Dick Gray, who has headed up Bourne's Coast office, to come to New York. Jerry Lewin, who has been with Bourne many years, is scheduled to assume a new assignment.

Bourne stated that the over-all promotional drive would not only involve the great standards and pop material, but also country and western and Latin material.

See ASCAP Re-Examination

• Continued from page 17

credit for use as background only to those songs which have a minimum of 20,000 credit points, was attacked strongly last week by Lengsfelder. In a letter to the membership Lengsfelder stated the ruling discriminated against much of the ASCAP repertoire and favored the "Powerhouse" group.

Lengsfelder, questioned on the subject of "inequities," pointed to the weighted vote of the publisher wing of the ASCAP board and added that an undue preponderance of power also existed on the appeals board. In a case before the appeals board this year, he said, one member dissented and shortly thereafter new elections were held—with the result that the dissenting member was not re-elected. Lengsfelder claimed the election was premature; that the old appeals board had not completed its two-year terms and he felt this casted doubt on the validity of the new appeals board's decisions.

Lengsfelder in his letter to the membership stated: "Further threats to your very existence are looming. The publishing firms on the board, owned by the motion picture companies who make their own TV films and then sell them to the stations in which they acquire interests, will soon control the entire TV performance income. This monstrous situation is further aggravated by the fact that these

Levitz Sues

• Continued from page 18

he was told he would continue as an employee of the firm as long as he was able to work, and the agreement was okayed by Moskowitz, a Robbins' proxy.

However, after receiving \$127,000 for his stock, Levitz claims his resignation was demanded last October without justification or good cause, thereby allegedly breaching the contract. By reason of such demands, he says, he resigned December 31, 1955.

A motion for summary judgment and dismissal of the complaint has been filed by the defendants, who deny all allegations and deny that the board of directors and stockholders authorized the alleged agreement. They claim Levitz resigned October 14, 1955, and neither Moskowitz nor any other officers authorized the contract. The defendants also claim they made final payment to Levitz, plus severance pay, and thereafter Levitz gave written notice of retirement and elected to receive his retirement benefits.

'Joy' Rights

• Continued from page 17

tive of the confusing situation, is that Joe Myrow, co-author of the score with Mack Gordon, did not know who was to be the publisher of "Joy" until late last week. Fisher's pact with RKO reserved music publishing rights to him.

Fisher will continue with the operation of his Ramrod music firm, as well as Sinatra with his Barton, Sinatra Songs and about six other publishing houses.

Delaney Sues

• Continued from page 17

with Delaney was not in writing and was not to be performed within one year of the making, and is therefore void. He also claims Delaney has in his possession certain records and property of the partnership and refuses to account to him. During the short-lived partnership, Delaney—formerly sales manager of Cadence and Vik records—set up an r.&.r. stage unit, which toured Eastern theaters briefly last winter.

very same firms are judge and jury in making the rules of royalty distribution."

Late in the week it was known that many ASCAP members had written and phoned Lengsfelder, asking that they confer with him further on the problem.

At press time it was reported that the Society was scheduling a special board meeting for Wednesday (24) to discuss a revision of the new rulings affecting use of background music. An ASCAP topper stated he knew of no board meeting to discuss this specific matter, but that in a general way problems of distribution were under constant study.

Price War Looms

• Continued from page 18

tho Gateway to Music last week advertised "thousands of new LP's at 38 per cent off." Joe Sachs has a 25 per cent off sale running, while Record Outlet has been offering 30 per cent off of list.

The entry of Sam Goody in this area, previously reported, can be expected to become fact shortly with the arrival here this week of Goody's attorney, Abe Lowenthal, to survey the scene. Goody is expected to make some sort of a tie-up with a local record dealer, tho nobody here is certain just who it will be.

A number of dealers currently price cutting are known to have taken advantage of the quantity discount plans offered by virtually all of the major record companies. In some cases, dealers even pooled their funds to earn a higher discount. One dealer here is known to have purchased several thousand copies of "My Fair Lady" several weeks ago, immediately preceding the Columbia increase in price of Broadway show albums.

It's doubtful that competition will get as keen as it is in New York because of geographic problems, tho some dealers have expressed concern regardless of how widespread price cutting becomes.

Hound Dog

• Continued from page 18

Federal Court, an action which still is pending.

When Presley cut the tune, the Aberbach brothers acquired it from Lion and put it in Presley Music. According to the Aberbachs' attorney, Lew Dreyer, Lieber and Stoller actually wrote the song, but gave up a one-third share to Otis at the time of the Thornton session, unaware of the fact that he had an exclusive contract with Valjo. Subsequently, when Robey took over the tune, he had an understanding with Lieber and Stoller that they were the sole writers, and would take care of Otis out of their 50 per cent share, or that they would buy him out. Then, allegedly, Otis signed an agreement confirming that he did not write the song.

Presley's Victor recording of "Hound Dog" incidentally, is well past the 2,000,000 sales mark.

Coast Cleffers

• Continued from page 18

stated it was not the intention of the Subcommittee "to choose the Hit Parade." He said that "After overwhelming evidence had been presented, I personally reached the conclusion that the organization and operations of BMI may be inconsistent with the policy of the anti-trust laws." Celler elaborated upon the songwriters' thesis that the broadcasters-BMI combination has the power to control the music business, and that divestiture would therefore be an appropriate remedy.

BIG SMASH



THE CREW CUTS

Their Best Vocal Performance This Year!

"Love In A Home"

AND

"Keeper Of The Flame"

MERCURY 70977



CHICAGO 1, ILLINOIS

BIG SMASH!



SIL AUSTIN

"Slow Walk"

AND

"Wildwood"

MERCURY 70963



CHICAGO 1, ILLINOIS

3

ASCAP's Royalty Payments

• Continued from page 18

plainants would get less than they do now under such a system, said Yellen, were it not for these "super dreadnaught writers."

Cunningham told the meeting that a continued educational program designed to repeal the exemption of the juke box from the Copyright Law would be waged. Specific attention, he said, should be paid to any efforts to thwart such repeal via Legislature in the States.

Hoffman, reading the financial report for treasurer Saul Bourne, reported that distribution for the first quarter of 1956 totaled \$4,437,023, while \$4,638,804 was rung up for the second quarter. Foreign disbursements from England, Canada and the General & Film Fund totaled \$527,152, with additional foreign income totaling \$1,606,772. Hoffman reported that third-quarter figures will be higher than those achieved during the second quarter, with an additional \$1,000,000 from other foreign sources to be distributed early in December.

Operational overhead for the period January thru August was 17.8 per cent, an increase of 1.8 per cent over last year. Increase in costs resulted from additional facilities and equipment and broadened coverage of the Society's sales and licensing departments. Much of the additional expense would be non-recurring, it was pointed out.

To date, the Society totals 935 active publishers and 3,593 active writers, an increase of 168 writers and 57 new publishers since last February. ASCAP currently has licenses with 3,374 radio stations, 21 national regional radio networks, three television networks, 433 TV stations, and 26,355 general licenses.

Isham Jones Cancer Victim In Miami

MIAMI — Isham Jones, 63, songwriter and bandleader of yesteryear, died at St. Francis Hospital here Friday (19). Jones, who formerly lived in Denver and later in Pacific Palisades, Calif., came here last year. The victim of a nine-month battle with cancer, the veteran music man is survived by his wife, Marguerite, and a son, David Richard Jones.

A member of the American Society of Composers, Authors and Publishers since 1924, Jones wrote more than 200 songs, including "It Had to Be You," "I'll See You in My Dreams," "The One I Love Belongs to Somebody Else" and "Spain." On many of his biggest hits Jones collaborated with Gus Kahn.

For years Jones fronted his own band, which played the cream of the nation's ballrooms, hotels and vaude houses. The crew was also spotlighted prominently on many occasions in Europe.

Liberty Label

• Continued from page 18

the "Glen Miller" style he's previously recorded and will come up with a new sound for his Liberty wax. Firm also has Hank Mancini, Pete King and Claude Gordon under contract among its band pacts.

Jack Ames, general sales manager of the company, also disclosed the addition of singer Donna Fuller. Chirp formerly sang with the Stan Kenton band some years ago, and will have her first sides out on the market by the first of the year. In its plans for 1957, said Ames, Liberty expects to release a total of 72 12-inch LP's.

Liberty topper Si Waronker leaves here next week for New York and later embarks on a trip to London for discussions with London Records chief Ted Lewis. Company is expected to renegotiate its world-wide distribution pact with London.

Cleffers' Suit

• Continued from page 18

BMI and broadcasters, two subsequent developments are possible. One is the continued operation of BMI as a licensing agency—which BMI says it can very well do under present broadcaster licensing rates. A more extreme view is that BMI would be unable to continue if divorced. In this case, it is pointed out, ASCAP, under the Consent Decree, would be forced to absorb several thousand publishers and several thousand writers, with the possibility that so many more members would result in a materially lessened melon for the individual member.

Maestros Get Break Via LP's Opines Prima

HOLLYWOOD — The album business has opened up an entirely new field of prosperity for the band leader, according to maestro Louis Prima, who believes that a new generation of name orchestras are "just around the corner" as a result of LP sales.

Prima, who recently inked a contract with Capitol Records, is probably the only name band leader that has recorded with every major label in the industry, having etched for Majestic, Brunswick, Mercury, Columbia, RCA Victor, Decca, Varsity and a number of other indies during his disk career.

The album is probably the best showcase an artist can have, says Prima, largely because it allows a wider range of latitude than ever could be given before.

"When the demand for bands diminished," said Prima, "I decided to quit traveling and concentrate on the type of material I could offer as an act." The band business nose dive can be attributed directly to the music band leader's offer, which says Prima, wasn't and still isn't what the public wants.

Prima and his wife, Keely Smith, recently inked a new three-year contract at the Hotel Sahara, Las Vegas, calling for 30 weeks a year at Las Vegas and 10 weeks at Lake Tahoe, Nev. He is expected to embark on a nationwide disk jockey tour next month to hypo the release of his first Capitol album, "The Wildest." Miss Smith is also a Capitol pactee.

IT'S A REAL FAIRY TALE

NEW YORK—Vince Martin's Glory waxing of "Cindy, Oh Cindy," which moved into the No. 13 slot on The Billboard's best-seller chart this week, is looked upon with something akin to awe by the Brill Building.

The E. B. Marks tune, also cut by Eddie Fisher on RCA Victor, was written by Bob Barron and Burt Long, neither of whom had ever penned a song, let alone had one published and recorded; while Martin, who cut it first, had never recorded before he made the Glory disk. Long is a medical student. Barron is a book publishing exec.

Which One Has Deal? Ask the Wizard of Oz

NEW YORK—A music business version of the saga of the haves and have-nots was touched off this week, when Decca Records announced a full scale tie-in promotion of its "Wizard of Oz" album with the TV spectacular airing of the motion picture on CBS-TV November 3. Two weeks ago M-G-M Records announced a similar tie-in promotion deal on its sound-track version of the flick—same TV show, same date. Question now is, who has the deal and who hasn't?

The Decca album consists of cuttings made by Judy Garland, the Ken Darby Singers and Victor Young's ork at the time of the original release of the picture years ago. Miss Garland was then under contract to Decca.

According to a Decca spokesman, Ford, sponsor of the upcoming TV showing of the film, thru its agency, J. Walter Thompson, has contracted to buy 1,000 copies of the album for distribution to top Ford dealers, to radio and TV editors and to 500 boys clubs across the nation. The diskery has also set 20 by 30-inch blow-ups of the album cover for dealer use.

Morty Craft To Cut R&B For AM-Par

NEW YORK—ABC-Paramount has made a deal with Melba prexy, Morty Craft, whereby the latter will cut a minimum of two rhythm and blues sides per month for release on the Am-Par label.

Meanwhile, Sam Clark confirmed reports that his deal to release r.&b. sides sliced by Buck Ram was off. Craft, a writer-publisher-arranger, will probably use some of his Melba Records talent on the Am-Par disks.

Am-Par's artist and repertoire execs, Sid Feller and Don Costa, will continue to make rock and roll styled records with the label's present artists. However, Clark opines that his distributors also need platters that are strictly in rhythm and blues groove, hence the deal with Craft.

EDDIE DANO MAKES GRADE

NEW YORK — Eddie Dano, Vik Records' new warbler, is proving that patience and persistence (this isn't a new sister team!) pay off.

In 1955, the young lad from Philadelphia came to New York and took a job in RCA Victor's catalog department, hoping eventually to be discovered. He got his chance six months later at the company's Christmas party, when he managed to sing a couple of numbers. Victor's artists and repertoire staffers advised him to study and to work out the kinks in the Borscht Circuit. He followed directions and then reported back to Victor at the end of the summer. He immediately was signed to a Vik contract.

Last Friday (12) Dano appeared on the Howard Miller show and was viewed by Lawrence Welk, who wired an invite for him to appear on his TV spectacular next Sunday (28). Fellow Vik artist, orkster Richard Maltby, meanwhile has inked the warbler for a 10-week tour with his band, as a featured attraction.

Dano's first Vik release will hit the stands this week.

M-G-M spokesmen said their promotion plans, which involved distribution of album sets among Ford dealers in a tie-up with the telecast, were based on showing of the film as a Christmas arier in the holiday season, which reportedly was the networks first plan. When the date was moved up more than a month, the label was hard-pressed to complete clearance arrangements with Bert Lahr, Jack Haley and Ray Bolger, who were all in the cast of the pic. The prime risk reportedly was the reason J. Walter Thompson nixed the originally proposed deal with M-G-M.

Regardless of tie-ups, both labels will have packages on dealer shelves prior to the TV spectacular and also aside from the TV deal, M-G-M will base the major portion of its Christmas promotion around the "Wizard" album. The material on both LP's is of a pre-fi vintage, tradesters indicated that the market could likely support both entries profitably.

NEWS REVIEW

Laine Sends 'Em at the Quarter

NEW YORK—Being the showman that he is, it is a foregone conclusion that Frankie Laine's current stint at the Latin Quarter will keep the cash registers ringing merrily. He knows all about selling a song and the customers eat it up.

Currently, he is serving up his standard act, devoting himself to a dozen or more of his old faves, cannily programmed for change of pace and easy listening. Naturally, "That's My Desire," "Wild Goose," "Lucky Old Sun" and "Mule Train" are on the agenda. But it's when he gets down to items like "I Believe" and "Jezebel," that he really sends the congregation. It's real showmanship from start to finish.

Elsewise, the floor show at Lou Walter's emporium runs true to pattern; except that Hans Hasslach's dancing waters gimmick has been included for additional handsome effect. Cy Reeves does well by the comedy department. Gaudier's old standard steeplechase act is on hand. Featured Betty George is long on looks, but short on talent. And, of course, les gals are on view in a variety of eye-popping costumes—or lack of them, to round out the regular Walters' brand of lush spectacle.

Bob Francis.

Kollmar-Bach Set Elf Label

NEW YORK — A new record company, Elf Records, was organized here last week by two prominent show business producers, Richard Kollmar and Bob Bach. The first disks will make their appearance last of November.

The first album projected by Elf will be "Martin and Blane Sing Martin and Blane," featuring, of course, the musical comedy tunesmiths Hugh Martin and Ralph Blane with Ralph Burns' ork. This team, incidentally, is writing the score for Kollmar's forthcoming Broadway show, "Three Tigers for Tessie," which is due in February.

Bach is producer of "What's My Line?" and other shows on TV and radio. Kollmar, in addition to his legit productions is an actor and radio personality.



JUST RELEASED!

THE DIAMONDS

Latest Hit

"Put Your House
In Order"

AND

"My Judge
And Jury"

MERCURY 70983



CHICAGO 1, ILLINOIS

COMING UP FAST!



THE GAYLORDS

"The Mountain
Climber"

AND

"A Little Love,
A Little Kiss"

MERCURY 70979



CHICAGO 1, ILLINOIS

MUSIC AS WRITTEN

King Records Sets Burke As Sales Mgr. in Hwd.

Don Burke has been named branch sales manager of the King Records Hollywood office, joining the firm from Central Record Sales Company. A former singer and record salesman, Burke takes over the position recently held by Milt Weiss, who resigned to open his own record distribution company in Los Angeles.

Westlake College Gives Allen Man of Year Award

The annual Westlake College of Modern Music Awards were announced last week, with Steve Allen winning top honors as the Man of the Year in music. Other winners included Billy May, best arranger; Count Basie, best band; Frank Sinatra, best male vocalist; Julie London, best female vocalist, and Jack Wagner, best disk jockey.

Loew to Make TV Debut With Winchell . . .

Jim Loew will make his network TV debut on Walter Winchell's NBC-TV show Friday (26) night. The Dot artist was booked into the plum show spot on the strength of his best selling record "Green Door" which is No. 3 on the retail chart this week.

Loew, who has three local radio shows over WCBS here, will, of course, warble "Green Door" on the Winchell telecast. Meanwhile the singer is set to play his first series of prom dates next month.

New York

Mercury's Cleveland branch manager Frank J. Berry is seriously ill with a case of hepatitis of the liver. He is in Cleveland's St. John's Hospital. Tom Bell, formerly Capitol's inside manager in Cleveland, has temporarily taken over Berry's duties at the Mercury branch.

Bill Hayes, who is appearing with the Oldsmobile Show in Lansing, Mich., thru October 30, will star in a special half-hour variety show over ABC-TV November 8, from 8:30 to 9 p.m., under the sponsorship of Oldsmobile. . . . Philadelphia distributor Harry Fenfer is conducting a contest on a local deejay show for teen-agers on Susan Silo's current record "Dear Diary," backed by "Don't Ever Cheat." The kids are asked to vote for the side they prefer, and the winning entry will receive \$100 in trade—records, phonos, etc.

Tom Merriman Puts Up New Dallas Studio

DALLAS — Tom Merriman, president of Commercial Recordings, Inc., has acquired a lease on the former theater building at 3104 Maple Avenue here and is converting the property into a recording studio which Merriman claims will be the largest south of Chicago.

When completed the property will consist of a small studio and a large auditorium-type studio, with a seating capacity of 600 and a 40 by 80-foot stage. Ampex equipment is being installed for tape recordings, and Altec equipment will be employed in mixing. Studio will be ready to roll by November 1, Merriman announces.

Hoyt Hughes, who formerly operated a recording studio in Houston, has been named manager of Commercial Recording and will handle technical work on pop and r.&b. sessions. Jimmy Rollins, chief technician at the Jim Beck Studios here, is joining the new company to handle the folk and c.&w. sessions.

Hollywood

George Shearing Quintet, set to open at Zardi's November 27, have been scheduled to record a new LP for Capitol November 25. . . . Dot Records' Sanford Clark set with a guest spot on Ed Sullivan's teleshow November 4. . . . The Sabres, RCA Victor vocal-instrumental group, return to the Topper Club here for an additional two weeks. . . . Buck Ram added Mike Kasino and Mike Abbott to his New York staff, and also set the Three-Jays with RCA Victor. . . . Billy Regis band drew heavy business during its recent Palladium stay, and has been inked for a return date. Band worked in Bermuda shorts. . . . Rusty Draper inked for a four-week stand at the Hotel Roosevelt, New Orleans, beginning December 6. . . . Charlie Barnet ork opens a three-week engagement at the Palladium October 17. . . . Bob Thompson will record four original instrumentals for Zephyr Records. . . . Zeke Manners inked to start an across-the-board show via WINS, New York, replacing Bob and Ray on the station. Manners formerly was a New York disk jockey, and worked at KFWB here until recently. . . .

Cap Gets Rights To Ellsworth's Rim-Dr. Process

HOLLYWOOD—Capitol Records have exclusive rights to the patented Rim-Drive process (The Billboard, October 20) developed by Al Ellsworth, president of Research Craft, Inc., with the company planning a merchandising campaign to exploit the process.

In use on Capitol's LP's for almost a year, the firm purchased the rights from Ellsworth, with the latter retaining the inventor's right to manufacture under the patent. New process, tho similar to RCA Victor's Grove-Gard, differs in that the outer edge of a record is higher than the enter hole.

Capitol has named the process T-Rim, short for torque rim and will use the name in its trade and consumer advertising.

Carlton Haney Booking C&W Talent in East

RICHMOND, Va. — Carlton Haney, personal manager to Don Reno and Red Smiley, of "Old Dominion Barn Dance" here, has launched the East Coast Talent & Booking Agency, with offices in Richmond, to promote c.&w. talent on the East Coast.

The agency will handle bookings on Reno and Smiley, the Tennessee Cut-Ups, Mac Wiseman, Pete Pike, Clyde Moody, Jim Eanes, and Bill and Mary Reid, the last named of WLVA-TV, Lynchburg, Va. Haney also will work with Bert Repine, of "Old Dominion Barn Dance," in booking that show's Janis Martin and Jim Wilson and band.

Haney also has consummated a deal with Harry Cooke, of Cooke & Rose, whereby the two offices will collaborate on park and fair bookings for c.&w. talent in the Virginia, Pennsylvania, Maryland, New Jersey and New York territory.

Haney says he also has plans for producing TV films with c.&w. talent at a later date.

EVERYONE ADORES!...

The Opposite Sex

The Brilliant M-G-M CinemaScope And Metrocolor Film Presentation
Starring JUNE ALLYSON • JOAN COLLINS • DOLORES GRAY • ANN SHERIDAN • ANN MILLER

Produced by JOE PASTERNAK



A Sparkling Musical Score
by
NICHOLAS BRODSZKY
and
SAMMY CAHN

A GREAT ROSTER OF SONGS! - TOP RECORDINGS BY TOP ARTISTS!

THE OPPOSITE SEX



Recorded by

JULIUS LA ROSA ☆ **HELENE DIXON**
RCA VICTOR VIK

A PERFECT LOVE



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ROCK and ROLL TUMBLEWEED



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LAST LAST CALL . . .



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THE BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

DATED NOVEMBER 10
AD DEADLINE: NOV. 1

Join all the top artists, manufacturers, managers, stations . . . in the industry's big salute to the Disk Jockeys—who use this DISK JOCKEY ISSUE in their programming for months to come!

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1564 Broadway
PLaza 7-2800

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

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

Diskeries Vie to Turn Out Wealth of Yule Display

- Major labels and phono manufacturers in race to supply dealers with imaginative sales aids
- One company offers 43-piece action unit for holiday phono and hi-fi dressing

By JUNE BUNDY
and REN GREVATT
NEW YORK—A wealth of special Christmas material will be made available to dealers this year by record and phono manufacturers, in addition to the extensive fall promotional display kits already provided for retailers.

RCA Victor is building its yule campaign around Eddie Fisher, with the singer (garbed as Santa Claus) featured in a full-page Life Magazine ad. The same ad, scaled to size, will be featured in other mags, and as a full-color window display piece. Copy line will read "When you give RCA Victor albums for Christmas the world's greatest artists say Merry Christmas for you."

Victor's Christmas display material will spotlight the label's holiday LP and EP packages, with special emphasis on Fisher's sound-track album from his forthcoming movie "Bundle of Joy" in which he co-stars with his frau, Debbie Reynolds. The label is making radio spot copy and a flock of ad mats available, including a full-page shopper, and covering Red Seal, pop and jazz categories. Meanwhile, Victor has set network radio and three special Christmas merchandise plugs on NBC-TV shows between now and the holidays.

Columbia Records is putting plenty of extra emphasis on the gift angle this year. Special services (available to dealers at cost) include record gift wrappers and ribbons cut to the exact size required for wrapping an LP album. The wrappers are made of colorful paper and are suitable for year-round gift wrapping as well as Christmas.

Dealers may also obtain at cost from Columbia sturdy, attractive gift boxes for both 45's and 12-inch LP's, which are specially constructed for long-distance mailing. Also on the Columbia display agenda is a colorful, completely packaged window display unit, which integrates all of the label's holiday-keyed merchandise in one display group.

Mercury Records has a raft of new Christmas display material, including a special album gift box, which will be given free to dealers purchasing Mercury LP's. (See story elsewhere in this issue.)

-Decca Displays

Decca Records has prepared large quantities of mounted lithos of their Christmas album covers for use in stores. Posters are also available for window and counter display use, while a special holiday envelope (red and green on white)

WHY NOT BUY A SEEING-EYE DOG?

SAN DIEGO—In an attempt to reduce employee pilferage, the two local Ratner Electric Company retail outlets have devised a highly effective, albeit somewhat drastic, sleuthing system—periodic lie detector tests for staffers at both stores.

The tests, conducted by a free-lance agent, take about 20 minutes per employee, cost less than a shopper service, and are called from three to four times a year. Staffers, questioned one at a time, are asked such illuminating queries as: "Have you ever taken anything from the store?" "Do you know of anyone who has ever taken anything from the store?" etc.

has been designed by the label for use with new and catalog Christmas singles. A list of Decca's yule singles appears on the back of the special sleeve.

Decca's subsidiary label Coral—the working with a limited number of Christmas items—has nevertheless scheduled a solid display push for its two major holiday entries, the new Lawrence Welk Christmas album and the McGuire Sisters' "Children's Holiday" LP. Dealers will be supplied with special "holiday motif" display stand up cards, designed to display sample Coral albums.

M-G-M Records has produced a three-color, 32-page brochure listing all of its Christmas packages with illustrations of each. The brochure carries space for dealer imprints and will be available to dealers in quantity at nominal cost. A special store hanger has also been designed to promote Christmas music albums and singles releases.

Kid star Barry Gordon's 1955 Christmas hit, "Nuttin' for Christmas," is being repackaged in a holiday sleeve and a new Gordon Christmas release will also get the full promotion treatment by M-G-M, as will the re-issue of the Joni James, "White Christmas," disk. For the holiday period, the diskery will concentrate on its "Wizard of Oz," sound-track album. An 18 by 18 inch blowup has been designed with foldout sides, which carries the line "the only original sound-track album."

Big Zenith Pitch

Zenith Radio, long noted for its all-out Christmas display efforts on the dealer level, is offering a 43-piece action-display unit, built around its entire TV, radio and high fidelity phono lines. The unit, can be broken up and used in

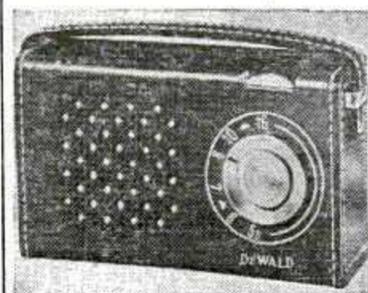
Zenith on Grid Kick

NEW YORK—Zenith Radio is kicking off its fall sales drive with a "Football Time Is Zenith Radio Time" campaign, highlighted by a football-premium gimmick.

Zenith has shipped more than 30,000 official-size and weight footballs to dealers who, in turn, will offer them for sale at the bargain price of 99 cents with the purchase of a Zenith radio.

The football offer is part of the company's "Touchdown Radio Sales" promotion, a complete radio promotion package keyed to tie-in with local high school, college or pro-football series on TV.

In addition to the footballs, the campaign is highlighted by special display material, including a football scoreboard, so that dealers may post local scores in their windows.



Deward Radio's Model K544 Tuck-away all-transistor radio, one of the new units in the company's extensive line. Housed in top grain leather, the set lists at \$51.60, including batteries.

separate display groups (one for hi-fi, one for radio, etc.) and is suitable for window or point-of-sale displays inside stores. The entire display unit is available to dealers at a "fraction of its actual cost," since Zenith underwrites 80 per cent of the cost.

The V-M Corporation, which manufactures tape recorders and phonos, is offering dealers a unique "convertible" window display unit, suitable for the Christmas holidays, and equally effective in January and on Valentine's Day with the addition and deletion of seasonal sections of the display unit. (See story elsewhere in this issue.)

Dealers, who follow a "do it yourself" display policy, will be interested in the new catalog of Christmas display materials and decorations released by W. L. Stensgaard & Associates. The catalog, featuring many display items for window and store interiors of a permanent nature, includes everything from dimensional yule scenes to Christmas Comura designs.

Key Quarter Plug by V-M

NEW YORK — In a move to build its phono and tape recorder still further in its "key quarter," the V-M Corporation will conduct a special merchandising promotion from November 15 thru February 15, the period which accounts for more V-M sales by dealers than any other comparable time seg.

The promotional program, keyed to V-M's extensive national advertising program in consumer magazines and 50 key-market Sunday newspapers, spotlights especially created window and in-store advertising, including a basic "V-M Key Quarter" display which can be used now thru February with deletion and addition of seasonal items.

Another special display item is built around a series of cartoon ads, scheduled January and February in The New Yorker and Sports Illustrated mags, while a third display piece converts the V-M tapomatic stereo-playback tape recorder into a display unit.

Gene Miller, V-M's advertising and sales promotion manager, opines that the plan "is the most complete merchandising program in the industry," and also contends that the promotion "should prevent any post-holiday slump" for dealers.

The Chordettes' Latest
"LAY DOWN YOUR ARMS"

•
"TEEN AGE GOOD NIGHT"

Cadence
1259



cadence
RECORDS

ROGER WILLIAMS
with
JANE MORGAN
"TWO DIFFERENT
WORLDS"
K 161



KAPP

RECORDS

*The Feeling
is MUTUAL
Everybody Agrees
It's a
HIT!*



**Teresa
Brewer**

sings

**“MUTUAL
ADMIRATION
SOCIETY”**

(from the forthcoming Broadway musical "Happy Hunting," starring Ethel Merman)

b/w

“CRAZY WITH LOVE”

CORAL 61737 • 9-61737

CORAL
RECORDS

you demanded it!

RCA VICTOR ANNOUNCES A

First coupon plan a smash success

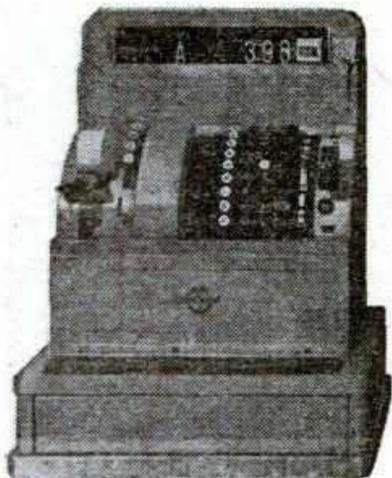


YOUR IMPRINTED SAVE-ON-RECORDS BULLETINS BROUGHT CHRISTMAS-LIKE TRAFFIC TO YOUR STORES IN SO-CALLED OFF-SEASON MONTHS

- 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

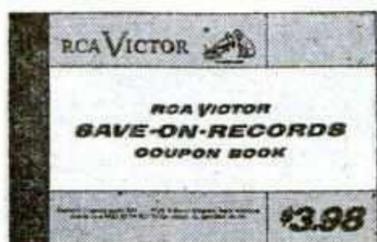
NEW SAVE-ON-RECORDS PLAN

Better-than-ever features of new plan



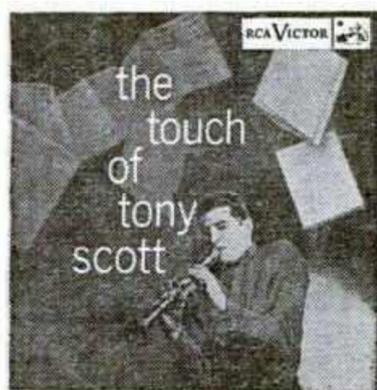
- **IMMEDIATE PROFITS...**

dealers receive 42% discount on Coupon Book itself.



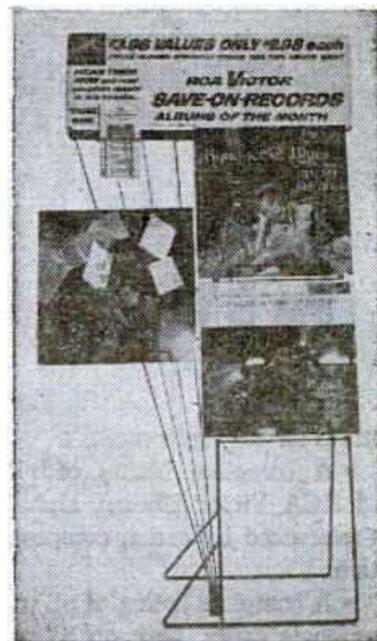
- **NEW, SIMPLIFIED COUPON BOOK...**

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...**

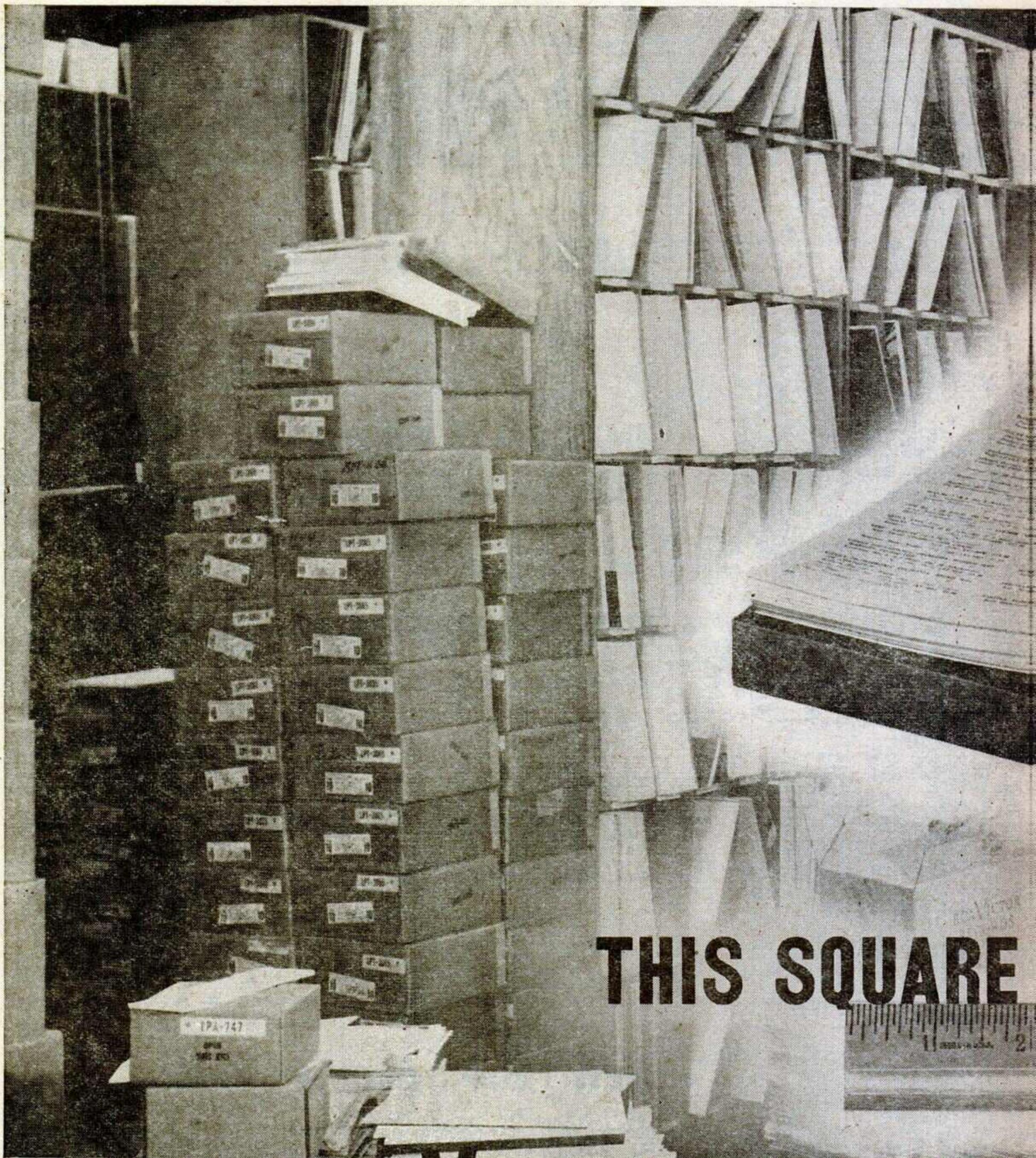
your customers can see and hear monthly album selections.

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



PERSONAL MUSIC SERVICE
 RCA VICTOR PRE-RECORDED TAPES

HOW THIS SERVICE WORKS

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. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
3. THE KING AND I—Sound Track.....Capitol W 740
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
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. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. OKLAHOMA!—Sound Track.....Capitol SAO 595
10. THE PLATTERS.....Mercury MG 20146
11. CAROUSEL—Sound Track.....Capitol W 694
12. FRESHMEN FAVORITES—Four Freshmen.....Capitol T 743
13. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
14. FOUR FRESHMEN AND FIVE TROMBONES....Capitol T 683
15. HOWDY—Pat Boone.....Dot DLP 3030

• Pop Albums Coming Up Strong

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

1. Roger Williams Plays the Wonderful Music of the Masters.....Kapp KL 1040
2. Manhattan Tower.....Gordon Jenkins
Capitol T 766
3. The Elgart Touch.....Les Elgart
Columbia CL 875
4. Rock 'n' Roll Stage Show.....Bill Haley
Decca DL 8345
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 thruout 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. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
4. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
5. THAT TOWERING FEELING—Vic Damone..Columbia CL 900
6. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
7. SOLO MOOD—P. Weston.....Columbia CL 879
8. KING AND I—Sound Track.....Capitol W 740
9. FRESHMEN FAVORITES—Four Freshmen.....Capitol T 743
10. SWINGIN' FOR TWO—Don Cherry.....Columbia CL 893

• Review Spotlight on . . .

Popular Albums

JUDY (1-12")—Capitol T 734

In light of current stage and club bally, this latest plattering of some 11 Judy Garland faves can get plenty of sales attention. Nelson Riddle has arranged and conducts them for maximum backing and selections are gaited for pleasant mood and pace change in the thrush's style. Excellent cover.

Classical Albums

BEETHOVEN: PIANO SONATAS NOS. 30, 31 AND 32 (1-12")—Glenn Gould, Piano. Columbia ML 5130

Despite all the publicity garnered by this young pianist, this makes only his second LP. In the supremely difficult last three piano sonatas of Beethoven, the public has a chance to judge whether his talents actually justify all the hoop-la. There should be little argument after his playing of these monumental works. An added commercial attraction is the fact that no other competing version has all three of these Sonatas on one disk. With the recent success of Gould's "Goldberg Variations," the dealer will be aware of the great sales potential here.

Sacred Albums

TENNESSEE ERNIE FORD: HYMNS (1-12")—Capitol T 756

Tennessee Ernie, whose hits have spanned the broad range of musical categories, has always been a fine singer of religious songs. This package presents him doing a dozen hymns—songs he obviously likes—because the performance is so great. The backings are simple and full of dignity. Of its kind, this is an outstanding package—one which should have a long, steady sale even in today's hectic album market. The hymns include "Rock of Ages" "The Old Rugged Cross" "In the Garden" etc.

Jazz Albums

DANCING IN THE LAND OF HI-FI (1-12")—George Auld Ork. EmArcy MG 36090

A new package of strictly instrumental dancing material with the big band sound. It's a sharp crew in a fairly conventional swing-style groove, with Auld featured on tenor sax, Frank Rosolino on trombone and Ray Linn and Maynard Ferguson on trumpets. Tunes include "Back Home in Indiana," "Blue Lou," "I Get a Kick Out of You," etc. Should follow the course of Auld's previous EmArcy LP smash.

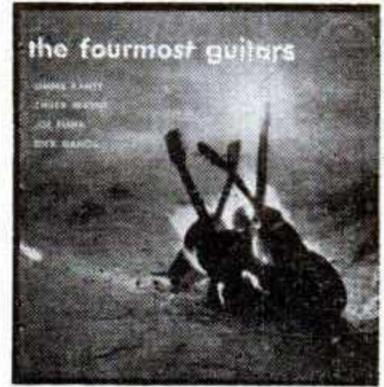
Children's Albums

THE ELEPHANT'S CHILD; HOW THE CAMEL GOT HIS HUMP; HOW THE WHALE GOT HIS TINY THROAT (1-12")—Garry Moore and supporting cast, Gene Lowell Chorus, Ray Carter Ork. Columbia CL 676

These are delightful adaptations by Leo Paris

of three Kipling "Just So" stories, with original music by Lee Herschel. Grandparents and parents with fond memories of these funny, fanciful tales from their own childhoods, will be thrilled to know that the tots of our day, from a precocious three on up, will respond with the same enthusiasm. Paris' word play makes this set particular fun. Moore is a natural, and the whole conception would lend itself well to TV cartoon treatment. The material also would serve nicely for children's concerts. Should be one of the big items this Christmas.

Album Covers of the Week



THE FOUR MOST GUITARS—ABC-Paramount ABC 109—Fran Scott's color photograph of four guitars burning in a beach setting in the dead of night has a touch of drama that will make it stand out in any jazz display.



BEETHOVEN: SYMPHONIES NOS. 4 AND 8—Mercury MG 50100—The album cover of the week for the issue of October 20 (omitted due to space limitations) proves that the simplest cover may often be the most striking. The glistening marble tones of the Metropolitan Museum's "Aphrodite" photographed against a warm Venetian red background requires no adornment to draw the eyes of all comers.

• Reviews and Ratings of New Albums

Popular

CARIBBEAN MOONLIGHT84
Les Baxter Ork (1-12")
Capitol T 733

Conductor Baxter has taken a group of great standards of a Latin flavor and, thru the use of lush strings and embellishments of harp and flute, has come up with a quality mood album for the pop market. The rhythms are generally subtle, and the tempo leisurely. The names of the tunes spell out the magic of Caribbean life. Included are "Taboo," "Temptation," "Poinciana," "Green Eyes," etc. Cover is an eye-catcher.

THE MANY MOODS OF ANN80
Ann Gilbert (1-12")
Groove LG 1004

In the jazz, and quite possibly in the pop world, Miss Gilbert stacks up as one of the finds of the year. In this collection of standards and specials, with a mainly jazz conception, she demonstrates the beat, range and interpretative intensity that make for a top-notch. Not all is perfect—there's an occasional tendency to show off the legit training—but on

(Continued on page 36)

Classical

ROZSA: CONCERTO FOR VIOLIN AND ORCHESTRA; SPOHR: CONCERTO NO. 8 IN A MINOR; TCHAIKOVSKY: SERENADE MELANCHOLIQUE (1-12")—Jascha Heifetz, Violin; Dallas Symphony Orchestra, Walter Hendl, Cond.; RCA Victor Orchestra, Izler Solomon, Cond.; Los Angeles Philharmonic Orchestra, Alfred Wallenstein, Cond. RCA Victor LM 2027 ...86

Heifetz devotees will undoubtedly want this. Aside from the acclaim which the Rozsa work's unveiling drew nearly a year ago, the package includes a splendid grooving of the Spohr and Tchaikovsky pieces. Combination of the three items offers delightful opportunity for savoring Heifetz in a variety of styles.

BEETHOVEN: SYMPHONY NO. 9 (2-12") — Elisabeth Schwarzkopf, Soprano; Elisabeth Hongen, Contralto; Hans Hopf, Tenor; Otto EEdelmann, Bass; Bayreuth Festival Orchestra, Wilhelm Furtwangler, Cond. RCA Victor LM 604385

For most Germans—and for Furtwangler devotees everywhere—his Beethoven was something special, and his "Ninth"

(Continued on page 40)

Jazz

GERSHWIN: PORGY AND BESS83
Mel Torme, Frances Faye, Duke Ellington Ork, Russ Garcia Ork, Australian Jazz Quintet, Pat Moran Quartet, Stan Levey Group (4-12")
Bethlehem EXLP 1

Here's a unique version of Gershwin's greatest work, spotlighting some fascinatingly off-beat casting (e.g., Frances Faye and Mel Torme) in the title roles and a generally successful blend of jazz and concert technique. Al (Jazzbo) Collins does a sock narration job and the package, directed by Russ Garcia, is loaded with jazz names, both warblers and instrumentalists. The Faye-Torme pairing is about as incongruous as an Edith Piaf-Elvis Presley duo, but it should pay off in jockey interest. A cleverly packaged set, with lasting catalog potential.

LENNIE NIEHAUS, VOL. 5:
THE SEXTET84
(1-12")

Contemporary C 3524
For his talents as alto soloist and as arranger, this LP is Niehaus' best

(Continued on page 42)

ELVIS SPARKS GIANT PROMOTION...

"I'm crazy about these albums. They're really PERFECT FOR PARTIES,"
says **RCA VICTOR'S ELVIS PRESLEY** EACH 45 EP \$1.49; EACH LONG PLAY \$3.98

25¢ This great 45 EP contains complete selections, one from Elvis' new album, plus one each by The Three Suns, Tito Puente, Tony Cabot, Dave Pell and Tony Scott. This is the greatest value of the year. So hurry, clip the coupon and mail it with your 25¢ now!

EXTRA SPECIAL OFFER! 7" x 7" full color prints of all 20 album covers shown, for only \$1.00! Just the thing for decorating your room, den or party room! Simply fill in coupon and mail it along with your dollar. Don't miss this offer!

Please print clearly... this is your mailing label
to: DEPT. 779, RCA VICTOR, PHILADELPHIA 8, PENNSYLVANIA
Please send me (check your choice):
 The Elvis Presley "Perfect for Parties" Highlights Album.
25¢ enclosed for \$1.99 value.
 The 20 full-color album cover reprints. \$1.00 enclosed.
 Both the Highlights Album and reprints. \$1.25 (enclosed).
NAME _____
ADDRESS _____
CITY _____ STATE _____
Hurry, these exciting offers expire December 31, 1956!

RCA VICTOR

Hear these recordings too on a new Orthophonic High Fidelity "Vermala" Model shown in the Mark VII... RCA's Remaster, Elvis Presley hits are available on 45 singles - only 89¢ each! Nationally Admitted Prices.

as advertised in **LIFE** *seventeen* 15 other national publications

RCA VICTOR'S

"PERFECT FOR PARTIES"

Here's one of the most powerful merchandising plans of the year! It's "Perfect for Parties"—a galaxy of new, sure-fire albums promoted by the full weight, prestige and sales power of Elvis Presley!

"Perfect for Parties" is being pushed in national publications, on color TV, through special deejay tie-ins and hard-hitting point of sale material. Nationally and locally, millions upon millions of record buyers, of all ages, will be exposed to this promotion.

Customer-demand for these popular albums is bound to be tremendous! Don't lose a single sale! Call your RCA Victor record distributor NOW and stock up. Order your colorful point of sale material! Get your share of the traffic and sales this powerful promotion will create.



ADS IN NATIONAL PUBLICATIONS to make every magazine reader aware of this giant promotion

THE FORTY-FIVER

Hi Fi *seventeen*

LIFE schwann

High Fidelity

COUNTRY SONG THE LONG PLAYER

NATIONAL TV COVERAGE

90 sec. color commercial on NBC-TV Color Carnival, Oct. 27

SATURATION RADIO ADVERTISING

on Bob and Ray Show NBC Monitor

GIANT 4-COLOR STREAMER to attract transient trade

EXCITING DISC JOCKEY CONTEST will speed business your way

HOW DISK JOCKEYS NEW AUDIENCE-

NOVEMBER IS WAKE TO MUSIC MONTH

Featuring 34 top-flight entertainers of 3 leading recording companies!



Wake to Music Month

is the sensational new promotion that ties together top-flight entertainers . . . the record companies . . . the disk jockeys who play the recordings . . . the radio stations which

carry the disk jockeys' programs . . . the clock-radio manufacturers who make the clock-radios . . . the distributors and dealers who sell the clock-radios . . . and Telechron Timers that turn on the clock-radios that wake the listening audience to music disk jockeys play.

profit
picks
of
the
month
from



records

BIG NAME RECORDINGS AT 1/2 THE BIG NAME PRICE!

TOSCANINI
PHILHARMONIC-SYMPHONY
ORCH. OF NEW YORK

BRAHMS **MOZART**
ROSSINI **MENDELSSOHN**

His second great release for
RCA CAMDEN!
Feature it on your counter — and watch it sell!

Toscanini conducts the Philharmonic Symphony Orchestra of New York in 4 exciting performances that have become collector's items! 12" Long Play (CAL-326) \$1.98

only \$1.98 for each 12" Long Play;
79¢ for each 45 EP

Favorite Operatic Arias
transcribed for
string orchestra
by Domenico Savino

16 orchestral arrangements of familiar arias played by David Whitehall and His Orch. 12" Long Play (CAL-327) \$1.98; 4-selection 45 EP (CAE-363) 79¢

The Name of Victor Herbert

DANCE WITH ME!
VAUGHN MONROE
AND ORCH.

Another traffic builder. Vaughn Monroe & Orch. play 12 Cole Porter and Victor Herbert hits. 12" Long Play (CAL-329) \$1.98; 4-selection 45 EP's (CAE-364, 365) 79¢ each.

79¢ TODAY'S HITS

JOHNNY GUARNIERI
and His Group

Friendly Persuasion, The Bus Stop Song, Just Walking in the Rain, Blueberry Hill. In New Orthophonic High Fidelity. 45 EP (CAE-337) 79¢

JOHNNY STRANGER

An exciting new album for children of all ages! Ray Middleton with the Russ Case Orch. tells of a little boy's quest for "Uncle Sam." 45 EP (CAE-367) 79¢

GREAT JAZZ PIANISTS

OSCAR PETERSON ART TATUM
EARL HINES JAMES P. HONKOR
MEADE LUX LEWIS DUKE ELLINGTON
JELLY ROLL MONTON ARTS WAGGLES
ALBERT AMMON BOB STACY
PETE JOHNSON ERROLL GARDNER
MARY FLOU WILLIAMS

Wow! — 13 of the greatest names in Jazz for you to cash in on! Oscar Peterson, Duke Ellington, Earl Hines, Art Tatum, 9 others. 12" Long Play (CAL-328) \$1.98

John Jacob Niles
50th ANNIVERSARY ALBUM

Your feature attraction for the folk-music market! 13 of this famous singer's finest performances never before offered at this price. 12" Long Play (CAL-330) \$1.98

favorite stories for children

Another market opens wide for you. Popular Paul Wing narrates 9 famous children's stories. 12" Long Play (CAL-364) \$1.98 Included in 3-45 EP's (CAE-291, 297, 366).

THE UNSUCCESSFUL ELF

Top quality at a low, low price! A whimsical tale of a little elf narrated by Paul Wing with the Joseph Le Maire Orch. 45 EP (CAE-368) 79¢



Nationally Advertised Prices

Reviews and Ratings of New Popular Albums

Continued from page 32

the whole, it's fresh, swingin', taste-ful thrushing. Jocks will like "Hoo-ray for Love," "He Needs Me," etc.

POETRY IN IVORY 80
Carmen Cavallaro Ork (1-12")
Decca DL 8326

Cavallaro's playing on the "Eddy Duchin Story" hit sound track package has brought him maximum show-casing, and riding on that crest of popularity, this new LP, too, should come in for good retail activity. Re-issue includes some of his most requested readings, including, "Dream of Olwen," "Just Say I Love Her," "Beyond the Sea," "Autumn Leaves," etc. Jocks will find much playable stuff here.

RENDEZVOUS 77
Bobby Hackett, Trumpet (1-12")

Hackett and his mellow trumpet come up with a collection of 12 stand-ards completely attuned to romantic mood. This is excellent listening practically thruout. Glenn Osser's ar-rangements and background batoning are a big ear-wise assist. Fine mood music wax for romantic jockey segs.

CREW CUT CAPERS 77
(1-12")

Mercury MG 20143
The "Cuts" offer a typical program, but in this case, with more standards than is usual for the group. The live, energetic and belting style is applied to such tunes as "In a Little Spanish Town," "The Glory of Love" and "Unchained Melody," as well as to specialty bits like "Crazy 'Bout Ya, Baby," "Blue Jean Gal," and "Sure She Will." Christmas buyers with teen-agers on the list might turn to this.

YOU CAN'T BE TRUE, DEAR 77

Ken Griffin, Organ (1-12")
Columbia CL 907
Made up of Griffin singles, this is about the most representative sam-pling of the work of the late organist. Besides the title tune it includes "September Song," "Side By Side," "Far Away Places."

NEW MUSIC OF ALEC WILDER

COMPOSED FOR MUNDELL

LOWE AND HIS ORCHESTRA 76
(1-12")

Riverside RLP 219
Buyers of the older Wilder Octets and a host of new admirers can be won over to this highly pleasing program. There's more feeling of modern jazz than in the previous works, aided by the presence of trumpeter Joe Wilder and guitarist Lowe, but the pastoral flavor of the composer is always evident, along with such whimsical titles as "Mama Never Dug This Scene," "Pop, What's a Passacaglia?" etc. Diverting stuff that will please many and not jar anyone's nerves. Wilder fan Frank Sinatra wrote the notes. Excellent cover.

MISTER RAGTIME 76

Joe (Fingers) Carr (1-12")
Capitol T 760
Capitol's versatile Lou Busch serves up some fine ragtime piano on a group of bright, bouncy jazz oldies: "Jelly Roll Blues," "Maple Leaf Rag," "Tiger Rag," etc. A sentiment-al, technically excellent tribute to the spirited ragtime era. Effective color photo highlights the cover.

FROM ANOTHER WORLD 75

Sid Bass Ork (1-12")
Vik LX 1053
Utilizing an electronic echo gimmick, Sid Bass endows a group of dance-able standards with an eerie futuristic sound for interesting results. Arrange-ments are swingy and terp-able, and the gimmick is used sparingly, so that it enhances rather than distorts the material. Fine for hi-fi fans.

AM I BLUE 75

Betty Madigan (1-12")
M-G-M E 3448
Miss Madigan, who has had some success with several singles, makes her album debut in a torchy vein. The dozen tunes include, for example, "Am I Blue," "Lonesomest Girl in Town" and "Can We Talk It Over." The attractive gal sings them in a straight, easy-going style. Packaging is one of the label's better efforts.

HERE'S DENNIS DAY 74
(1-12")

Capitol T 741
Singer's return to disks spots a pleas-ant collection of some of his best re-membered items, from "My Reverie" thru "Clancy Lowered the Boom" to "Wagon Wheels." Sound is fine with tenor in great form. Day advocates will like this one, and there is plenty on platter for radio spin advantage.

BARBERSHOP CHORUS WINNERS ... 74
(1-12")

Decca DL 8373
Another in Decca's growing Barber-shop catalog. This is different in that full choruses rather than quartets are featured (SPEBSQSA) chapters all having a chorus of their own. This package features the SPEBSQSA winners thru fifth placers in a recent international contest, and the singing is uniformly happy and nostalgic. A prized possession for followers of this indoor sport.

GUITAR RECITAL 71

Laurinda Almeida, Guitar (1-12")
Coral CRL 57056
The noted guitarist covers a wide range of compositions, displaying exquisite taste and technique. Schu-ber's "Serenade," "Lecuona's "Anda-lucia," "La Paloma," "Adios"—one dozen selections in all. The sound on this disk is exceptionally fine. An eye-catching cover makes this a good display piece. Steady inventory.

LISTEN TO THE QUARTETS 70

The Lancers; The Crackerjacks (1-12")
Kapp KL 1045
A well-recorded coupling of two easy-listening quartets. The emphasis tends to be on well-blended harmony rather than all-out enthusiastic shout-ing, characteristic of many other groups. Both outfits have a sharp, incisive style of delivery. The Lancers occupy eight of the dozen grooves with their singles hit, "Sweet Mama Tree Top Tall," included.

SWINGING ON A HARP 70

Betty Glamann, Harp (1-12")
Mercury MG 20169
Fem harpist gives interesting treat-ment to a variety of selections, mostly old standards, arranged by Rufus Smith. Backing likewise stems from Smith, plus Osie Johnson, Barry Gail-braith and Eddie Costa. Combo adds to over-all pleasant listening, but appeal will be somewhat specialized.

MY GREECE 65

Maya Lelaya, the Duo Stamboul, the Trio Kitara, Nikos Gounaris (1-12")
Capitol T 10023
This package, like others in its field, will have obvious sales limitations. It is dedicated to a special few, who are acquainted with modern Athens and its niteries. Content, featuring soloists and small groups, accents some unusual string sound. Artists on tap are in top-flight Athenian club demand and performances spark interest. Should reap a real harvest where Greeks meet.

Mills Music for Sale If Right Price Offered

HOLLYWOOD—The off again, on again reports to the effect that Mills Music was up for sale abounded again last week, with President Irving Mills openly admitting that he was perfectly willing to talk with anybody, and that the "firm would be for sale if the price was right."

Mills is reported to gross ap-proximately \$1,300,000 a year from its ASCAP take alone, with a price tag in excess of \$5 million sup-posedly on the catalog.

The situation actually spotlights the fact that a good number of old-line publishing houses are reported to be up for sale. Among those most prominently mentioned are the Warner Bros. publishing firms, the Burke & Van Heusen catalog, George Simon, Fred Forster, the Tommy Dorsey ASCAP and BMI firms; Bregman, Vocco & Conn, and others.

One point being highly con-sidered is that most of the veteran publishers have a good number of their most valuable copyrights com-ing up for renewal. The big three firms for instance are currently working on renewals three years in advance of their expiration. Wall Street money and syndicates out-side the sphere of the music busi-ness are also reported to be in-terested in acquiring a good cata-log.

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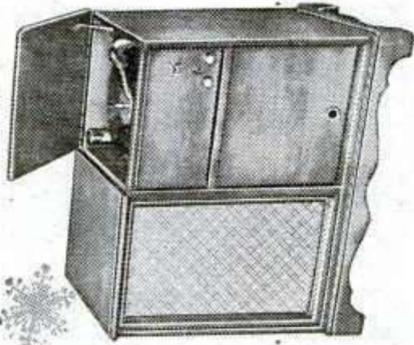
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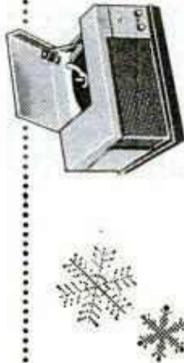


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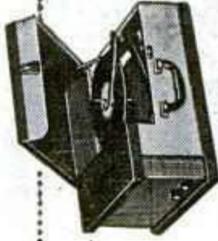
Before and after Christmas, you get real help from V-M! Hard-hitting ads in national magazines throughout your "V-M KEY QUARTER!" Dramatic displays for use now through Christmas and (with easy-to-make changes) clear through 'till spring! On top of it all, V-M builds traffic and sales for you with outdoor signs, dealer decals, product banners, four-color postcard mailers, 24-sheet outdoor posters, recorded radio jingles and spots, radio scripts, TV films, movie trailers in color, effective publicity in all major media and the hottest product line on today's market!



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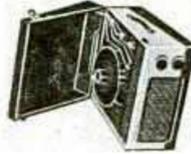
V-M Popular-Priced High-Fidelity Portable Phone, Model 1280. Two-tone brown leatherette... \$94.95 List.*



V-M Model 1275 Automatic Portable Phone. Two-tone brown or two-tone gray leatherette... \$79.95 List.*



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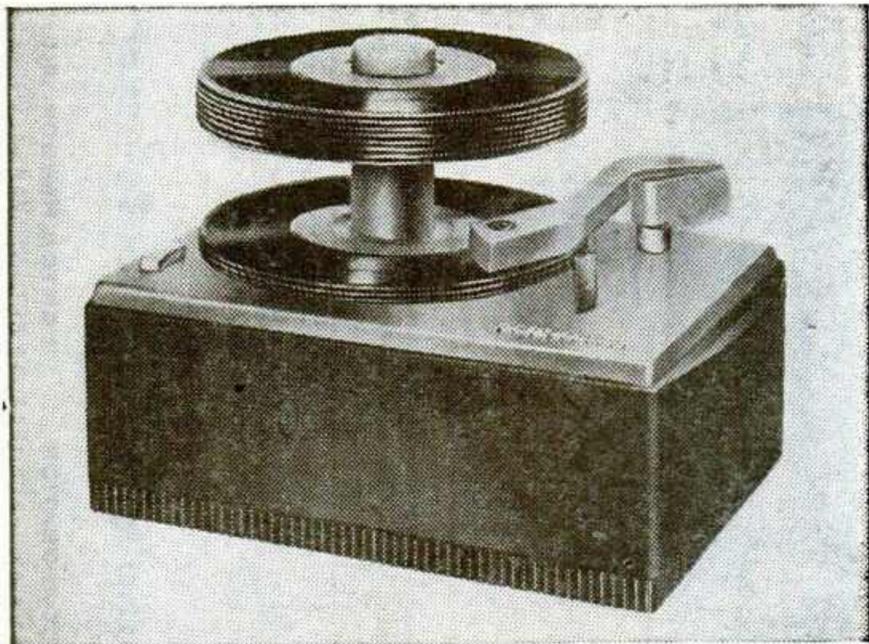
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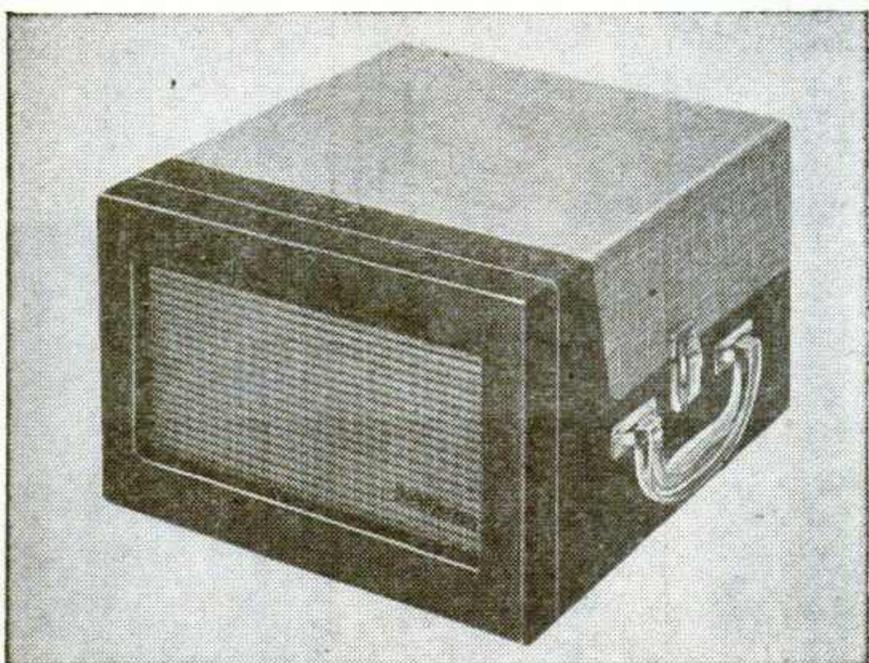
STEP UP SALES! PILE UP PROFITS! SELL



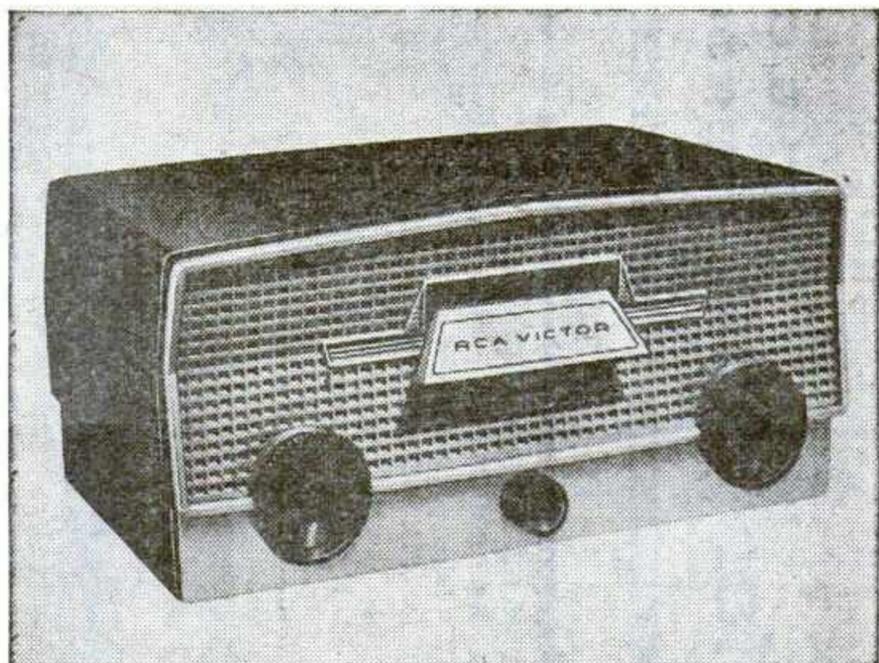
Lowest priced "Victrola" 45 attachment. This Fabulous "45" plugs into the phono-jack of any radio or television set. It has the world's fastest, quietest automatic record-changer. A single loading of up to fourteen "45" EP's delivers almost two full hours of music. Finished in black, antique white or spruce green. Model 6JY1. **\$19.95**



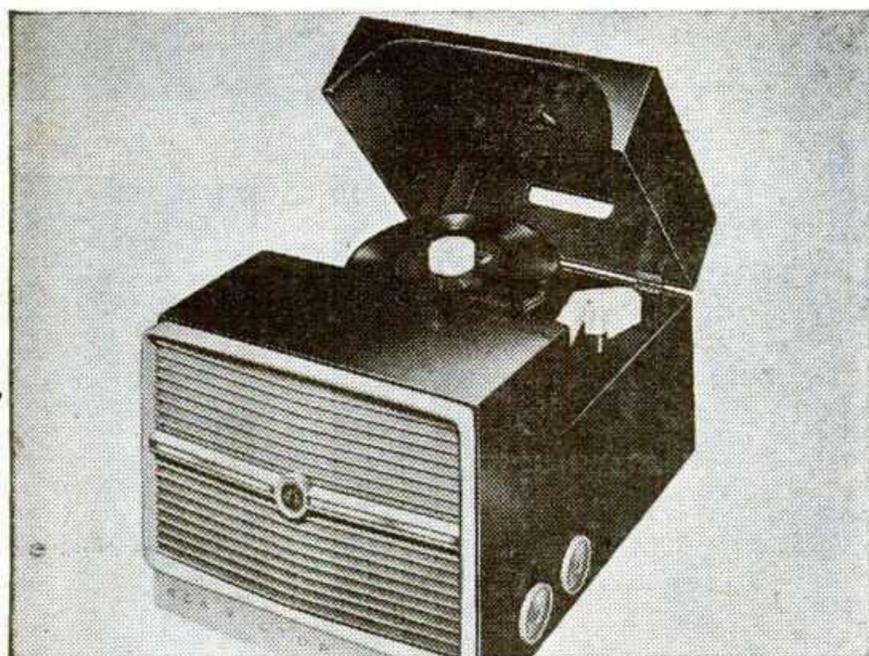
Multi-speed portable "Victrola." A smart, lightweight traveling companion. Enjoy its rich "Golden Throat" tone wherever you go. Attractive case resists scuffs and scratches — wipes clean in a jiffy. In tan-and-brown; tan; or blue simulated leather finishes. Plugs into any AC outlet. Model 7EMP2. **\$29.95**



Portable automatic 45 "Victrola." Extra-compact and lightweight. Plays up to fourteen "45" EP records with a single loading — almost 2 full hours of music. Famous "Golden Throat" tone. Expensive looking simulated leather case in glossy brown-and-tan or two-tone green. AC operation. Model 6EY3. **\$39.95**



Lowest priced radio-45 "Victrola" combination. Exciting new "Slide-O-Matic." Slip a "45" record in the slot, flip the "Play Bar" and listen. Record automatically "pops" out when finished. "Golden Throat" tone in both radio and "Victrola." Black with gray or antique white with turquoise. Model 6XY5. **\$44.95**



Deluxe automatic 45 "Victrola." Console-like "Golden Throat" tone from a fine 8-inch speaker. Lightweight tone arm is easy on grooves — gives longer record life. Variable tone control. Extra-powerful amplifier. Decorator-styled cabinet in colors to enhance any setting. black-and-gray or maroon-and-buff. Model 8EY4. **\$49.95**



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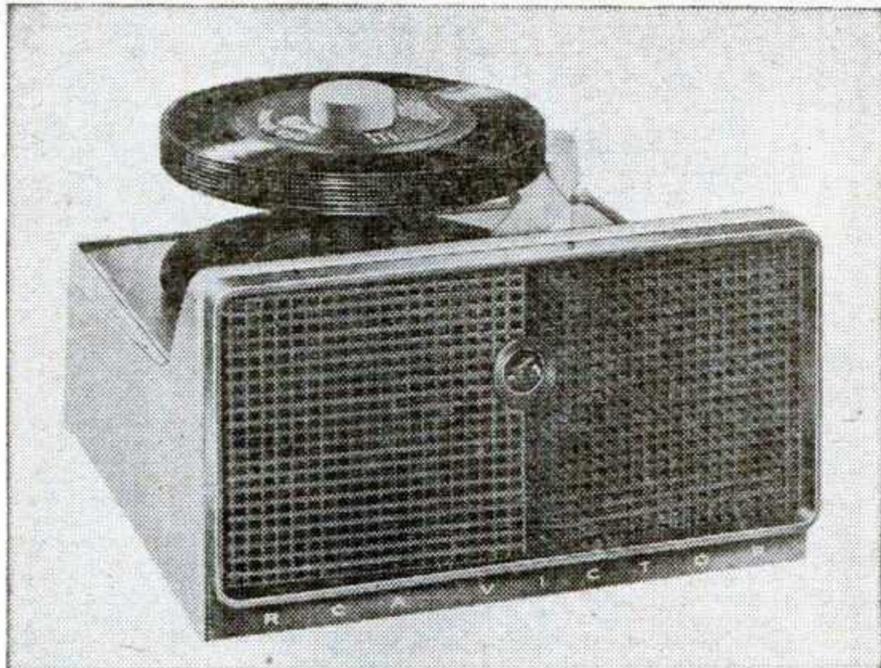
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At every price level, these NEW SENSATIONS IN SOUND have features your customers want!

Now you can make record player sales climb faster than ever with the new "Victrola" line by RCA Victor! No other line is so complete. You can offer customers 45 rpm or multi-speed "Victrolas" . . . portables or table models . . . anything they want! There's a wide variety of prices to fit any family budget!

If it's features they want - demonstrate the easy-to-load . . . easy-to-operate Fabulous "45." Load 14 records at a time - tell them how it plays almost two whole hours of continuous music. There's the "Slide-O-Matic" way to play records - slip a "45" record into the slot, flip the bar, and listen! A child can do it! Show prospects new lightweight portable "Victrolas" in handsome luggage-style cases.

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Lowest priced automatic 45 "Victrola" with magnificent "Golden Throat" tone. Smartly finished in charcoal gray with coral, black with pearl gray or antique white with red. Model 7EY1. \$29.95. (Not shown): Model 7EY2. Same as 7EY1, but with extra-large speaker; extra power. Two-tone gray or two-tone green. \$36.95



Twin-speaker multi-speed portable "Victrola." Big-volume "Golden Throat" tone from two supersensitive speakers. Continuous tone control. Featherlight tone arm for longer record life. Handsome carrying case is richly finished in two-tone gray or two-tone tan simulated leather. Plugs into any AC outlet. Model 7EMP1. \$44.95



Automatic multi-speed portable "Victrola" with twin speakers! Room-filling "Golden Throat" tone from two balanced speakers. Record changer plays all speeds, even intermixes ten- and twelve-inch records. Variable tone control. Carrying case in two-tone gray or two-tone green simulated leather. AC operation. Model 7ES6. \$79.95

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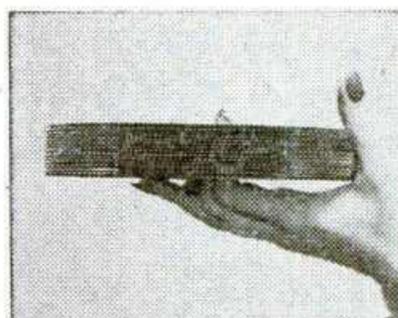
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• Reviews and Ratings of New Classical Albums

• Continued from page 32

the ultimate musical experience. He never recorded the "Ninth" under controlled studio conditions, but a "live" recording of his performance at the Bayreuth Festival in 1951 has survived to document his power and scope. With the best quartet imaginable and an orchestra composed of the pick of Germany's best instrumentalists, this "Ninth" will be Furtwangler's most worthy cenotaph.

VAUGHAN WILLIAMS: SYMPHONY NO. 8 IN D MINOR; GEORGE BUTTERWORTH: A SHROPSHIRE LAD; ARNOLD BAX: THE GARDEN OF FAND (1-12)—Halle Orchestra, Sir John Barbirolli, Cond. Mercury MG 5011581

Vaughan Williams' new symphony is not his greatest, but for most listeners it will be the one easiest to take. Vaughan Williams' interest in unusual instrumental sonorities produces some fabulous effects in this sunny work. To the hi-fi addict, the last movement must be particularly recommended. Barbirolli, the dedicatee of this score, does a magnificent job here—and in the two shorter works that fill out the album.

LISZT: 15 HUNGARIAN RHAPSODIES (2-12)—Alexander Brailowsky, Piano. RCA Victor LM 603880

Virtuoso Brailowsky, best known as an interpreter of Chopin, is equally effective here on the 15 fiery rhapsodies, presented in their entirety. Borovsky (Vox) and Farnadi (Westminster) have similar complete sets on the market, but this one should score strongly sales-wise in view of its quality performance and name value. Fine for beginning collectors.

SCHUMANN: SYMPHONY NO. 1; SYMPHONY NO. 4 (1-12)—Israel Philharmonic, Paul Kletzki, Cond. Angel 3537279

First-rate readings of two highly melodious, romantic works. The orchestra continues to impress, and the recording is excellent sound. Disk figures to outstrip most of the competition and dealers should expose it to any customers who lean toward 19th century orchestral works. The same forces also have recorded the other Schumann symphonies and various orchestral pieces, for future release.

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12)—RIAS Chamber Choir; Berlin Philharmonic Orchestra, Ferenc Friesay, Cond. Decca DL 984678

A reissue of one of the most popular items in the Decca catalog. The new package has a first-rate reproduction of Watteau's "Mezzetin" on the cover and also has been somewhat improved sound-wise. Rita Streich and Diana Eustrati are the soloists and add much to the general appeal of the package. This is solid inventory material for all dealers.

MOZART: VIOLIN CONCERTO NO. 4 IN D MAJOR (K. 218); VIOLIN CONCERTO NO. 5 IN A MAJOR (TURKISH) (K. 219) (1-12)—Wolfgang Schneiderhan, Violin; Berlin Philharmonic Orchestra, Hans Rosbaud, Cond.; Vienna Symphony Orchestra, Ferdinand Leitner, Cond. Decca DL 985778

A well timed issue, since the Berlin Philharmonic and violinist Schneiderhan have just opened their American tour and are offering this in their repertory. Dealers should tie in promotion of this package with scheduled appearances in their area. Schneiderhan has a fine Mozart style; his tone is small but of crystalline purity and effortlessly produced. The competition (Oistrakh, Grumiaux, Heifetz etc.), is formidable but current publicity will give Schneiderhan an opening wedge for the next months anyway.

HAYDN: SYMPHONY NO. 94 "SURPRISE"; MOZART: EINE KLEINE NACHTMUSIK (1-12)—N.W.D.R. Symphony Orchestra; Hans Schmidt-Isserstedt, Cond. Capitol P 1802277

The conductor has remade both works to eliminate the only drawback of his earlier versions—poor sound. Certainly the recording this time is top-grade, and the vigorous, solid interpretations are in a class with the best extant. There's plenty of big-name competition, but where the customer is open-minded, this one can be sold.

DONIZETTI: DON PASQUALE (2-12)—Choir and Orchestra of Teatro di San Carlo di Napoli; Francesco Molinari-Pradelli, Cond. Epic SC 601677

A meticulous production of Donizetti's little masterpiece. Cast is excellent, with fine contributions from Renato Capecchi in title role and Petre Munteanu's Ernesto and Bruna Rizzoli's Norina. Since competition is light on complete recording, package should spark interest in all stores catering to operatic clientele.

ALAN HOVHANESS: PRELUDE AND QUADRUPLE FUGUE; RONALD LOPRESTI: THE MASKS; ROGER SESSIONS: THE BLACK MASKERS SUITE (1-12)—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 5010676

"The Black "Masks" is the outstanding offering in this package. It was Sessions' first major orchestral work (1923). Since 1945 it has come to be recognized as one of the most important contemporary American scores. It is brilliantly orches-

trated and has great dramatic force. The Hovhaness is an early work and much more conventional than his more recent "exotic" scores. Lopresti is a youngster just out of Eastman who shows much promise in the short work included here.

BERLIOZ: HAROLD IN ITALY (1-12)—Berlin Philharmonic Orchestra; Igor Markevitch, Cond. Decca DL 984175

An extremely imaginative batoning by Markevitch, who has a particularly canny understanding of a Berlioz score. The Berlin Philharmonic rises splendidly to the occasion and the solo viola contribution of Heinz Kirchner leaves little to be desired. Competition stems from cuttings by Beecham and Scherchen, but this version can provoke collector interest.

BEETHOVEN: SYMPHONY NO. 6 ("PASTORAL") (1-12)—Berlin Philharmonic; Andre Cluytens, Cond. Angel 3535074

A decent, unpretentious reading of the "Pastoral" that will recommend itself to those who like it plain and earthy. For most buyers, however, this will not displace such favorites as Toscanini, Kleiber—or on the same label—von Karajan. The current visit of the Berlin Philharmonic does offer promotional possibilities for the disk that the alert dealer will avail himself of.

MALCUZYNSKI ENCORES (1-12)—Angel 3534873

Malcuzyński, who has a small but faithful following in this country, gives a lyric, sensitive performance. The selections are the compositions of seven noted pianist-composers, and most of them reflect the nationalistic bent of each. The influence of Chopin is uppermost; he is represented by three selections. Included also are Debussy's "Cathedral Engloutie," Rachmaninoff's "Prelude in G Sharp Minor" and "Prelude in G Major," Paderewski's "Cracovienne Fantastique," Szymanowski's "Etude in B Flat Minor." Well recorded.

MOZART: REQUIEM (1-12)—Singerverein der Gesellschaft der Musikfreunde, Vienna; Jascha Horenstein, Cond. Vox DL 27072

At any other time, a fine performance of the Mozart "Requiem" like this would have attracted much favorable attention. Coming as it does, on the heels of the magnificent Walter and Jochum readings, it is "up against it." The soloists are very good; Wilma Lipp, soprano; Elisabeth Hongen, alto; Murray Dickie, tenor; and Ludwig Weber, bass. The chorus also is well-trained, but Horenstein simply does not rise to the heights of the above-mentioned issues. The higher price of the Vox LP also works to its disadvantage. The extensive notes by H. C. Robbins Landon, on the Viennese mass, and his discussion of the Mozart Requiem, in particular, are almost worth the price of the set. The attractive blue hard-cover binding also is a plus factor.

BRITTEN: THE LITTLE SWEEP (1-12)—The English Opera Group Orchestra; Choir of Albyn's School; Benjamin Britten, Cond. London XLL 143971

Britten's short opera specifically is designed to be performed by children for the "entertainment of children." The music is light and lyric, not overly difficult to perform and certainly not hard to listen to. Britten enthusiasts will recognize the names of Peter Pears, Jennifer Vyvyan and the boy soprano, David Hemmings, in the cast of performers. It's all "jolly good fun" and dealers should emphasize the "music appreciation" angle here to parents who want their children introduced to good music the painless way.

DEBUSSY: SUITE BERGAMASQUE; ESTAMPES; CHILDREN'S CORNER (1-12)—Rudolf Firkušny, Piano. Capitol P 835070

If the Gieseking interpretations of these pieces have not utterly prejudiced the listener against any other, he will find that Firkušny has acquitted himself well here. A sensitive, musicianly program like this will find appreciative adherents. It is also something of a bargain considering how much is offered on one LP.

WEBER: GRAND DUO CONCERTANT; SCHUMANN: FANTASIESTUCKE; DEBUSSY: PREMIERE RHAPSODIE (1-12)—Reginald Kell, Clarinet. Decca DL 974470

For fanciers of the clarinet, this is a virtuosic display unrivaled on disks. Kell is in a class by himself, and while the music misses the masterpiece class, it's all idiomatic and quite attractive as he does it. The Rhapsodie performance has been available in another coupling, but the others are welcome additions to the Kell disk repertoire.

BRAHMS: SONATA NO. 3 IN D MINOR FOR VIOLIN AND PIANO; SCHUMANN: SONATA NO. 1 IN A MINOR FOR VIOLIN AND PIANO (1-12)—Szymon Goldberg, Violin; Artur Balsam, Piano. Decca DL 972168

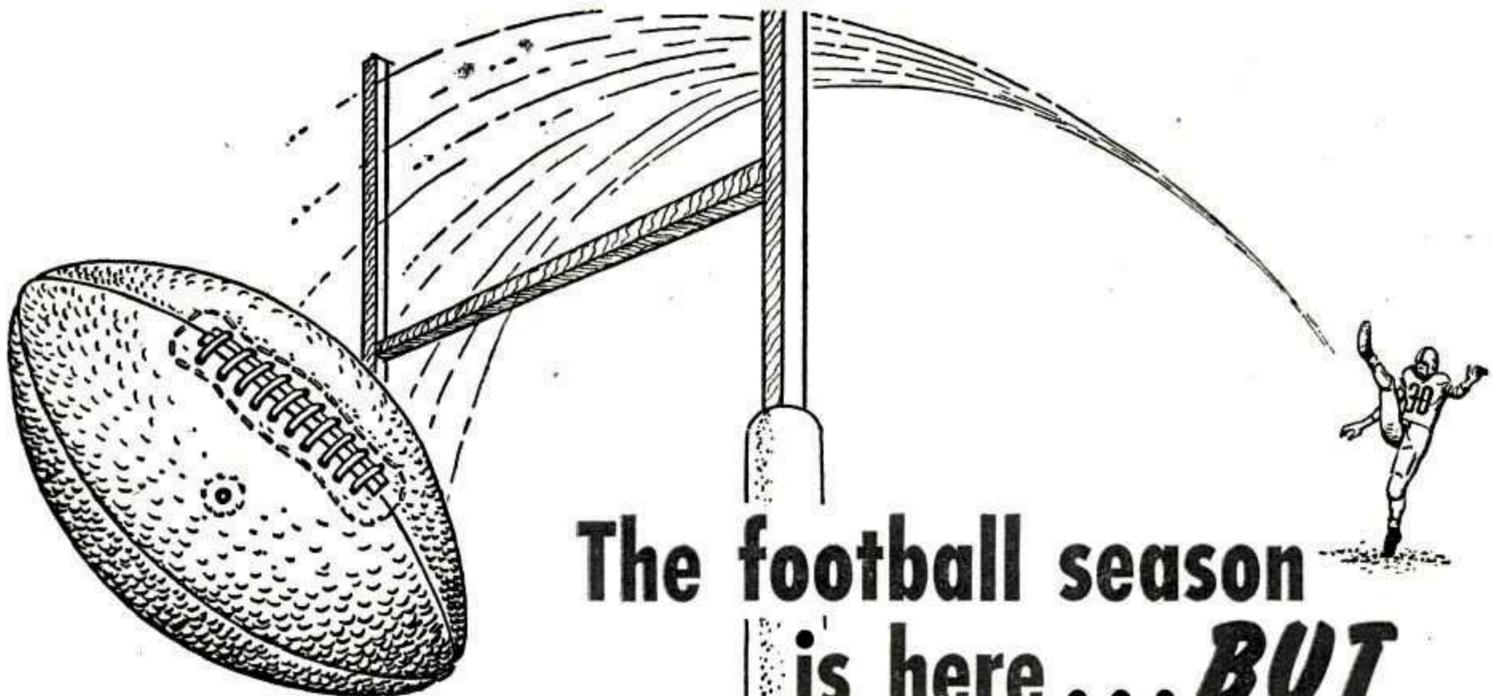
Oistrakh and Stern are names Goldberg must contend with on the Brahms, but on the Schumann his version takes first preference. This is pure, musical, unostentatious fiddling that will find support among the connoisseur trade. The

(Continued on page 42)

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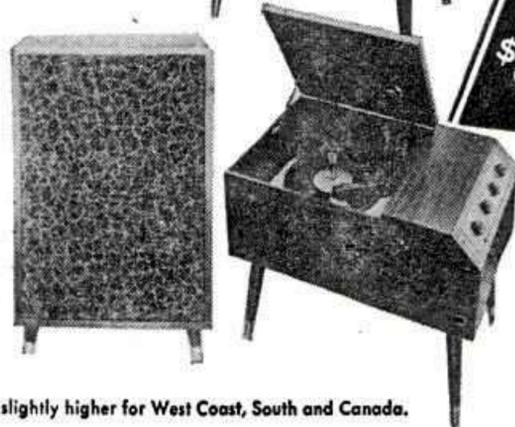


MODEL 101-B
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Reviews and Ratings of New Jazz Albums

Continued from page 32

showcase to date. His playing is more individual, warmer and more personal — and still is meticulously executed as ever. In this sextet, Niehaus has four melody voices, bass and drums, no piano. Bill Perkins doubles on tenor and flute, Stu Williamson on trumpet and valve trombone, J. Giuffre blows baritone, while S. Manne and Buddy Clark contribute rhythm. It's a delicately balanced "chamber music" sound that Niehaus achieves. A prize package for enthusiasts of West Coast Modern.

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James Moody Band (1-12")
Prestige LP 7036
Set valiantly aims to please the general public, but without compromising principles. The result is, perhaps not the most swinging jazz ever produced, but it's a listenable, danceable sort of middlebrow jazz that can cope in the casual listener. Moody, on tenor and alto, and Dave Burns, on trumpet, carry the load most of the way. An occasional gutbucket lapse might have been a relief. The humor and swing of the parody on

"Donkey Serenade" make it perhaps the best demo band.

THE FOUR MOST GUITARS77
Jimmy Raney, Chuck Wayne, Joe Puma, Dick Garcia (1-12")
ABC-Paramount ABC 109
An excellent comparative showing of modern guitar stylings. Raney takes four tracks, Wayne three, and the Garcia-Puma team four. They mix up standards and originals to best illustrate their approaches. Interesting and provocative set that will please a wide variety of jazz fans. The cover is a certain attention-getter.

THE GREAT 16!77
Muggsy Spanier's Ragtime Band (1-12")
Victor LPM 1295
From the Victor vaults comes a sparkling Dixieland program that easily surpasses the bulk of the work being done in that idiom today. The recordings were made in 1939 when Spanier's congregation included Rod Cless, George Brunis, Ray McKinstry, Bernie Billings, Joe Bushkin, etc. Spanier's growling muted horn on blues and open middle register drive in up-beat numbers are a joy to the ear and heart. On many selections, previously available on shellac, the collector is given a break by being offered alternate takes. This includes Spanier's theme, "Relaxin' at the Touro," "Riverboat Shuffle," "Livery Stable Blues" and others. Sound has been competently refurbished.

LESTER YOUNG VOL. 1, VOL. 276
(2-12")
Aladdin LP 801-802
Poor packaging and lack of documentation limit the appeal of this actually important re-issue set. These are the Young sides cut around 1944-'45 when he was at his peak, made under the supervision of a newcomer named Norman Granz, and now dubbed to LP from the old shellacs. In these creations, Young sounds better than all of his present-day imitators, and certainly much sounder than his present-day self. The cover doesn't say so, but his collaborators include Vic Dickenson, Howard McGhee and some bad drummers. Despite the dated sound, these are for all tenor sax fanatics and students of modern jazz.

COOL GABRIELS76
Conte Candoli, Nick Travis, Dick Sherman, Bernie Glow, Phil Sunkel, Don Stratton, Al De Risi, Trumpets (1-12")
Groove LG 1003
A sizable collection of modern trumpeters, with all but Glow and De Risi featured in jazz solos. Between the solos there is some brilliant trumpet ensemble. Elliott Lawrence, pianist (and arranger of most selections), plus drums and bass, provide the backing. The individual solos are short, because of the plethora of titles. Still, there's the opportunity for interesting comparisons, and Sherman and Candoli make the best showing. An unusual set that could sell.

BACKROOM PIANO75
Ralph Sutton (1-12")
Down Home MG D 4
For Sutton, ragtime has never died, and he has become one of the leading exponents of the oldtime jazz piano. For devotees of the idiom, he wallops out a lot of the old favorites: "Jelly Roll Blues," "Black Bottom Stomp," "Hindustan," "Cannon Ball Blues," etc. Sutton takes up where Fats Waller left off, and, like his mentor, he has a swinging loose-jointed beat and a happy yet soulful touch that endows the material with a timeless appeal.

THE MARTY PAICH QUARTET74
(1-12")
Tampa TP 28
Featured player is altoist Art Pepper, who has been absent from the recording scene for two years. He's playing very well and his relaxed, easy style is heard to especially good advantage in ballads ("Over the Rainbow" is a good example). Pepper's tone is on the dry side and listener interest demands another contrasting horn. Paich does some nice work at piano and was also responsible for several originals (none too impressive). This set will be like manna to the many who have missed Pepper.

DIXIELAND FESTIVAL VOL 166
Tony Americo's Dixieland All-Stars (1-12")
Vik LX 1057
A "live" recording of the Dixieland one hears in New Orleans today, in the Parisian Room on Royal Street. In the rhythm section are some old-timers to insure an authentic touch. Most of the horns, however, are wielded by youngsters not so well indoctrinated. All in all, only a fair facsimile of the original music New Orleans produced. Repertoire also is over-familiar ("Sweet Georgia Brown," "Milenberg Joys," etc.). Moderate sales.

Reviews and Ratings of New Classical Releases

Continued from page 40

piano sound could have been recorded more realistically. Both sonatas are gloriously romantic, melodic works.

MOZART: STRING QUARTET IN A MAJOR (K. 464); STRING QUARTET IN C MAJOR "DISSONANT" (K. 465) (1-12") — Barchet Quartet. Vox PL 982067
The Barchets face strong popular competition from the Budapest diskings of these "Haydn" quartets, many connoisseurs of European origin may prefer these smaller-scaled, thoroly musicianly readings. Also the excellent musicians from Stuttgart have been engaged in cutting the complete Mozart quartets, and the idea of stylistic continuity has its appeal.

SCHUBERT: EINE KLEINE TRAUERMUSIK; MINUET AND FINALE IN F MAJOR; GOUNOD: LITTLE SYMPHONY IN B FLAT (1-12")—L'Ensemble d'Instruments a Vent Pierre Poulteau. London LL 140765
Schubert wrote his sombre little woodwind work when he was 16, and it isn't important music, holding interest mainly for woodwind students. The Gounod is more interesting, but for this, too, appeal is limited. Disk is for those who aspire to have a complete library.

Liturgical

THE AUGUSTANA CHOIR (1-12")—Word W 401280
On this new production, the choir from Augustana College lives up to its reputation as one of the top groups of its kind. It offers on Side 1 the complete Mass in G Minor by Vaughan Williams. Other liturgical offerings include Hanson's "How Excellent Thy Name," Brahms' "Mary Magdalene," and another shorter Williams work, the motet, "Souls of the Righteous." A good Christmas entry.

Spoken Word

LOOK! LISTEN! AND LEARN BASEBALL (1-12")—Pictu-Rees BB 35084
Season-wise, this package is a bit late, but it still shapes up as sure-fire gift wax for Little Leaguers this Christmas. The I.P. paired with a colorful photo-instruction book, spotlights how-to-play spiels by a group of Brooklyn Dodgers star players (Robinson, Snider, Hodges, Labine, Erskine and Campanella) with intros by Vince Scully. The boys are surprisingly relaxed, while the directions are easy to follow and specially tailored for kids. Sales potential is excellent.

CARL SANDBURG READS THE POEMS OF CARL SANDBURG (1-12")—Decca DL 903980
This is a distinguished contribution to the spoken word. The great American poet, twice a Pulitzer Prize winner, reads in inimitable fashion some of his most quoted poems, including "Grass," "Fire Logs," and "The People Speak." The recording, which is Sandburg's second for Decca (his first was "The People, Yes"), is very well engineered; Sandburg's voice comes over as a wonderfully vibrant instrument uttering profound and typically American philosophies. A great package of its kind.

THE TRAGIC HISTORY OF DR. FAUSTUS (1-12") — Frank Silvera. Caedmon TC 103370
An excellent reading of the Christopher Marlowe classic, embellished with appropriate musical backgrounds. This fourth album in the label's series of early English drama spotlights and deserves particular attention from college drama courses. Splendid individual contributions from a highly professional cast make the package a must for dealers catering to campus trade.

ROBERT FROST READS THE POEMS OF ROBERT FROST (1-12") DECCA DL 9033
One of the greatest, perhaps the greatest, American poet reads some two dozen excerpts from his own works. What he reads is naturally little short of superb—and frequently magnificent — a combination of humor, irony and lyricism that somehow always adds up to rock-bottom wisdom no matter what the mood. How he reads is entirely personal to the man—with no attempt at dramatics, even a seemingly studious belittling of what he has written. But the light shines thru. His own interpretation of "The Death of the Hired Man" is something to be treasured.

Country & Western

TRAGIC SONG OF LIFE80
Louvin Brothers (1-12")
Capitol T 769
This is the first Capitol album by the talented Louvin Brothers. As its title indicates, the songs herein are generally concerned with tragedy—often the tragic fate of lovers. Some are violent; some are tales of resignation, etc. Many are old tunes, but others, like "A Tiny Broken Heart," are relatively new, written by the

Louvins. The package has the true country sound—the sound of the hills and back country, and it is recommended to all who savor a folk-flavored album.

Folk

THE GREAT AMERICAN BUM82
John Greenway (1-12")
Riverside RLP 619
The content of this package is as interesting as its title. That native American—the bum—is here presented in all his many facets: as a philosopher; a lazy man; an itinerant worker, etc. Many of the songs have important historical and sociological connotations with regard to the industrial age, the rise of labor unions, the "wobblies," etc. The performances are excellent and the package is enhanced by a set of scholarly notes. A great package for students of American folk songs, and an interesting package for everybody.

THE LITTLE GAELIC SINGERS OF COUNTY DERRY75
James McCafferty, Director (1-12")
Decca DL 9876
This is a specialty item with appeal perhaps limited to fanciers of authentic Irish folk material. The group consists of 26 girls and two boys, all of whom sing the quaint Gaelic songs in the soprano register. Performances are nicely carried off, with James McCafferty directing. Baritone Michael McWilliams adds solos in several selections.

FOLK SONGS OF SCOTLAND AND IRELAND72
New Symphony Orchestra of London; Trevor Harvey, Cond. (1-12")
London LL 1459
Well-orchestrated collection of folk songs; a dozen of Scottish origin and a similar number on the Irish beam. Protection is obviously gaited to group singing, and many items are sufficiently familiar to require no song book help. This is a smart package for use in schools or amateur harmonizers anywhere, when instrumental accompaniment is unavailable.

Sacred

J. T. ADAMS AND THE MEN OF TEXAS76
(1-12")
Word W 3007
Package is a buy for devotees of gospel singing. Adams puts heart into some nine devotional songs, such as "My God Is Real" and "When the Roll is Called Up Yonder," with a fine harmony assist from male glee club. Can be a useful and stimulating recording for religious groups.

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THE TRAIN **HONEY**
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RAY BLOCK

**CANO
CANOE**

**BRAVE
MARGOT**



CORAL 61731 • 9-61731



BILLY WILLIAMS
DON'T CRY **SHAME,**
ON MY **SHAME,**
SHOULDER **SHAME**

CORAL 61730 • 9-61730

LYNN TAYLOR
ROCKROLEVILLE
and
WOULDN'T IT BE LOVERLY

CORAL 61726 • 9-61726



JIMMY CAVELLO
and his **HOUSE ROCKERS**
ROCK, ROCK, **THE BIG**
ROCK **BEAT**

CORAL 61728 • 9-61728

MARY SMALL

**HERE'S
WHERE
I START**

**DON'T COME
CRYIN'
TO ME**

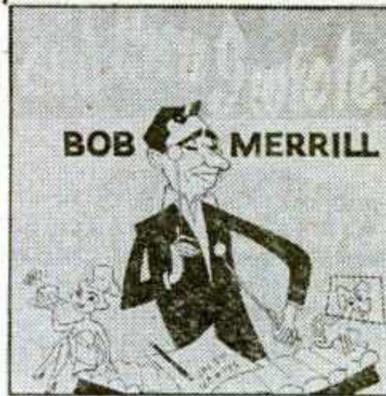


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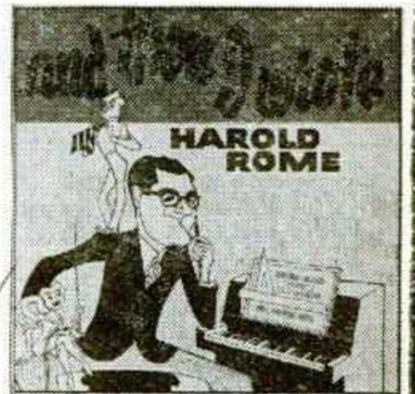
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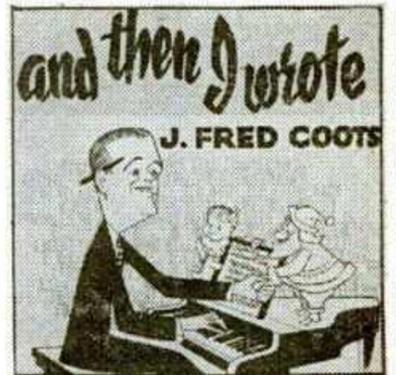
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**CORAL
RECORDS**

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending October 17

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Don't Be Cruel		1	6. Just Walking in the Rain		5
By Otis Blackwell—Published by Elvis Presley & Shallmar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		12	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.		7
2. Canadian Sunset		2	7. Whatever Will Be Will Be (Que Sera Sera)		4
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537; A. Williams, Cadence 1296. RECORD AVAILABLE: M. Lopez, Vic 6678.		15	By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.		19
3. Love Me Tender		3	8. Honky Tonk		7
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643.		2	By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.		9
4. Tonight You Belong to Me		3	9. True Love		10
By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Welk, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tonettes, Modern 997; Tracy Twins, Reserve.		10	By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap 3507; J. Powell, Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.		5
5. Green Door		5	10. My Prayer		9
By Davis & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.		5	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.		16

Second Ten

11. Allegheny Moon		12	16. Fool		15
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. Welk-Lennon Sisters, Coral 61679.		18	By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.		11
12. Hound Dog		11	17. Cindy, Oh, Cindy		19
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.		13	By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORD: V. Martin, Glory 247. RECORD AVAILABLE: E. Fisher, Vic 20-6677.		2
13. Friendly Persuasion		13	18. When the White Lilacs Bloom Again		18
By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; B6b Graybo, RKO-Unique 355.		6	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. Welk, Coral 61701; F. ZaBach, Mercury 70936.		3
14. Soft Summer Breeze		14	19. In the Middle of the House		20
By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.		12	By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: R. Draper, Mercury 70921. RECORDS AVAILABLE: M. Berle, Coral 61691; V. Monroe, Vic 6619.		7
15. Blueberry Hill		17	19. Song for a Summer Night		16
By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		3	By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.		12

Third Ten

21. Lay Down Your Arms		21	26. Let the Good Times Roll		-
By P. Roberts-L. Land-A. Gerhard—Published by Ludlow (BMI) RECORDS AVAILABLE: Chordettes, Cadence 1299; R. Morgan, Dec 30070; A. Sheldon, Col 40759.		3	By Leonard Lee—Published by Aladdin Music (BMI) RECORD AVAILABLE: Shirley & Lee, Aladdin 3325.		1
22. You Don't Know Me		24	27. You'll Never, Never Know		-
By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949; J. Vale, Col 40710.		14	By Miles-Robi-Williams—Published by Personality Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.		1
23. Miracle of Love		26	28. In the Still of the Night		-
By Bob Merrill—Published by Rylan (ASCAP) RECORDS AVAILABLE: G. Gibson, ABC-Paramount 9739; B. Labe & Beans, Dec 30081; E. Rodgers, Col 40708.		4	By F. Harris—Published by Angel (BMI) RECORD AVAILABLE: Satins, Ember 10005.		2
24. After the Lights Go Down Low		23	28. Wayward Wind		23
By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982; A. Hibbler, Original 1006.		9	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.		26
24. Happiness Street		22	28. It Isn't Right		26
By Mack Wolfson & Eddie White—Published by Planetary (ASCAP) RECORDS AVAILABLE: I. Bennett, Col 40726; G. Gibbs, Mercury 70920.		9	By Robert Mellin—Published by Mellen Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.		2

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BUENOS AIRES

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ARM OF
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record no. 3571



JOHNNY
WILDER

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MY ONE DESIRE IS YOU
WHOO-EE BABY

record no. 3572



35 XMAS SONGS, CAROLS AND HYMNS

JINGLE BELLS MEDLEY:

SANTA CLAUS IS COMIN' TO TOWN
THE CHRISTMAS SONG

JINGLE BELLS

The City Slickers
The Jud Conlon Singers
The City Slicker Juniors

ALL I WANT FOR XMAS

IS MY TWO FRONT TEETH

The City Slickers and George Rock

THE NIGHT BEFORE CHRISTMAS SONG

The Saint Victor's Boys Choir

RUDOLPH, THE RED-NOSED REINDEER

The City Slickers and The City Slicker Juniors

SILENT NIGHT

The Jud Conlon Singers

SLEIGH RIDE

The Jud Conlon Singers

MY BIRTHDAY COMES ON CHRISTMAS

The City Slickers and George Rock

SNOW MEDLEY:

THE FIRST SNOWFALL
LET IT SNOW

The City Slickers and The Jud Conlon Singers

NUTTIN' FOR CHRISTMAS

The City Slickers and The City Slicker Juniors

DECK THE HALLS MEDLEY:

DECK THE HALLS WITH HOLLY

AWAY IN A MANGER

IT CAME UPON A MIDNIGHT CLEAR

THE FIRST NOEL

The Jud Conlon Singers

WHITE CHRISTMAS MEDLEY:

WINTER WONDERLAND

SILVER BELLS

WHITE CHRISTMAS

The City Slickers
The Jud Conlon Singers
The City Slicker Juniors

(I'M THE) ANGEL IN THE CHRISTMAS PLAY

The City Slickers and George Rock

CHRISTMAS CRADLE SONG

The Saint Victor's Boys Choir

FROSTY, THE SNOW MAN

The City Slickers and The City Slicker Juniors

HARK MEDLEY:

HARK, THE HERALD ANGELS SING

O, LITTLE TOWN OF BETHLEHEM

JOY TO THE WORLD

O, COME ALL YE FAITHFUL

The Jud Conlon Singers

CHRISTMAS ALPHABET MEDLEY:

CHRISTMAS ALPHABET

MERRY CHRISTMAS POLKA

CHRISTMAS IN AMERICA

The City Slickers

The Jud Conlon Singers

The City Slicker Juniors

SANTA CLAUS' SON

The City Slickers and George Rock

CHRISTMAS ISLAND

The Allie-Kai Ma Ihinis

VICTOR YOUNG MEDLEY:

IT'S CHRISTMAS TIME

SLEEP WELL, LITTLE CHILDREN

The Jud Conlon Singers

HERE COMES SANTA CLAUS

The City Slickers and The City Slicker Juniors

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FOR THE
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presents a

XMAS

SPECTACULAR

RECORDED IN HI-FI FOR THE ENTIRE FAMILY



Best Sellers in Stores

For survey week ending October 17

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley.	1	13
HOUND DOG (BMI)—Vic 20-6604		
2. LOVE ME TENDER (BMI)—E. Presley	2	2
Any Way You Want Me (BMI)—Vic 20-6643		
3. GREEN DOOR (BMI)—J. Lowe.....	3	5
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
4. HONKY TONK (Parts I & II) (BMI)—	4	10
B. Doggett..... King 4950—BMI		
5. JUST WALKING IN THE RAIN (BMI)—	5	8
J. Ray..... In The Candlelight (ASCAP)—Col 40729		
6. CANADIAN SUNSET (BMI)—	6	14
H. Winterhalter..... This Is Real (ASCAP)—Vic 20-6537		
7. TONIGHT YOU BELONG TO ME (ASCAP)—	7	10
Patience & Prudence..... A Smile and a Ribbon (ASCAP)—Liberty 55022		
8. WHATEVER WILL BE, WILL BE (ASCAP)—	8	17
Doris Day..... I Gotta Sing Away These Blues (BMI)—Col 40704		
9. BLUEBERRY HILL (ASCAP)—	11	3
F. Domino..... Honey Chile (BMI)—Imperial 5407		
10. FRIENDLY PERSUASION (ASCAP)—	9	6
P. Boone..... CHAINS OF LOVE (BMI)—Dot 15490		
11. TRUE LOVE (ASCAP)—	12	4
B. Crosby-G. Kelly..... Well, Did You Evah (ASCAP)—Cap 3507		
12. MY PRAYER (ASCAP)—Platters.....	10	16
Heaven on Earth (ASCAP)—Mercury 70893		
13. CINDY, OH, CINDY (BMI)—	15	3
V. Martin..... Only If I Praise the Lord (BMI)—Glory 247		
14. CANADIAN SUNSET (BMI)—	14	9
A. Williams..... High Up on a Mountain (ASCAP)—Cadence 1297		
15. TRUE LOVE (ASCAP)—J. Powell.....	17	4
Mind If I Make Love to You? (ASCAP)—Verve 2018		
16. FOOL (BMI)—S. Clark.....	16	12
Lonesome for a Letter (BMI)—Dot 15481		
17. YOU'LL NEVER, NEVER KNOW (BMI)—	13	3
Platters..... IT ISN'T RIGHT (BMI)—Mercury 70848		
18. SOFT SUMMER BREEZE (BMI)—	18	15
E. Heywood..... Heywood's Bounce (BMI)—Mercury 70863		
19. YOU DON'T KNOW ME (BMI)—	23	13
J. Vale..... Enchanted (ASCAP)—Col 40710		
20. ALLEGHENY MOON (ASCAP)—	21	17
P. Page..... Strangest Romance (ASCAP)—Mercury 70878		
21. LET THE GOOD TIMES ROLL (BMI)—	20	2
Shirley & Lee..... Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
22. TONIGHT YOU BELONG TO ME (ASCAP)—	19	5
Lennon Sisters-L. Welk... When the White Lilacs Bloom Again (ASCAP)—Coral 61701		
23. MIRACLE OF LOVE (ASCAP)—	—	4
E. Rodgers..... Unwanted Heart (ASCAP)—Col 40708		
24. OUT OF SIGHT, OUT OF MIND (BMI)—	25	3
Five Keys..... That's Right (BMI)—Cap 3502		
25. HOUSE WITH LOVE IN IT (ASCAP)—	—	5
Four Lads..... BUS STOP SONG (ASCAP)—Col 40736		

Most Played in Juke Boxes

For survey week ending October 17

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 action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley.	1	12
HOUND DOG (BMI)—Vic 20-6643		
2. HONKY TONK (PARTS I & II) (BMI)—	2	7
B. Doggett..... King 4950		
3. JUST WALKING IN THE RAIN (BMI)—	8	6
J. Ray..... In the Candlelight (ASCAP)—Col 40729		
4. WHATEVER WILL BE, WILL BE (ASCAP)—	6	14
Doris Day..... I Gotta Sing Away These Blues (BMI)—Col 40704		
5. CANADIAN SUNSET (BMI)	3	11
H. Winterhalter-E. Heywood..... This Is Real (ASCAP)—Vic 20-6537		
6. TONIGHT YOU BELONG TO ME (ASCAP)	5	8
Patience and Prudence.... A Smile and a Ribbon (ASCAP)—Liberty 55022		
7. GREEN DOOR (BMI)—J. Lowe.....	7	3
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
8. MY PRAYER (ASCAP)—Platters.....	4	15
Heaven on Earth (ASCAP)—Mercury 70893		
9. FOOL (BMI)—S. Clark.....	9	10
Lonesome for a Letter (BMI)—Dot 15481		
10. FRIENDLY PERSUASION (ASCAP)—	10	4
P. Boone..... CHAINS OF LOVE (BMI)—Dot 15490		
11. ALLEGHENY MOON (ASCAP)—	12	17
P. Page..... Strangest Romance (ASCAP)—Mercury 70878		
12. BLUEBERRY HILL (ASCAP)—	14	2
F. Domino..... Honey Chile (BMI)—Imperial 5407		
13. YOU'LL NEVER, NEVER KNOW (BMI)—	13	3
Platters..... IT ISN'T RIGHT (BMI)—Mercury 70948		
14. CANADIAN SUNSET (BMI)—	11	8
A. Williams..... High Up on a Mountain (ASCAP)—Cadence 1297		
15. YOU DON'T KNOW ME (BMI)—	18	7
J. Vale..... Enchanted (ASCAP)—Col 40710		
16. LOVE ME TENDER (BMI)—E. Presley	—	1
Any Way You Want Me (ASCAP)—Vic 20-6643		
17. TONIGHT YOU BELONG TO ME (ASCAP)—	—	1
Lennon Sisters-L. Welk... When the White Lilacs Bloom Again (ASCAP)—Coral 61701		
18. SOFT SUMMER BREEZE (BMI)—	17	8
E. Heywood..... Heywood's Bounce (BMI)—Mercury 70863		
19. AFTER THE LIGHTS GO DOWN LOW (BMI)—	15	4
A. Hibbler..... I Was Telling Her About You (ASCAP)—Dec 29982		
20. LAY DOWN YOUR ARMS (BMI)—	19	2
Chordettes..... Teen-Age Goodnight (BMI)—Cadence 1299		

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Whatever Will Be, Will Be (Que Sera, Sera) (Artists Music)	1	16
2. Allegheny Moon (Oxford)	2	18
3. Canadian Sunset (Meridian)	3	12
4. Tonight You Belong to Me (Mills)	4	8
5. True Love (Buxton Hill)	5	6
6. Just Walking in the Rain (Golden West)	9	3
7. Love Me Tender (Presley)	9	2
8. Soft Summer Breeze (Regent)	7	9
9. Don't Be Cruel (Presley-Shalimar)	6	7
10. My Prayer (Shapiro-Bernstein)	8	15
11. Song for a Summer Night (April)	11	10
12. Honky Tonk (Billace)	—	1
13. Green Door (Trinity)	—	1
14. Wayward Wind (Warman)	14	12
15. Lay Down Your Arms (Ludlow)	12	8

Most Played by Jockeys

For survey week ending October 17

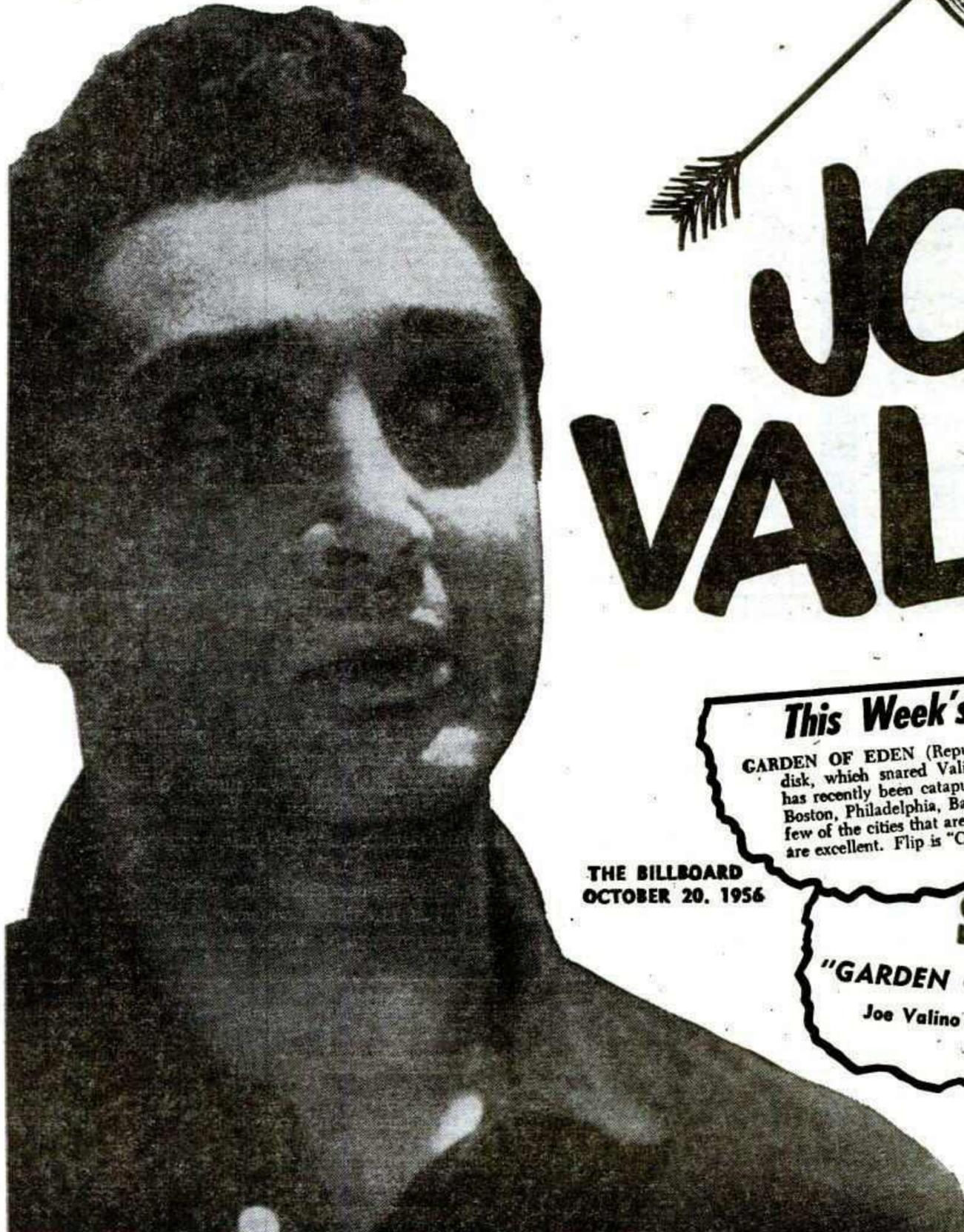
RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley.	1	12
Hound Dog (BMI)—Vic 20-6604		
2. GREEN DOOR (BMI)—J. Lowe.....	3	5
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
3. JUST WALKING IN THE RAIN (BMI)—	4	5
J. Ray..... In the Candlelight (ASCAP)—Col 40729		
4. LOVE ME TENDER (BMI)—E. Presley	11	2
Any Way You Want Me (BMI)—Vic 20-6643		
5. CANADIAN SUNSET (BMI)—	2	14
H. Winterhalter-E. Heywood..... This Is Real (ASCAP)—Vic 20-6537		
6. FRIENDLY PERSUASION (ASCAP)—	5	6
P. Boone..... Chains of Love (ASCAP)—Dot 15490		
7. TONIGHT YOU BELONG TO ME (ASCAP)—	7	10
Patience & Prudence.... A Smile and a Ribbon (ASCAP)—Liberty 55022		
8. HONKY TONK (PARTS I & II) (BMI)—	6	6
B. Doggett..... King 4950—BMI		
9. CANADIAN SUNSET (BMI)—	9	11
A. Williams..... High Up on a Mountain (ASCAP)—Cadence 1297		
10. WHATEVER WILL BE, WILL BE (ASCAP)—	10	17
Doris Day..... I Gotta Sing Away These Blues (BMI)—Col 40704		
11. TRUE LOVE (ASCAP)—	12	4
B. Crosby-G. Kelly..... Well, Did You Evah? (ASCAP)—Cap 3507		
12. MY PRAYER (ASCAP)—Platters.....	8	16
Heaven on Earth (ASCAP)—Mercury 70893		
13. HOUND DOG (BMI)—E. Presley.....	13	13
Don't Be Cruel (BMI)—Vic 20-6604		
14. SOFT SUMMER BREEZE (BMI)—	14	11
E. Heywood..... Heywood's Bounce (BMI)—Mercury 70863		
15. BLUEBERRY HILL (ASCAP)—	15	2
F. Domino..... Honey Chile (BMI)—Imperial 5407		
16. TONIGHT YOU BELONG TO ME (ASCAP)—	22	4
Lennon Sisters-L. Welk... When the White Lilacs Bloom Again (ASCAP)—Coral 61701		
17. JEALOUS LOVER (ASCAP)—	—	1
F. Sinatra..... You Forgot All the Words (BMI)—Cap 3552		
18. SONG FOR A SUMMER NIGHT (PARTS I & II)—	16	12
M. Miller..... Col 40730—ASCAP		
19. WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—	—	6
H. Zacharias... Blue Blues (BMI)—Dec 30039		
20. CINDY, OH CINDY (BMI)—E. Fisher.	—	1
Around the World (ASCAP)—Vic 20-6677		
21. ALLEGHENY MOON (ASCAP)—	19	18
P. Page..... Strangest Romance (ASCAP)—Mercury 70878		
22. MIRACLE OF LOVE (ASCAP)—	23	3
E. Rodgers..... Unwanted Heart (ASCAP)—Col 40708		
23. AFTER THE LIGHTS GO DOWN LOW (BMI)—	—	8
A. Hibbler..... I Was Telling Her About You (ASCAP)—Decca 29982		
24. HAPPINESS STREET (ASCAP)—	—	6
G. Gibbs..... Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920		
25. YOU CAN'T RUN AWAY FROM IT (ASCAP)—	20	2
Four Aces..... Friendly Persuasion (ASCAP)—Dec 30041		

THE DEALERS' PARADISE

GARDEN OF EDEN

B/w CARAVAN X/4X-0226



JOE VALINO

This Week's Best Buys

GARDEN OF EDEN (Republic, BMI)—Joe Valino—Vik 0226—This disk, which snared Valino a Billboard Talent "Spotlight" pick, has recently been catapulting the young singer into the limelight. Boston, Philadelphia, Baltimore, Buffalo and Cleveland are just a few of the cities that are racking up big sales. Its chart possibilities are excellent. Flip is "Caravan" (Mills, ASCAP).

THE BILLBOARD
OCTOBER 20, 1956

Sure Shots

"GARDEN OF EDEN" The Cash Box Best Bets 9/8
Joe Valino Vik 0226; 4X-0226



MGM Records



GIVES YOU
ALL TREATS
NO TRICKS

JONI JAMES GIVE US THIS DAY

and
HOW LUCKY YOU ARE

MGM 12288 • K12288

From hit album
"WHEN I FALL IN LOVE"

LOVE LETTERS

and

DON'T TAKE YOUR
LOVE FROM ME

MGM 12353 • K12353

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

DICK HYMAN and SAM (The Man) TAYLOR

BLUES
IN MY
HEART

MGM 12325 • K12325

RORY CALHOUN

FLIGHT
TO
HONG
KONG

MGM 12359 • K12359

TOMMY EDWARDS

THE DAY
THAT I
LOST
YOU

MGM 12342 • K12342

EDDIE HEYWOOD

RAINFALL
and
PERDIDO

MGM 12354 • K12354

HANK WILLIAMS

BLUE
LOVE

MGM 12332 • K12332

CONNIE FRANCIS

EVERYONE
NEEDS
SOMEONE

MGM 12335 • K12335

PLUGGED ON RIN TIN TIN TV SHOW

JAMES BROWN

as

Lt. Rip

Masters



Forward Ho

and
GHOST TOWN

MGM 12350 • K12350

ROBBIN HOOD

THERE'S
ALWAYS
A FIRST
TIME

MGM 12340 • K12340

THE KING'S IV

NOW!
BABY,
NOW!

MGM 12339 • K12339

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

LEROY HOLMES and his orchestra

BABY DOLL

SPECIAL
FIRST &
BEST!

THE MAID OF
NOVGOROD

(From the Paramount Film
"War and Peace")

MGM 12352 • K12352

The BIGGEST Sound Track Album of all Time!

The Wizard of Oz

Place Your
Advance
Orders Now

E3464 ST • X3464 ST

PREMIER CBS-TV PRESENTATION FORD STAR JUBILEE, NOV. 3, 9 TO 11 P.M.

Territorial Best Sellers

For survey week ending October 17

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

Atlanta

1. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Don't Be Cruel, E. Presley, Vic.
5. Honky Tonk, B. Doggett, Kng.
6. War and Peace, V. Damone, Col.
7. Just Walking in the Rain, J. Ray, Col.
8. Song for a Summer Night
M. Miller, Col.
9. Tonight You Belong to Me
Patience & Prudence, Lbt.
10. Green Door, J. Lowe, Dot

Baltimore

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Just Walking in the Rain
J. Ray, Col.
4. Don't Be Cruel, E. Presley, Vic.
5. Honky Tonk, B. Doggett, Kng.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Blueberry Hill, F. Domino, Imp.
8. St. Therese of the Roses, B. Ward, Dec.
9. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
10. Lay Down Your Arms, A. Sheldon, Col.

Boston

1. Honky Tonk, B. Doggett, Kng.
2. Love Me Tender, E. Presley, Vic.
3. Blueberry Hill, F. Domino, Imp.
4. True Love, B. Crosby-G. Kelly, Cap.
5. I Walk the Line, J. Cash, Sun.
6. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
7. Canadian Sunset, A. Williams, Cdc.
8. Priscilla, E. Cooley, Rst.
9. St. Therese of the Roses, B. Ward, Dec.
10. Cindy, Oh, Cindy, V. Martin, Gly.

Buffalo

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Garden of Eden, J. Valino, Vik.
4. My Prayer, Platters, Mer.
5. Don't Be Cruel, E. Presley, Vic.
6. Honky Tonk, B. Doggett, Kng.
7. Friendly Persuasion, P. Boone, Dot
8. It Isn't Right, Platters, Mer.

Chicago

1. Don't Be Cruel, E. Presley, Vic.
2. Love Me Tender, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. Green Door, J. Lowe, Dot
5. Friendly Persuasion, P. Boone, Dot
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Fool, S. Clark, Dot
8. Tonight You Belong to Me
Patience & Prudence, Lbt.
9. True Love, J. Powell, Vrv.
10. Canadian Sunset, A. Williams, Cdc.

Cincinnati

1. Love Me Tender, E. Presley, Vic.
2. Just Walking in the Rain, J. Ray, Col.
3. Green Door, J. Lowe, Dot
4. Don't Be Cruel, E. Presley, Vic.
5. Tonight You Belong to Me
Lennon Sisters-L. Welk, Cor.
6. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
7. Blueberry Hill, F. Domino, Imp.
8. Whatever Will Be, Will Be
Doris Day, Col.
9. True Love, B. Crosby-G. Kelly, Cap.
10. Friendly Persuasion, P. Boone, Dot

Cleveland

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. True Love, J. Powell, Vrv.
4. Friendly Persuasion, P. Boone, Dot
5. Whatever Will Be, Will Be
Doris Day, Col.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Don't Be Cruel, E. Presley, Vic.
8. Canadian Sunset, A. Williams, Cdc.
9. Ev'ryday of My Life
McGuire Sisters, Cor.
10. Just Walking in the Rain, J. Ray, Col.

Dallas-Fort Worth

1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
5. Friendly Persuasion, P. Boone, Dot
6. Honky Tonk, B. Doggett, Kng.
7. Whatever Will Be, Will Be
Doris Day, Col.

Denver

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Don't Be Cruel, E. Presley, Vic.
4. Tonight You Belong to Me
Lennon Sisters-L. Welk, Cor.
5. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
6. Honky Tonk, B. Doggett, Kng.
7. Just Walking in the Rain, J. Ray, Col.

Detroit

1. Green Door, J. Lowe, Dot
2. Cindy, Oh, Cindy, V. Martin, Gly.
3. Love Me Tender, E. Presley, Vic.
4. Let the Good Times Roll
Shirley & Lee, Ala.
5. Just Walking in the Rain, J. Ray, Col.
6. Honky Tonk, B. Doggett, Kng.
7. Don't Be Cruel, E. Presley, Vic.
8. Friendly Persuasion, P. Boone, Dot
9. True Love, B. Crosby-G. Kelly, Cap.
10. Out of Sight, Out of Mind
Five Keys, Cap.

Kansas City

1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Blueberry Hill, F. Domino, Imp.
5. Garden of Eden, J. Valino, Vik.
6. Just Walking in the Rain, J. Ray, Col.
7. Singing the Blues, G. Mitchell, Col.
8. True Love, J. Powell, Vrv.

Los Angeles

1. Love Me Tender, E. Presley, Vic.
2. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
3. Whatever Will Be, Will Be
Doris Day, Col.
4. Tonight You Belong to Me
Patience & Prudence, Lbt.
5. Hound Dog, E. Presley, Vic.
6. My Prayer, Platters, Mer.
7. Honky Tonk, B. Doggett, Kng.
8. Soft Summer Breeze, E. Heywood, Mer.
9. Blueberry Hill, F. Domino, Imp.

Milwaukee

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Just Walking in the Rain, J. Ray, Col.
6. Honky Tonk, B. Doggett, Kng.
7. Don't Be Cruel, E. Presley, Vic.

Minneapolis-St. Paul

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Honky Tonk, B. Doggett, Kng.
4. Blueberry Hill, F. Domino, Imp.
5. Just Walking in the Rain, J. Ray, Col.
6. Lay Down Your Arms, Chordettes, Cdc.
7. After the Lights Go Down Low
A. Hibbler, Dec.
8. In the Middle of the House
R. Draper, Mer.
9. I Don't Care If the Sun Don't Shine
E. Presley, Vic.
10. Don't Be Cruel, E. Presley, Vic.

New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
3. You Don't Know Me, J. Vale, Col.
4. Whatever Will Be, Will Be
Doris Day, Col.
5. Green Door, J. Lowe, Dot
6. Blueberry Hill, F. Domino, Imp.
7. Love Me Tender, E. Presley, Vic.
8. Soft Summer Breeze, E. Heywood, Mer.
9. Honky Tonk, B. Doggett, Kng.

New York

1. My Prayer, Platters, Mer.
2. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Love Me Tender, E. Presley, 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. Tonight You Belong to Me
Patience & Prudence, Lbt.

Philadelphia

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. Love Me Tender, E. Presley, Vic.
5. Tonight You Belong to Me
Patience & Prudence, Lbt.
6. Just Walking in the Rain, J. Ray, Col.
7. My Prayer, Platters, Mer.
8. Honky Tonk, B. Doggett, Kng.
9. Canadian Sunset, A. Williams, Cdc.
10. True Love, B. Crosby-G. Kelly, Cap.

Pittsburgh

1. Love Me Tender, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. It Isn't Right, Platters, Mer.
5. Friendly Persuasion, P. Boone, Dot
6. Out of Sight, Out of Mind
Five Keys, Cap.
7. Cindy, Oh, Cindy, V. Martin, Gly.
8. See-Saw, Mpongglows, Chs.
9. Green Door, J. Lowe, Dot
10. Blueberry Hill, F. Domino, Imp.

St. Louis

1. True Love, J. Powell, Vrv.
2. Love Me Tender, E. Presley, Vic.
3. Cindy, Oh, Cindy, V. Martin, Gly.
4. Tonight You Belong to Me
Patience & Prudence, Lbt.
5. Don't Be Cruel, E. Presley, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. Friendly Persuasion, P. Boone, Dot
8. Faithful Hussar, T. Heath, Lon.
9. Green Door, J. Lowe, Dot
10. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

San Francisco

1. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Tonight You Belong to Me
Patience & Prudence, Lbt.
4. My Prayer, Platters, Mer.
5. Whatever Will Be, Will Be
Doris Day, Col.
6. Hound Dog, E. Presley, Vic.
7. Love Me Tender, E. Presley, Vic.
8. Honky Tonk, B. Doggett, Kng.
9. Soft Summer Breeze, E. Heywood, Mer.

(Continued on page 56)

Taking Off Like a Rocket
Dot's Newest
HIT!

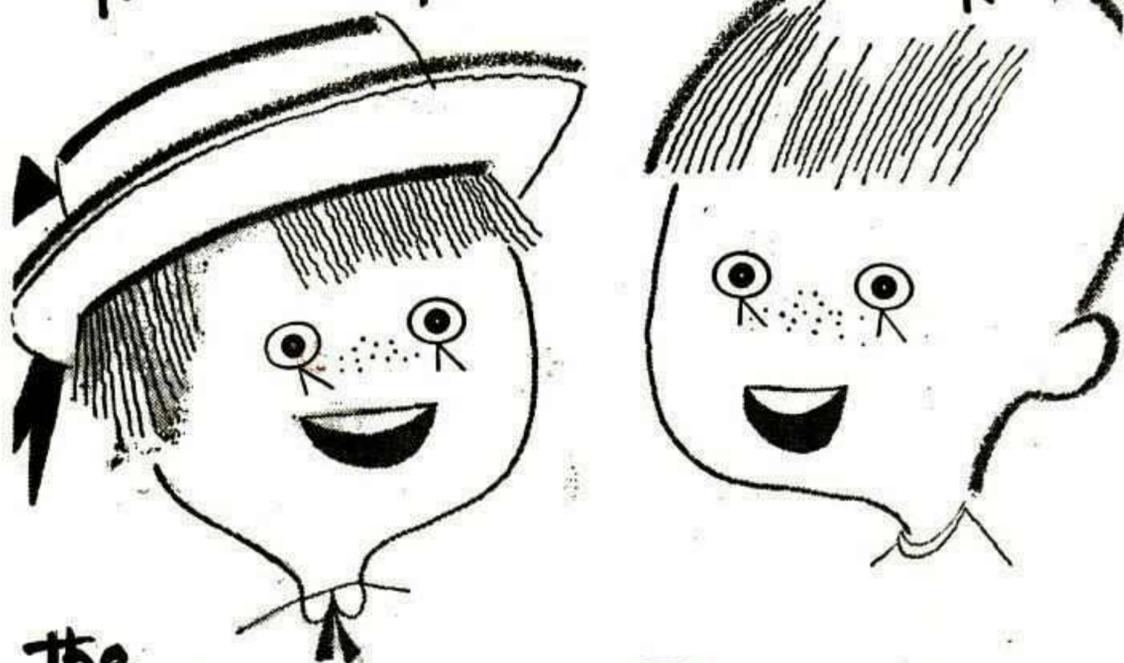
CONFIDENTIAL

**SONNY
KNIGHT**

15507

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

Columbias Younger Generation



the Collins Kids

(Larry and Lorrie)

smash through with a big one



ROCK AND ROLL POLKA

featuring Larry Collins' guitar

MY FIRST LOVE

Vocal by Lorrie and featuring Larry Collins' guitar

COLUMBIA 21560 • 4-21560

COLUMBIA RECORDS

THE TOP 100

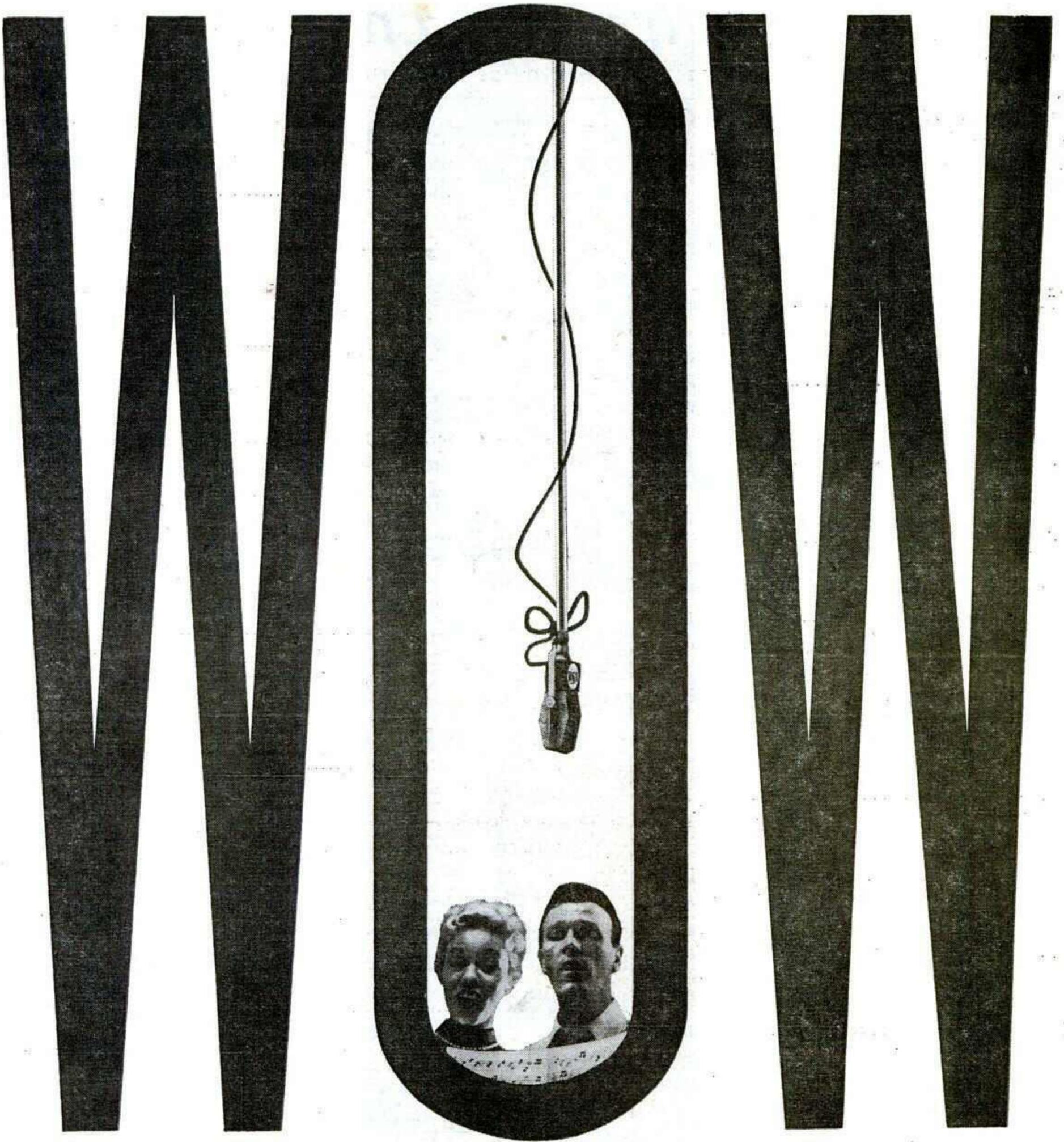
For survey week ending October 11

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.	JUST WALKING IN THE RAIN—J. Ray, Columbia	5
3.	GREEN DOOR—J. Lowe, Dot	4
4.	HONKY TONK—B. Doggett, King	3
5.	CANADIAN SUNSET—E. Heywood-H. Winterhalter, Victor	2
6.	LOVE ME TENDER—E. Presley, Victor	12
7.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	6
8.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	8
9.	HOUND DOG—E. Presley, Victor	9
10.	FRIENDLY PERSUASION—P. Boone, Dot	10
11.	MY PRAYER—Platters, Mercury	7
12.	BLUEBERRY HILL—F. Domino, Imperial	13
13.	CANADIAN SUNSET—A. Williams, Cadence	11
14.	SOFT SUMMER BREEZE—E. Heywood, Mercury	15
15.	ALLEGHENY MOON—P. Page, Mercury	16
16.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	19
17.	FOOL—S. Clark, Dot	14
17.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	18
19.	YOU DON'T KNOW ME—J. Vale, Columbia	22
20.	MIRACLE OF LOVE—E. Rodgers, Columbia	24
21.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	17
22.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	21
23.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	20
24.	CHAINS OF LOVE—P. Boone, Dot	26
24.	IT ISN'T RIGHT—Platters, Mercury	29
26.	CINDY, OH, CINDY—V. Martin, Glory	25
27.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	33
28.	TRUE LOVE—J. Powell, Verve	35
29.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	31
30.	LAY DOWN YOUR ARMS—Chordettes, Cadence	26
31.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	32
32.	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	26
33.	BUS STOP SONG—Four Lads, Columbia	23
34.	CINDY, OH, CINDY—E. Fisher, Victor	40
35.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	41
36.	GARDEN OF EDEN—J. Valino, Vik	45
37.	I WALK THE LINE—J. Cash, Sun	29
38.	ST. THERESE OF THE ROSES—B. Ward, Decca	34
39.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	37
40.	EV'RY DAY OF MY LIFE—McGuire Sisters, Coral	43
41.	IN THE STILL OF THE NIGHT—Satin, Ember	53
42.	SEE-SAW—Moonglows, Chess	42
43.	HAPPINESS STREET—G. Gibbs, Mercury	37
44.	JEALOUS LOVER—F. Sinatra, Capitol	—
45.	PETTICOATS OF PORTUGAL—D. Jacobs, Coral	—
46.	EARTHBOUND—S. Davis Jr., Decca	48
47.	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley, Victor	46
48.	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	50
49.	HAPPINESS STREET—T. Bennett, Columbia	47
49.	NIGHT LIGHTS—N. (King) Cole, Capitol	—
49.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	—
52.	SADIE'S SHAWL—B. Sharples, London	62
52.	TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca	50
54.	WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn, Dot	39
55.	MAMA FROM THE TRAIN—P. Page, Mercury	—
56.	PLEASE DON'T LEAVE ME—Fontane Sisters, Dot	55
57.	FLYING SAUCER—Buchanan & Goodman, Luniverse	36
57.	FRIENDLY PERSUASION—Four Aces, Decca	49
59.	LAY DOWN YOUR ARMS—A. Sheldon, Columbia	61
59.	THAT'S ALL THERE IS TO THAT—N. (King) Cole, Capitol	67
61.	BE-BOP-A-LULA—G. Vincent, Capitol	81
61.	ITALIAN THEME—C. Stapleton, London	44
63.	HEART AND SOUL—J. Maddox, Dot	86
64.	KA DING DONG—Diamonds, Mercury	58
65.	NAMELY YOU—D. Cherry, Columbia	68
66.	JAMAICA FAREWELL—H. Belafonte, Victor	63
67.	ENDLESS—McGuire Sisters, Coral	55
67.	FAITHFUL HUSSAR—T. Heath, London	64
69.	WAR AND PEACE—V. Damone, Columbia	83
70.	SOFT SUMMER BREEZE—Diamonds, Mercury	99
71.	KA DING DONG—Hilltoppers, Dot	52
72.	SINGING THE BLUES—G. Mitchell, Columbia	—
72.	PRISCILLA—E. Cooley, Roost	—
74.	I MISS YOU SO—C. Connor, Atlantic	—
75.	WHEN THE WHITE LILACS BLOOM AGAIN—F. ZaBach, Mercury	60
76.	FROM THE CANDY STORE ON THE CORNER—T. Bennett, Columbia	75
77.	RIP IT UP—Little Richard, Specialty	59
78.	YOU CAN'T RUN AWAY FROM IT—Four Aces, Decca	70
79.	NOW IS THE HOUR—G. Storm, Dot	91
80.	SO LONG—F. Domino, Imperial	—
81.	KA DING DONG—G. Clefs, Pilgram	92
82.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Welk, Coral	87
83.	I ALMOST LOST MY MIND—P. Boone, Dot	82
84.	BLUE MOON—E. Presley, Victor	64
84.	RIP IT UP—B. Haley, Decca	64
86.	YOU'RE IN LOVE—G. Grant, Era	69
87.	I DON'T CARE IF THE SUN DON'T SHINE—E. Presley, Victor	74
87.	TEEN-AGE GOODNIGHT—Chordettes, Cadence	94
89.	NOW YOU HAS JAZZ—Bing Crosby-L. Armstrong, Capitol	88
90.	HEART WITHOUT A SWEETHEART—G. Storm, Dot	79
90.	LOVE IN A HOME—Doris Day, Columbia	79
90.	STILL—Fontane Sisters, Dot	—
90.	TO THE ENDS OF THE EARTH—N. (King) Cole, Capitol	—
94.	IT HAPPENED AGAIN—S. Vaughan, Mercury	73
95.	WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	57
96.	WAYWARD WIND—G. Grant, Era	99
97.	EARTHBOUND—M. Lanza, Victor	83
97.	JUST LOVE ME—J. P. Morgan, Victor	—
99.	HEAVEN ON EARTH—Platters, Mercury	—
99.	IT'S YOURS—DeCastro Sisters, Abbott	76
99.	SUMMER SWEETHEART—Ames Brothers, Victor	88

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.



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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. Lay Down Your Arms *The Chordettes*
(BMI) Cadence 1299
2. Garden of Eden *Joe Valino*
(BMI) Vik 0226
3. Singing the Blues *Guy Mitchell*
(BMI) Columbia 40769
4. Hey! Jealous Lover *Frank Sinatra*
(ASCAP) Capitol 3552
5. Mama From the Train *Patti Page*
(ASCAP) Mercury 70971
6. Night Lights
To the Ends of the Earth . . . *Nat (King) Cole*
(ASCAP); (BMI) Capitol 3551
7. Rudy's Rock *Bill Haley*
(ASCAP) Decca 30085
8. Petticoats of Portugal *Dick Jacobs*
(BMI) Coral 61724
9. A Rose and a Baby Ruth . *George Hamilton IV*
(BMI) ABC-Paramount 9756
10. Blue Jean Bop *Gene Vincent*
(ASCAP) Capitol 3553

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.

PETTICOATS OF PORTUGAL (Christopher, BMI)—Dick Jacobs Ork.—Coral 61724—Six rival versions of this tune have been jockeying for top position in the past weeks. In the majority of sales areas, Jacobs now is leading the competition. Several territories prefer one of the other versions, but on a national basis, Jacobs now is the favorite to make the charts first. Flip is a medley of "Song of the Vagabonds" and "Only a Rose" (ASCAP). A previous Billboard "Spotlight" pick.

BLUE JEAN BOP (Ardmore, ASCAP)—Gene Vincent—Capitol 3553—"Be-Bop-a-Lula" created a big market for Vincent, and it is proving very receptive to his new release. Boston, Providence, New York, Philadelphia, Pittsburgh, St. Louis, Nashville and Milwaukee are among the cities indicating excellent sales. As before, c.&w. customers are as enthusiastic as pop buyers. Its chart potential in both areas is good. Flip is "Who Slapped John?" Central Songs, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- PERRY COMO** . . . RCA Victor 6670 **MOONLIGHT LOVE**
(Elkan-Vogel, ASCAP)
CHINCHERINCHEE (Roncom, ASCAP)
"Moonlight Love" is the lyric version of Debussy's "Clair de Lune," introduced by the singer on his TV show. It gets the relaxed, intimate Como touch, with lush backing by Ray Charles chorus and Mitchell Ayres ork. "Chincherinchee" takes its title from a pretty little African flower. Its happy, ear-catching melody also must be considered a possible contender.
- TONY BENNETT** . . . Columbia 40770 **JUST IN TIME**
(Stratford, ASCAP)
THE AUTUMN WALTZ (Shapiro-Bernstein, ASCAP)
From the forthcoming musical, "Bells Are Ringing," Bennett has drawn a tune that seems tailor-made for him. A spirited, outgoing opus, "Just in Time," gets a classy belting that stamps Bennett's initials on it for good. For good measure, "Autumn Waltz," the flip, is a leisurely three-quarter time thing of striking beauty. A ball for the jocks.
- LES BAXTER ORK** . . . Capitol 3573 **THE LEFT ARM OF BUDDHA**
(Bax-Criterion, ASCAP)
Some unusual sound effects have been created to give this instrumental an exotic and rather glamorous make-up. A market ever on the alert for an intriguing off-beat piece of material has a gem here. Flip is "(What Happens in) Buenos Aires" (Atlantic, BMI), a danceable Latin swinger.
- LOUIS PRIMA** . . . Capitol 3566 **FIVE MONTHS, TWO WEEKS, TWO DAYS**
(Goday, BMI)
BANANA SPLIT FOR MY BABY (Enterprise, ASCAP)
Louis Prima has always been a funny guy. Seldom has he been funnier than in "Five Months." The clever lyrics and collection of voiced sounds are a gag. The teen-age set has a ready-to-order novelty in the flip, also hilarious and well-styled.
- EDDIE COOLEY** . . . Rose 621 **PRISCILLA**
(Forshay, BMI)
The review copy of this engaging rhythm ditty was received after reports on its initial field success were already available. Covers are now coming out, but the "original" stands out as a charmer that is likely to stand up well against all challengers. Flip is "Got a Little Woman" (Forshay, BMI).

JUKE BOX PROGRAMMING

- SOMETHIN' SMITH** . . . Epic 9188 **WE'LL BUILD A BUNGALOW**
(Mellin, BMI)
WHEN I GROW TOO OLD TO DREAM (Robbins, ASCAP)
Two old favorites in bright, rhythmic stylings that ought to have special appeal for collegiate and barroom clientele. The banjo and doped piano backing gives a crisp touch to Smith's vocals.
- WILL GLAHE** . . . London 1693 **BEER-BARREL POLKA**
(Shapiro, Bernstein, ASCAP)
A retake by Glahe of his big RCA Victor hit of some years back. Its appeal is perennial and Glahe's instrumentation is still the way the rank and file want to hear it. Flip is "Hearts and Heartaches" (BIEM, ASCAP).

Reviews and Ratings * *

- CATHY CARR**
Waltzing to the Blues 84
FRATERNITY 750 — Mighty sweet thrushing in a lilting waltz that could catch fire with proper exposure. (Buck-eye, ASCAP)
Oh, Baby 80
Thrush is down from her "Ivory Tower" for a rock and roll stint. She gets a most inviting sound. (Merrimac, BMI)
- JULIUS LA ROSA**
Priscilla 84
VICTOR 6700—La Rosa covers the Eddie Cooley recording with a good, swinging job that should do okay on all fronts. (Forshay, BMI)
All I Want 79
A swingy opus with a crisp shuffle beat in back. La Rosa and group handle the simple lines with engaging exuberance. The kids could go for this coupling. (Par, ASCAP)
- SAMMY DAVIS JR.**
New York's My Home 83

- DECCA 3011**—Here's one of the singer's top performances on disks. It's the well-known job from "Manhattan Tower," and with plug value of the TV version of the Gordon Jenkins work, and on its own right, the side should get solid attention from spinners and buyers. (Leeds, ASCAP)
Never Like This 80
A gentle Latin beat backs this solid ballading by Davis. Strong vocal and nice Sy Oliver backing make for a strong coupling. (Frank, ASCAP)
- BOYD BENNETT**
Rockin' Up a Storm 81
KING 4985—Big Moe Belts the vocal in an excellent moderately-paced rock and roll dance side. This one could register with the teen crowd. Watch it. (Lois, BMI)
A Lock of Your Hair 77
Bennett carries the words here. It's a teen-appeal ballad with r.&c. effects in back. Also danceable. Good coupling that could find its market. (Benjon, BMI)

(Continued on page 57)

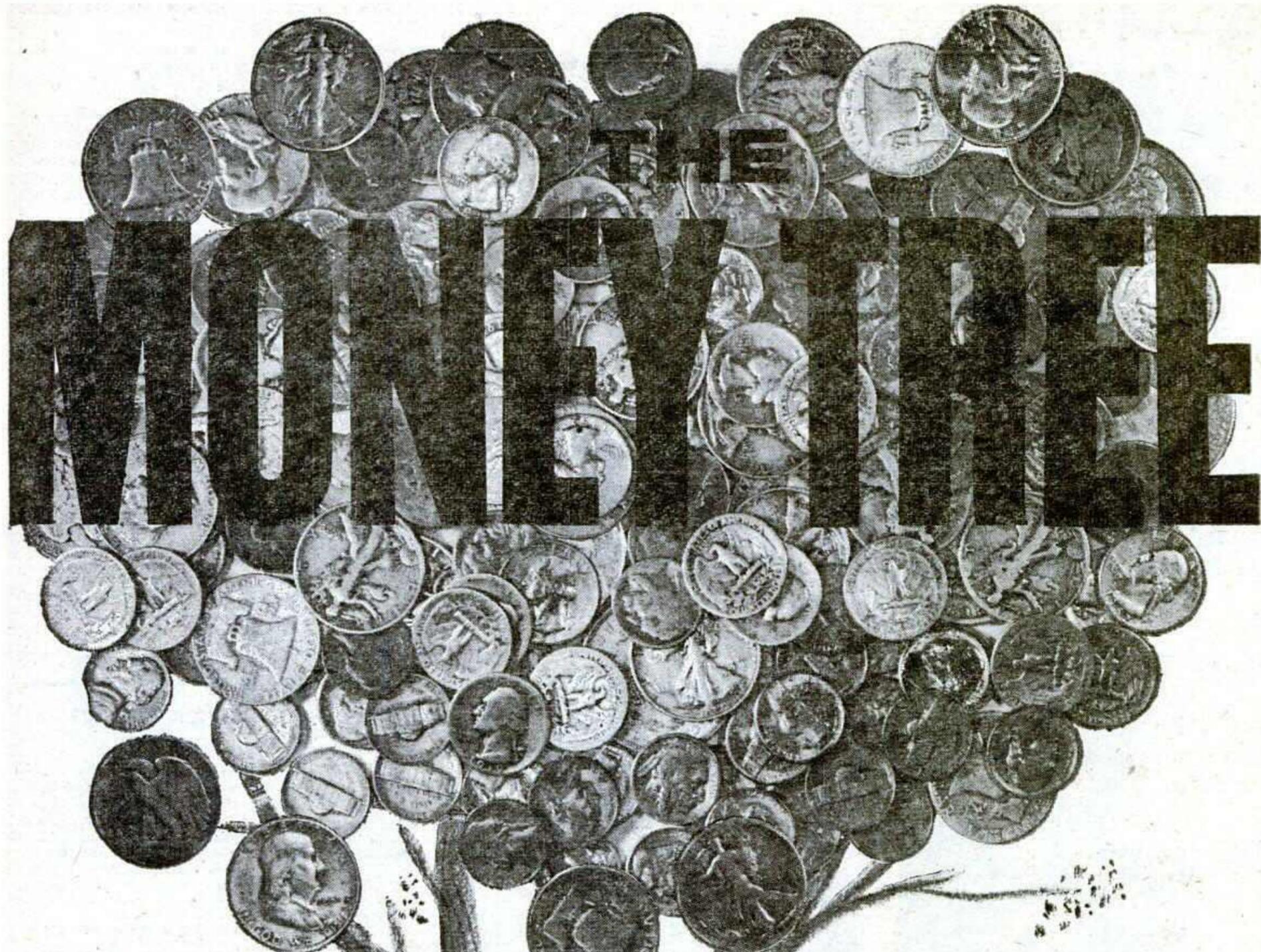
*REVIEW SPOTLIGHT

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 |



c/w MAYBE I LOVE HIM

MARGARET WHITING

orchestra conducted by BILLY MAY

record no. 3586



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• Tunes With Greatest Radio-TV Audience

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

Radio	Television
Blueberry Hill (R)—Chappell—ASCAP	Allegheny Moon (R)—Oxford—ASCAP
Bus Stop Song (R) (F)—Miller—ASCAP	Be-Bop-a-Lula (R)—Lowery—BMI
By the Fountains of Rome (R)—Chappell—ASCAP	Blueberry Hill (R)—Chappell—ASCAP
Canadian Sunset (R)—Meridian—BMI	Bus Stop Song (R) (F)—Miller—ASCAP
Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI	Canadian Sunset (R)—Meridian—BMI
Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI	Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
Friendly Persuasion (R) (F)—Feist—ASCAP	Don't Be Cruel (R)—Presley-Shalimar—BMI
Giant (R) (F)—Witmark—ASCAP	Don't Call Me Sweetie (R)—Houston—BMI
Happiness Street (R)—Planetary—ASCAP	Friendly Persuasion (R) (F)—Feist—ASCAP
I Cry More (R)—Famous—ASCAP	Happiness Street (R)—Planetary—ASCAP
I Don't Know Enough About You (R)—Porgie—BMI	Hot Dog Buddy Buddy (R)—Valleybrook—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP	Hound Dog (R)—Presley & Lion—BMI
Just Walking in the Rain (R)—Golden West—BMI	How Little We Know (R)—E. H. Morris—ASCAP
Lay Down Your Arms (R)—Ludlow—BMI	I Ain't Goin' Nowhere (R)—Saunders—ASCAP
Love in a Home (R)—Commander—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
Mama From the Train (R)—Remick—ASCAP	Juke Box Special (R)—Moonlight—BMI
Married I Can Always Get (R)—Leeds—ASCAP	Just in Time (R)—Chappell—ASCAP
Namely You (R)—Commander—ASCAP	Just Walking in the Rain (R)—Golden West—BMI
New York's My Home (R)—Leeds—ASCAP	Make It Do (R)—Holleybrook—ASCAP
Night Lights (R)—Bregman, Vocco & Conn—ASCAP	My Prayer (R)—Shapiro-Bernstein—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP	Namely You (R)—Commander—ASCAP
Petticoats of Portugal (R)—Christopher—BMI	On the Street Where You Live (R) (M)—Chappell—ASCAP
Repeat After Me (R)—Leeds—ASCAP	Soft Summer Breeze (R)—Regent—BMI
The Star You Wished Upon Last Night (R)—Robbins—ASCAP	Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP	Two Different Worlds (R)—Princess—ASCAP
Two Different Worlds (R)—Princess—ASCAP	Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP	When the White Lilacs Bloom Again (R)—Harms—ASCAP
When the White Lilacs Bloom Again (R)—Harms—ASCAP	Where in the World (R)—Broadcast—BMI
Where in the World (R)—Broadcast—BMI	You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP
You're Sensational (R) (F)—Buxton Hill—ASCAP	You Don't Owe Me a Thing (R)—Acuff-Rose—BMI

• Best Selling Sheet Music in Britain

(For Week Ended October 13)

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

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

• Best Selling Pop Records in Britain

(For Week Ended October 13)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. WOMAN IN LOVE—Frankie Laine (Philips)	2
2. LAY DOWN YOUR ARMS—Anne Shelton (Philips)	1
3. HOUND DOG—Elvis Presley (HMV)	3
4. GIDDY-UP-A-DING-DONG—Freddie Bell and the Bellboys (Mercury)	6
5. ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)	9
6. BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)	10
7. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	4
7. GREAT PRETENDER/ONLY YOU—Platters (Mercury)	5
7. YING TONG SONG/BLOODNOK'S ROCK AND ROLL CALL—Goons (Decca)	8
10. ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	13
11. WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	15
12. RAZZLE DAZZLE—Bill Haley Comets (Brunswick)	16
13. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	19
14. JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	20
15. MORE—Perry Como (HMV)	15
16. MORE—Jimmy Young (Decca)	20
16. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	12
18. AUTUMN CONCERTO—George Melachrino (HMV)	—
19. WOMAN IN LOVE—Four Aces (Brunswick)	—
20. BORN TO BE WITH YOU—Chordettes (London)	11

• Territorial Best Sellers

• Continued from page 50

Seattle	Toronto
1. Love Me Tender, E. Presley, Vic.	1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowy, Dot	2. Don't Be Cruel, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.	3. Canadian Sunset, A. Williams, Cdc.
4. Just Walking in the Rain, J. Ray, Col.	4. Hound Dog, E. Presley, Vic.
5. In the Still of the Night, Satins, Emb.	5. Just Walking in the Rain, J. Ray, Col.
6. Blueberry Hill, F. Domino, Imp.	6. Honky Tonk, B. Doggett, Kng.
7. Canadian Sunset	7. Lay Down Your Arms, Chordettes, Cdc.
B. Heywood-H. Winterhalter, Via.	
8. Don't Be Cruel, E. Presley, Vic.	
	9. Tonight You Belong to Me Patience and Prudence, Lbt.

Reviews of New Pop Records

Continued from page 54

REX ALLEN AND VICTOR YOUNG
 Nothin' to Do80
 DECCA 30066 — C.&w. star Allen wraps up a dolefully-paced amusing novelty (cut by Archie Bleyer several months ago) with style and humor. Could go in both pop and c.&w. markets. (Scherer, BMI)
 The Trail of the Lonesome Pine....80
 Rice-voiced rendition by Allen on the sentimental standard, with lush backing by Young. (Shapiro-Bernstein, ASCAP)

HUGO WINTERHALTER ORK
 All That I Ask Is Love79
 VICTOR 6701—Simple, pretty waltz is sung by a chorus, backed up with the lush Winterhalter strings. Makes for relaxed listening and should win deejay support. (Shapiro-Bernstein, ASCAP)
 The Boulevard of Love....68
 A run-of-the-mill effort in the Parisian-style torrent that broke loose with "Poor People of Paris." (Jungnickel, ASCAP)

MANTOVANI ORK
 Song of Sorrento78
 LONDON 1698—Plenty of ear appeal here with an arrangement of full Italian flavor. Mandolin lead used to great advantage. Real meat for deejay spinning. (Kassner, ASCAP)
 Valse Campestre....77
 Sensuous waltz arrangement with canny use of sweet trumpet lead and finale choir effect. Side is likewise strong candidate for jock programs. (Ricordi, ASCAP)

THE THREE FRIENDS
 Blanche78
 LIDO 500—A tender love story, in the teen-age groove. The reading by the Three Friends has a solid backing which measurably aids in the effect. (BMI)
 Baby, I'll Cry....69
 Side has a swiny quality, but this particular disk has a fuzzy sound. (BMI)

DICK LORY
 Ball Room Baby77
 DOT 15496—A rocking country blues in the extreme style. Lory's vocal is very effective, and he gets exciting backing with color and beat. Watch it. (Golden West, BMI)
 Cool It, Baby....76
 Lory's reading of the tune has a terrific drive, backed by the same sort of instrumentation which makes the flip so effective. Other versions have a head start, however. (Weiss & Barry, BMI)

VAUGHN MONROE
 Wait for Love76
 VICTOR 6703—The haunting theme from "Tension at Table Rock," by Tiomkin and Washington, is handled with feeling and dramatic effectiveness by Monroe. (Lamas, ASCAP)
 Not for a Long, Long Time....76
 Pleasant warbling by Monroe and chorus on an appealing rhythm-ballad. (Marvin, BMI)

ROSALIND PAIGE
 That Funny Melody76
 M-G-M 12354—A catchy, melodic item, reminiscent of "Music, Music, Music." Rosalind Paige belts it out with charm and an old-timey touch. (Cromwell, ASCAP)
 Love, Oh, Careless Love....76
 Deejays will find this an interesting reading, derived from the old song. La Paige's stylized vocal is backed by an unusually smart arrangement. (Ludlow, BMI)

JEANNIE CARSON
 The Star You
 Wished Upon Last Night.....75
 DECCA 30113—British thrush comes thru with a happy cutting of sentimental ballad, previously waxed by both Giselle MacKenzie and Nick Noble. Good ork and vocal backing. Counter interest here, as well as jock possibilities. (Robbins, ASCAP)
 If'n....75
 Bouncy version of show tune from forthcoming musical, "Happy Hunting." Good sound and projection, but will have to compete with the Jaye P. Morgan-Eddie Arnold grooving of the same tune. Good deejay stuff. (Chappell, ASCAP)

GALE ROBBINS
 This Can't Be the End of Me75
 ERA 1022—The first disk of film actress Gale Robbins, this side shows a lot of power. The slow ballad is chanted in a true, powerful voice with good control. (Warman, BMI)
 Riverman....74
 A bluesy item, done in sultry fashion by Gale Robbins, who sings out with plenty of power. Jocks will like the side, for it's not in the common groove. (Warman, BMI)

BOB MANNING
 Rocky Mountain Rose75
 VICTOR 6702 — Cleffers Hoffman and (Dick) Manning have taken on another mountain range after their "Allegheny Moon" click. Warbler Bob Manning hands the waltzer a personable, sentimental whiff that should give heart to his many deejay supporters. (Oxford, ASCAP)
 Make Believe Dreams....73
 Another gentle ballad try. Flip figures

to get initial interest. (Frank, ASCAP)

LILLIAN BROOKS
 Boy75
 KING 4990—Lively side, with Lillian Brooks belting out an old-timey flavored tune to a rollicking backing. Nice for the boxes. (Brandom, ASCAP)
 Keep In Touch....73
 This side is a religious item. Miss Brooks is supported by a chorus. Song has simple dignity and is performed well. (Frederick, BMI)

JACKIE BROOKS
 My Blues Are Out Walkin'75
 DECCA 30092 — A wild up-tempo blues in a dramatic shouting performance that again shows Brooks to be one of the more dynamic talents around today. The excitement radiated here could prove infectious. (Copar, BMI)
 The Raven....71
 A bit of mayhem is perpetrated on Edgar Allen Poe here, as Brooks adapts the famed poem to a traditional ballad style. Final impression is only of fair impact. (Old Charter, BMI)

RORY CALHOUN
 Kiss of Love74
 M-G-M 12359—A fetching side, with a slow, insinuating rhythm. Cal-

houn's vocal is overly dramatic in spots, but in others it's undeniably effective. (Viking, ASCAP)
 Flight to Hong Kong....72
 Tune from the United Artists film is a sort of Oriental "Riders in the Sky." Calhoun sings it in clipped, staccato accents. There are gongs and bells and a phony touch. (Coronet, ASCAP)

TITO PUENTE ORK
 Little Jump Cha Cha73
 VICTOR 6698—A gentle, tinkly little cha cha that could serve as a good instrumental change-up for the average pop deejay seg. The beat is there for dancers. (Peer, BMI)
 Lido Cha Cha....72
 Another danceable opus, with good melody. This one has more of the sound of a pop ork instrumentation. (Patricia, BMI)

LUIS ARCARAZ ORK
 Deep Purple73
 VICTOR 6690—Some very sharp orking by the Mexican crew on a fine and danceable standard. Sound and arrangement are tops and combine to make a good juke or jockey programming item. (Robbins, ASCAP)
 Gelatine Merengue....72
 On this side the ork reverts to South-of-the-border beats and a solid and colorfully handled version it is. Attractive entry for terpers on the Latin kick. (Peer, BMI)

DENA
 You Are the Light of My Life73
 DOT 15499 — Sweet-voiced thrush

(Continued on page 59)

Distributors Wanted
 For the Hottest Selling Polka Line
 In the Country
 Just Released . . .
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 L'I L WALLY Polish L. P.—1002
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 "MILWAUKEE FAVORITE WALTZ"
 Jay Jay #166
 L'I L WALLY'S Xmas Hit
 "SLEIGH BELL WALTZ"
 vs.
 "JINGLE BELLS POLKA"
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LITTLE WILLIE JOHN
 DO SOMETHING FOR ME
 b/w MY NERVES KING 4960

STILL ON TOP **FEVER** KING 4935

MAC CURTIS
 YOU AIN'T TREATIN' ME RIGHT
 b/w
 THE LOW ROAD
 KING 4965

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

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Watch This Record Zoom!
The Hi-Fives
"THROWING PEBBLES
IN THE POND"
b/w "HONG KONG"
FL-3000



NEW EP SYSTEM A PROBLEM? RCA Victor's new jockey service, whereby new singles are sent out in EP form—two different releases per EP platter — has aroused surprisingly little controversy. Last week Coral Records adopted a similar EP plan for jockey singles, and it's likely that

VOX JOX

By JUNE BUNDY

other major labels will follow suit in the near future. However, Lou Barile, WKAL, Rome, N. Y., isn't too happy over the new plan. He writes: "This new system is pretty rough on the record librarians and the library. Wouldn't it be much easier to put just one artist on two sides, and thereby conserve space instead of snafuing our index system with the present system?" Since we haven't heard from any other jocks, it would seem that some stations have solved the filing problem. If so, we'd like to hear how, and what, if any, effect it has had on your library operation.

"The artists and record companies are to be commended for this attempt to raise the standards and quality, because much wider appeal can thus be built. However, it always amazes me to hear certain people refer to these new and better efforts as 'rock and roll' and not admit there is a change. After all, Phil Silvers began in burlesque, but he is no longer referred to as a 'burlesque comedian.'

"Granted that original pop stars are still 'covering' established r.&r. artists, but the division in performance is now much less pronounced. The line of demarcation between the rock and roll approach and the pop approach is no longer so strictly drawn, and all the artists—from both fields—are now leaning much more to the commercial and homogenous appeal of the pop field.

"Whereas pop artists a year ago were strictly imitating rock and roll, they are now swinging back to their own field and style — even when 'covering,' while the original rock and roll artists who have the talent to make the switch — and there are many — are now modeling their releases after those who were imitating them a year ago."

CHANGE OF THEME: New station WELD (a Richard F. Lewis Jr. outlet), Fisher, W. Va., demonstrated its progressive programming policy by hiring Alice Gallaher as a staff announcer and deejay. The teen-ager (graduated from high school last June) is featured daily on her own "Alice in Recordland" show. Also spinning 'em at WELD is Johnny Bell, who doubles as deejay and salesman; and Kimberley Johnson, formerly with WCSH, Portland, Me., who is station manager and handles WELD's 6-9 a.m. seg. . . . Brad Davis has replaced Larry Therien at WACE, Springfield, Mass.

Richard D. Glosser, program director at WFHD, Veterans' Administration Hospital, Forest Hills Division, August, Ga., is "in vast need of r.&b., pop and c.&w. records for deejay programs which are beamed into wards at two local veterans' hospitals. . . . Tom Edwards, WERE, Cleveland, who marks the beginning of the fourth year of

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:

- Baltimore**
"When the White Lilacs Bloom Again," Leroy Holmes, M-G-M.
- Seattle**
"Lay Down Your Arms," Chordettes, Cadence.
- Rochester, Minn.**
"Autumn Leaves," Romaine Brown, Decca.
- Scranton, Pa.**
"Love Me Tender," Elvis Presley, Victor.
- Birmingham**
"Whatever Will Be, Will Be," Doris Day Columbia.
- Reno, Nev.**
"Tonight You Belong to Me," Patience and Prudence, Liberty.
- Elmira, N. Y.**
"Canadian Sunset," Andy Williams, Cadence.

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"WHEN I GOT
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b/w "GIVE UP AND TELL"
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PROGRAMMING A LA THE MARSHALL PLAN: Jerry Marshall, WNEW, New York, Manhattan's highest-rated deejay, has some interesting thoughts on current trends in the rock and roll field. He notes: "It becomes increasingly evident that outstanding rock and roll artists are attempting to switch their releases to the pop idiom. Quality material is being recorded; the honking saxophone and iron-fingered piano in the background is being toned down and there is an attempt to 'produce' each record, rather than sacrifice quality for quantity.

"A top r.&r. label exec told me that each of his recording sessions is geared more and more to appeal to the pop field because he realizes that the long-term trend of rock and roll is leveling off and the teen-agers themselves are tiring of the monotony and sameness of beat and performance which have marked so many rock and roll records.

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YESTERYEAR'S TOPS—

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

OCTOBER 26, 1946:

1. To Each His Own
2. Rumors Are Flying
3. Five Minutes More
4. South America, Take It Away
5. Ole Buttermilk Sky
6. You Keep Coming Back Like a Song
7. If You Were the Only Girl
8. Surrender
9. This Is Always
10. Blue Skies

OCTOBER 27, 1951:

1. Because of You
2. (It's No) Sin
3. Cold, Cold Heart
4. I Get Ideas
5. Down Yonder
6. World Is Waiting for the Sunrise
7. Loveliest Night of the Year
8. And So to Sleep Again
9. Too Young
10. In the Cool, Cool, Cool of the Evening

publication for his newsletter this month, notes: "I found 115 records waiting for me when I returned from a one-week vacation. . . . Paul Howard, WCUE, Akron, O., who recently conducted a three-week "Books for Children's Hospital" campaign, climaxed the drive by broadcasting his 5-9:30 a.m. show from Akron's small fry hospital lobby.

Milton Q. Ford, formerly with WMAL, Washington, moved over to WOL, same city, October 1. Ford and his ever-present mike companion, a 54-year-old parrot, were accorded an extensive promotional campaign to kick off their daily new WOL 4-8 p.m. show. . . . Publisher Bob Lissner reports that the record librarian at WbZ, Boston, is named Elpe Demetrakas, "LP" for short, of course. . . . Danny Stiles now has shows on three different stations. He has two daily daytime programs on WCTC, New Brunswick, Conn. Saturday and Sunday shows over WVNJ, Newark, N. J., and two nightly rock and roll airers over WJNR, same city.

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b/w
"I'M A FOOL ABOUT YOUR LOVE"

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AUTO LITHO
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Reviews of New Pop Records

Continued from page 57

pipes prettily on a catchy ditty with a swiny tempo. (Valley, BMI)
Crazy Dream...71
Wistful vocal on a leisurely paced ballad. (Gallatin, BMI)

JOHNNY BRANDON
Do You Love Me?...74
LONDON 1695—British singer comes thru with a solid brand of rock and roll beat. Backing sound is on beam and side can spark counter interest. Good jock fare in the idiom. (Lowell, BMI)
Mister Songbird...68
Lad does fairly well by a rhythm ballad but side is not in class with flip. Backing, however, is sound, and slicing is over-all easy to take. (Mecca, ASCAP)

EDDIE DANO
My Last Night in Rome...73
VIK 0237—New singer gets a lot of quality into a pleasant ballad. Lad is promising and can spark considerable appeal vocally. Jocks could give him exposure.
La La Colette...73
Lad projects this pop item for good effect in light, relaxed style. There's competition on but Dano's is the first to spotlight lyrics.

THE HI-JACKS
Wonderful One...73
ABC-PARAMOUNT 9742—An enthusiastic take-off on the standard with an off-beat solo by the lead singer. (Feist, ASCAP)
The Letter I Wrote Today...70
The boys sing a fine up-tempo ballad with verve and vitality. (Cromwell, ASCAP)

THE GATEWAY SINGERS
Monaco...73
DECCA 30088—Clever calypso for those who retain some interest in the famous wedding. The lines have the incisive quality of some of the earlier calypso favorites like "Bing Crosby," etc. Good novelty for jocks. (Northern, ASCAP)
Bury Me in My Overalls...67
A more straightaway gang novelty in the Yankee corn tradition. Weight is on the flip. (Northern, ASCAP)

THE BAKER SISTERS
Little Monster...72
MERCURY 70980—Thrushes team up for pleasant projection on a novelty of considerable merit. Nothing here to spark a sales conflagration, but jocks might give it a spin on basis of cute material. (Harman, ASCAP)
One by One...70
Gals continue on a faster kick with some tricky backing that is very listenable and imaginative. (United, ASCAP)

HARRY SIMEONE
If I Had My Way...72
BERWICK 2756—Simeone, with the Evergreens male group, warbles the oldie with appropriately period styling, complete with recited lines, Banjo backing, of course. Good juke side. (Shawnee, ASCAP)
An American Is a Very Lucky Man...66
Patriotic opus, set to a lively polka beat, may prove useful to jocks on many occasions. A good side for the station library. (Shawnee, ASCAP)

JERI SOUTHERN
Bells Are Ringing...71
DECCA 30114—Thrush croons a sentimental ballad of lament over lack of telephone calls. Pleasant vocal projection here, but no great imagination to the over-all. Moderate sales appeal. Number has source in musical production of same name. (Stratford, ASCAP)
Just in Time...70
Gal still on ballad beam but with slightly heftier beat. Tune is also from musical. Not quite as good as flip. (Stratford, ASCAP)

ROBERT MAXWELL ORK
Cumana...71
M-G-M 12351—From a recent album comes this bright and fast-moving offering of a familiar Latin-gated piece. Nice listening. (Martin, ASCAP)
Injury Music for Football Games...70
Also from the album, this side has marching band drums and cheering crowds as stadium-type accompaniment to the fast-fingered harp work. An interesting idea. (Maxwell, ASCAP)

NORRIS THE TROUBADOUR
Rock 'n' Rollin' Honey (You Left Me Baby 'Cause I Had No Money)...70
CO-ED 132—Norris does better on this side than on the flip. He has a blues with an attractive idea, and he chants it with lots of soul. (Sorority Fraternity, BMI)
Remember Me...64
Norris the Troubadour uses a gravel-throated voice on this side, but his resemblance to Armstrong stops there. A good beat to the backing. (Sorority Fraternity, BMI)

FAJARDO AND HIS STARS
El Bodeguero...70
PANART 1850—A prettily arranged oha cha cha, with a flute serving as

a bright obbligato to gang-vocal. Solid dance beat, Spanish lyrics on both sides. (Morro, BMI)
Silencio...68
Here again, a delightful cha cha cha with a good beat and listenable arrangement.

THE MARKSMEN
Hands...70
ABC-PARAMOUNT 9745—Good reading of a poignant ballad dedicated to a mother's digits. Interesting programming for jockeys with house frau audiences. (Hill & Range, BMI)
The Story of a Star...68
The group's vocal aim is a bit wobbly on a pretty ballad. Flip is better showcase. (Gil-Rich, BMI)

MIKE SIMPSON BAND
Argo Rock...69
ARGO 5258—A fine "big band" dance instrumental. The catchy riff is carried along by a honking tenor sax solo, set off with nice brass touches thruout. Recommended highly for juke boxes. (Are, BMI)
Cuban Twilight...68
Another colorfully arranged big band instrumental, but with Latin sounds and beat. Smart coupling from juke box point of view. (Constellation, BMI)

ART SMITH
There's a Shadow on the Moon...69
KEY 516—Art Smith's vocal to this tango has a simple, effective quality. The backing has plenty of lush strings and schmaltz. (Round Table, ASCAP)
Summer Souvenirs...65
A schmaltzy ballad, with adequate delivery. (Bregman, Vocco & Conn, ASCAP)

JON HENDRICKS
Crazy, Crazy, Crazy 'Boutcha, Baby...68
PLEASURE 1001—Fast beat treatment with no great distinction. Will spark only moderate interest sales-wise. (Trinity, BMI)
You, Baby...67
Similar tempo with singer getting about the same results. Superficial stuff on both sides.

THE FOUR NUGGETS
Shortcut to a Heartache...68
SONGBIRD 308—Orkster Buddy Bregman also is one of the clefters on this side. Group belts the catchy ditty in a two-tempo styling reminiscent of vaude days. (Empress, ASCAP)
No Time for Lovin'...66
Bright, breezy group effort of no special consequence. (Songbird, BMI)

THE NOMADS
Cocktail Tango...66
BALBOA 003—Larry Bodas and group do a good job with a pretty tune by Larry Fortine. It's not a tango, but it has some tropical appeal. Some jocks will like. (True-Blue, ASCAP)
The Girl With the Purple Feet...65
Gal was dancing on grapes to a tarantella rhythm. Larry Bodas has the solo warble, with group. A light,

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	2	—	—
ACE	1	—	—
ALADDIN	—	—	1
ARGO	1	—	1
BAKERSFIELD	—	1	—
BALBOA	1	—	—
BALLY	1	—	—
BATON	—	—	1
BIG-TIME	1	—	—
CHESS	—	—	1
CO-ED	1	—	—
COLUMBIA	—	2	—
DECCA	7	2	—
DOT	2	—	—
ECHOIC	—	—	1
EMBER	—	—	1
EPIC	1	—	—
ERA	1	—	—
FRATERNITY	1	—	—
GLORY	—	—	1
GROOVE	—	—	2
HERALD	—	—	1
IMPERIAL	—	—	1
KEY	1	—	—
KING	2	—	3
LIBERTY BELL	—	1	1
LIDO	1	—	—
LONDON	2	—	—
MERCURY	1	—	—
METEOR	—	—	1
M-G-M	3	3	—
OKEH	—	—	2
PANART	1	—	—
PERFECT	—	1	—
PLEASURE	1	—	—
RRC	1	—	—
SAVOY	—	—	1
SONGBIRD	1	—	—
VERVE	2	—	—
VICTOR	7	2	—
VIK	1	—	—
VITA	—	—	1
TOTAL	44	12	20

pleasant-enough entry. (True-Blue, ASCAP)

BOB ANDERSON
I Have But One Heart...63
BALLY 1019—Sincere vocal treatment of a dramatic ballad. (Barton, ASCAP)
Sentimental Journey...61
Okay vocal stint on the Les Brown oldie. (E. H. Morris, ASCAP)

GORDON GREEN
Young Guns...62
RRC 104—With simple guitar and bass backing, the new bari belts out a title song from a forthcoming

Western, Pleasant, but commercial chances appear slim. (Bedack, ASCAP)
There Was a Love...61
The same for this narrative song. (Bedack, ASCAP)

DAVE JAY
Me for President...50
BIG-TIME 100—A crude take-off on the "Flying Saucer" gimmick, the interpolations here being in a political speech. A poor production.
These Foolish Things...20
A parody of Al Jolson recorded under water. A very dreary listening experience.

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This Week's C&W Best Buys

I'VE GOT A NEW HEARTACHE (Cedarwood, BMI)
WASTED WORDS (Acuff-Rose, BMI)—Ray Price—Columbia 21562—
 "Crazy Arms" was one of the big disks of the year, and it would seem hard to duplicate its success. However, Price is doing it. Sales reports from Nashville, Richmond, Durham, Birmingham and Dallas are strongly enthusiastic. Several important Northern markets, including Chicago, are also doing well with it. "Heartache" is the favorite side, but this is a two-sided hit and could possibly turn over. A previous Billboard "Spotlight" pick.

BLUE JEAN BOP (Ardmore, ASCAP)—Gene Vincent—Capitol 3553—
 See this week's Pop Best Buys.

Review Spotlight on . . . C&W RECORDS

WILBURN BROTHERS
Go Away With Me (Lowery, BMI)
Great Big Love (Gil, BMI)—Decca 30087—With each release, the Wilburns loom as an ever more powerful act in the country field, and the two fine sides they have here could put them over the top. "Go Away With Me" is an appealing ballad, very persuasively handled; "Great Big Love" is a bouncy rhythm item that could easily catch on.

PORTER WAGONER
Seeing Her Only Reminded Me of You (Earl Barton, BMI)—RCA Victor 6697—Wagoner makes a solid impression with this moving ballad, a tune that grows on the listener with repetition. His big, free vocal style is perfect for this material. The flip is "A Good Time Was Had By All" (Earl Barton, BMI), an up-tempo hoe-down swinger.

JOHNNY BOND
Lonesome Train (Red River, BMI)—Columbia 21565—This is a superior and rather unusual piece of material in a semi-sacred dress. It's about the train to "the other side of the line." Bond, with the help of a classy backing, gives it a payoff reading. Flip is "Laughing Back the Heartaches" (Red River, BMI), a broken-hearted tear-jerker of above-average merit.

Reviews of New C&W Records

WERLY FAIRBURN
I'm a Fool About Your Love . . . 82
SAVOY 1503—Fairburn, in his first outing on the label, turns rockabilly to powerful effect. Great, romping honky-tonk beat gives both sides strong juke box potential. Action possible in both pop and country markets. (Malloy, BMI)
All the Time . . . 81
 Similar tempo, conception and potential on this side. (Crossroads, BMI)

SID KING AND THE FIVE STRINGS
Gonna Shake This Shack Tonight . . . 79
COLUMBIA 21564—More than anything, this resembles a country "Shake, Rattle and Roll," with an Elvis Presley imitator swinging on the vocal. King is very much in the better rockabilly groove, and both pop and c.&w. customers will prove susceptible. (Golden West, BMI)
Good Rockin' Baby . . . 76
 Another solid rhythm side, with King

making like Elvis Presley with the pipes. Not only King's vocal, but the "back shack" instrumental sound are potent commercial factors. (Golden West, BMI)

ROY DUKE
It's Been the Talk All Over Town . . . 78
DECCA 30095—A bouncy weeper that has an awfully pretty melody and a telling set of lyrics. Duke has a bit of the voice quality and style of Ernest Tubb. Makes a strong impression. (Trail's End, BMI)
Honky Tonk Queen . . . 74
 The femme fatale of the country idiom is pictured in all her dangerous glamor here, and the singer falls for it like a ton of bricks. Good material, well presented. (Old Charter, BMI)

BUD DECKELMAN
I Love You So . . . 77
M-G-M 12356—The cat sings a powerful story of true love which triumphs over idle gossip. Disk has a good, weepy sound, and authentic flavor. (Acuff-Rose, BMI)
It's Great to Be Living . . . 74
 An up-tempo side with touches of ranchero construction. Deckelman sings it very well; but side does not have the impact of the flip. (Acuff-Rose, BMI)

PAUL DAVIS
I Must Turn My Face to the Wall . . . 75
M-G-M 12357—A strong weeper with some good lines in the lyric. Paul Davis sings it with an emotion-packed vocal. Will get good play. (Acuff-Rose, BMI)
Big Money . . . 74
 A rhythm side. Beat of bass gives it a driving force. Lyric tells a good story, which Davis puts over effectively. (Acuff-Rose, BMI)

DAVID HOUSTON
Blue Prelude . . . 70
VICTOR 6696—Singer chants pleasantly on the standard ballad-type blues theme, but without particular depth or imagination. Sale reaction looks moderate. (World, ASCAP)
I'm Always
Have It on My Mind . . . 69
 About same grade as flip on appeal. (Cedarwood, BMI)

MIKE SHAW
Long Gone Baby . . . 68
PERFECT 114—Shaw warbles in acceptable rock-a-billy style on a hard-driving blues with a strong beat. (Atrac, BMI)
Frankie and Johnny . . . 65
 More rock-a-billy-type vocalizing on the oldie. (PD)

COOKIE COOK
Jenious Heart, Worried Mind . . . 67
LIBERTY BELL 9009—Routines country weeper gets an adequate performance. (Renda, BMI)
You're the Only One for Me . . . 65
 This ballad gets a fair vocal; but the side lacks distinction. (Renda, BMI)

CARSON ROBISON
I'm Goin' Back
Whur I Come From . . . 66
M-G-M 12355—Robison's version of

C&W Territorial Best Sellers

For survey week ending October 17
 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. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Love Me Tender, E. Presley, Vic.
6. I'm a One-Woman Man, J. Horton, Col.

Charlotte

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Conscience, I'm GUILTY, H. Snow, Vic.
5. Love Me Tender, E. Presley, Vic.
6. Hound Dog, E. Presley, Vic.
7. I Walk the Line, J. Cash, Sun
8. It Makes No Difference Now, H. Thompson, Cap.
9. Wicked Lies, C. Smith, Col.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. I'm a One-Woman Man, J. Horton, Col.
5. Hound Dog, E. Presley, Vic.
6. I Walk the Line, J. Cash, Sun
7. Love Me Tender, E. Presley, Vic.

Houston

1. I Walk the Line, J. Cash, Sun
2. Just One More, G. Jones, Sdy.
3. Poor Man's Riches, B. Barnes, Sdy.
4. Before I Met You, C. Smith, Col.
5. Love Me Tender, E. Presley, Vic.
6. Crazy Arms, R. Price, Col.
7. Singing the Blues, M. Robbins, Col.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. I Walk the Line, J. Cash, Sun
3. Crazy Arms, R. Price, Col.
4. Love Me Tender, E. Presley, Vic.
5. Diddle Fried, C. Perkins, Sun
6. Don't Be Cruel, E. Presley, Vic.
7. I'm Really Glad You Hurt Me, W. Pierce, Dec.
8. Just One More, G. Jones, Sdy.

Nashville

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. You're Running Wild, Louvin Brothers, Cap.
4. Love Me Tender, E. Presley, Vic.
5. According to Your Heart, J. Reeves, Vic.
6. Conscience, I'm GUILTY, H. Snow, Vic.
7. I'm a One-Woman Man, J. Horton, Col.

New Orleans

1. Singing the Blues, M. Robbins, Col.
2. Hound Dog, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Searching, K. Wells, Col.
5. Crazy Arms, R. Price, Col.
6. I Walk the Line, J. Cash, Sun
7. Be-Bop-a-Lula, G. Vincent, Cap.

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Singing the Blues, M. Robbins, Col.
5. Hound Dog, E. Presley, Vic.
6. Love Me Tender, E. Presley, Vic.
7. You're Running Wild, Louvin Brothers, Cap.

St. Louis

1. Don't Be Cruel, E. Presley, Vic.
2. Love Me Tender, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Singing the Blues, M. Robbins, Col.
5. Crazy Arms, R. Price, Col.

this standard folk material has a few broad comic touches, but does not swing much weight, from a commercial point of view. (Miller, ASCAP)
Will Someone Please
Tell Me Who to Vote For? . . . 64
 Between now and November 6, a lot of deejays will find this apt programming material. Mildly amusing. (Old Homestead, ASCAP)

BILL WOODS AND PHIL BAUGH
Swanes River . . . 63
BAKERSFIELD 500—This is a country instrumental of the Stephen Foster classic, which might rate juke spins in some areas. (Bakersfield, BMI)
Wildwood Special . . . 64
 The "Special" means it's a train, and the disk has sound effects to prove it. Instrumentalists play a very so-so melody in train rhythm. Not much here. (Bakersfield, BMI)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Snow, Ferlin Husky and Cowboy Copas start a 17-day Western tour November 14, with the promotion being handled by Dick Blake and Deane Brown, who have promoted in the Indianapolis area for several years. Route begins at Vancouver, B. C., November 14 and follows with Victoria, B. C., 15; Seattle, Wash., 16; Tacoma, Wash., 17; Portland, Ore., 18; Roseburg, Ore., 19; Klamath Falls, Ore., 20; Redding, Calif., 21; Sacramento, Calif., 22; Stockton, Calif., 23; San Jose, Calif., 27; Tucson, Ariz., 28; El Paso, Tex., 29, and Lubbock, Tex., 30. Blake recently concluded the season at his Plantation Park, Indianapolis, with Ernest Tubb, and is revamping the funspot for an early spring opening.

The report that Johnny Horton is joining "Grand Ole Opry" as a regular November 10 has been a bit premature. The "Opry" contacted Johnny some time ago, but no contract was consummated. Negotiations have been postponed for the time being, due to an already capacity talent load on "Opry." . . . Marty Robbins' "Singing the Blues" is reported by Bob Burrell, Columbia's c.&w. promotion chief, as the fastest breaking tune Marty has had in his career with Columbia. "Furthermore," continues Bob, "one week's sales, ended September 28, was the largest since I've been with Columbia."

Johnny T. from Tennessee guests on WSM's "Friday Night Frolic" in Nashville this weekend and Saturday (27), makes an appearance on "Grand Ole Opry." His stay in Nashville also will include a shot on Grant Turner's "Mr. Deejay, U. S. A.," a session for Mercury Records, and an appearance on Ernest Tubb's Tubb's "Record Shop," following the "Grand Ole Opry" show. . . . Texas Bill Strength's newest Capitol disk is "Northwind" b/w "But Do You Think I'm Happy?," the latter written by Justin Tubb. . . . Roy Acuff, Johnny and Jack and Kitty Wells play Raleigh, N. C., Wednesday (24); Wilson, N. C., Thursday (25); Kinston, N. C., Friday (26), and Henderson, Ky., Saturday (27).

Carl Perkins is set for a string of bookings in the Toronto area beginning Sunday (28). . . . Roy Orbison and the Teen Kings, current this week in West Texas and New Mexico, have a new release on the Sun label titled "Rock House." . . . The Jordanaires set for a return engagement on the Ed Sullivan TV Sunday (28). . . . Eddie Hill, Anny Inman, Don Slayman, Odie and Jodie and June Carter returned to Nashville last week from New York, where they worked on an Elia Kazan production entitled "Face in the Crowd," slated for early release. "Grand Ole Opry" comic, Rod Brasfield, is sojourning in the Big City for several weeks.

The Armory, Akron, stages its second c.&w. show of the new season Sunday (28), with Wilma Lee and Stony Cooper, Dusty Owens, Rusty and Doug and others of "World's Original Jamboree," of WWVA, Wheeling, W. Va., showing their wares. Armory's first show of the season two weeks ago attracted 5,000 patrons in three performances. . . . The Wilburn Brothers' newest on the Decca label is "Go Away With Me" b/w "Great Big Love." . . . Suzi

Arden, of the Arden Sisters, is in St. Johns Hospital, Springfield, Mo., following major operation on her back. . . . "Ozark Jubilee's" Pete Stampfer and Bobby Lord are the writers of "Seeing Her Only Reminded Me of You," which Porter Wagoner and his trio have just cut for RCA Victor.

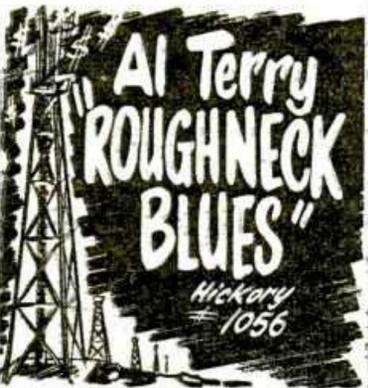
Lefty Frizzell, following a successful trek thru the Pacific Northwest for Americana Corporation, Hollywood, is working his way eastward toward the deejay convention in Nashville November 9-10. Following Nashville, Lefty works a date in Minneapolis, winding up his tour in Detroit November 17. From the Motor City he returns to "Town Hall Party" in Compton, Calif. . . . Johnny Cash and Faron Young are set for Baton Rouge, La., October 25; New Orleans, 26, and Biloxi, Miss., 28.

Jimmy and Johnny will guestar with "Peach State Jamboree," Swainsboro, Ga., Saturday (27), with Jimmy Walker occupying that slot November 3. . . . Jim Wilson, who these days is splitting his time between "Ozark Jubilee," Springfield, Mo., and "Old Dominion Barn Dance," Richmond, Va., Monday (28), began a string of Canadian dates arranged by Lonnie Barron, of WDOG, Marine City, Mich. . . . Andy Doll's Ridge Riders have just completed a session for Starday, cutting two of Andy's originals, "Goodbye, Mary Ann," and "Honey Dew." Doll and his lads were recently voted the No. 4 Western dance band in a poll conducted by the National Ballroom Operators' Association.

Jack Turner, who still has his "Alabama Jubilee" and "Jack Turner Show" on WSFA-TV, Montgomery, Ala., has "My Foolish Frude" and "Lookin' for Love" coming up for early release on the Hickory label. Jack had as recent guests on his show Eddie Dean, of Sand Records; Fred Wamble, of M-G-M; Happy Wainwright, of X label, and the Circle 4 Wranglers, headed by Harry Blevins. . . . Farin West has his initial release, "Your Heart Cries Alone," b/w "For a Little Thing Like That," coming up soon on Persona Records.

Roy (Scrubboard) Wallace, formerly with John Lair's "Renfro Valley Folk," has given up his Johnny J. Motel & Hotel, Bamberg, S. C., to return to the road. He'll begin on a string of school-assembly dates in Florida after a brief vacation with friends in Indiana. . . . Paul Davis, in his third release for M-G-M, gives out with an original titled "Big Money," which is backed with "I Must Turn My Face to the Wall." . . . "Grand Ole Opry's" Odie and Jody wind up the month as follows: Belleville, Ill., October 24; Salina, Kan., 25; Grandview, Mo., 26, and Lincoln, Neb., October 30-31. They play Omaha November 1-3.

Laurel and Miles, of "WRAC Jamboree," Racine, Wis., have "The Girl Who Sat in My Row," b/w "That's How Much You Mean to Me," slated for early release on the Maestro label. Backing them on the platter are the Silver Spurs, also featured on the "Jamboree" show. Others in the "Jamboree" line-up include the Beasley Sisters, Jim Ricchio, Ray Hanson and Jake Erdman, emcee. . . . Billy and Phyllis Holmes, until recently with WLW's "Midwestern Hayride," (Continued on page 70)



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C&W Best Sellers in Stores

For survey week ending October 17

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

This Week	Weeks on Chart	Last Week	Chart
1. DON'T BE CRUEL (BMI)—E. Presley	1	13	
HOUND DOG (BMI)—Vic 20-6604			
2. CRAZY ARMS (BMI)—R. Price	2	21	
You Done Me Wrong (BMI)—Col 21510			
3. I WALK THE LINE (BMI)—I. Cash	3	21	
Get Rhythm (BMI)—Sun 241			
4. SINGING THE BLUES (BMI)—M. Robbins	4	6	
I Can't Quit (BMI)—Col 21545			
5. SEARCHING (BMI)—K. Wells	5	17	
I'd Rather Stay Home (BMI)—Dec 29956			
6. LOVE ME TENDER (BMI)—E. Presley	9	2	
Anyway You Want Me (ASCAP)—Vic 20-6643			
7. SWEET DREAMS (BMI)—F. Young	6	19	
Until I Met You (BMI)—Cap 3443			
8. CONSCIENCE, I'M GUILTY (BMI)—H. Snow	8	13	
Hula Rock (BMI)—Vic 20-6578			
9. YOU ARE THE ONE (BMI)—C. Smith	7	14	
Doorstep to Heaven (BMI)—Col 21522			
10. YOU'RE RUNNING WILD (BMI)— Louvin Brothers	—	2	
CASH ON THE BARREL HEAD (BMI)— Cap 3532			
11. WICKED LIES (BMI)—C. Smith	11	2	
Before I Met You (BMI)—Col 21552			
11. I'M A ONE-WOMAN MAN (BMI)—J. Horton	15	7	
I Don't Like I Did (BMI)—Col 21538			
13. I TAKE THE CHANCE (BMI)— J. E. & M. Brown	14	21	
Goo Goo Dada (BMI)—Vic 20-6480			
14. BE-BOP-A-LULA (BMI)—G. Vincent	13	17	
Woman Love (BMI)—Cap 3450			
15. TEEN-AGE BOOGIE (BMI)—W. Pierce	10	3	
I'M REALLY GLAD YOU HURT ME (BMI)— Dec 30045			

Most Played C&W in Juke Boxes

For survey week ending October 17

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

This Week	Weeks on Chart	Last Week	Chart
1. DON'T BE CRUEL (BMI)—E. Presley	1	11	
HOUND DOG (BMI)—Vic 20-6604			
2. I WALK THE LINE (BMI)—J. Cash	3	19	
Get Rhythm (BMI)—Sun 241			
3. CRAZY ARMS (BMI)—R. Price	2	18	
You Done Me Wrong (BMI)—Col 21510			
4. SINGING THE BLUES (BMI)—M. Robbins	6	4	
I Can't Quit (BMI)—Col 21545			
5. SWEET DREAMS (BMI)—F. Young	4	14	
Until I Met You (BMI)—Cap 3443			
6. SEARCHING (BMI)—K. Wells	5	16	
I'd Rather Stay Home (BMI)—Dec 29956			
7. BEFORE I MET YOU (BMI)—C. Smith	9	3	
WICKED LIES (BMI)—Col 21552			
8. JUST ONE MORE (BMI)—C. Jones	7	2	
Gonna Come Get You (BMI)—Starday 264			
8. YOU ARE THE ONE (BMI)—C. Smith	10	7	
Doorstep to Heaven (BMI)—Col 21522			
10. POOR MAN'S RICHES (BMI)—B. Barnes	9	5	
Those Who Know (BMI)—Starday 262			

Most Played C&W by Jockeys

For survey week ending October 17

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

This Week	Weeks on Chart	Last Week	Chart
1. I WALK THE LINE—J. Cash	2	21	
Sun 241—BMI			
2. CRAZY ARMS—R. Price	1	23	
Col 21510—BMI			
3. SINGING THE BLUES—M. Robbins	3	6	
Col 21545—BMI			
4. DON'T BE CRUEL—E. Presley	4	11	
Vic 20-6604—BMI			
5. SEARCHING—K. Wells	7	16	
Dec 29956—BMI			
6. SWEET DREAMS—F. Young	6	18	
Cap 3443—BMI			
7. ACCORDING TO MY HEART—J. Reeves	5	5	
Vic 20-6620—BMI			
8. YOU ARE THE ONE—C. Smith	8	17	
Col 21522—BMI			
9. I'M A ONE-WOMAN MAN—J. Horton	14	8	
Col 21538—BMI			
10. CONSCIENCE, I'M GUILTY—H. Snow	—	8	
Vic 20-6578—BMI			
11. HOUND DOG—E. Presley	11	11	
Vic 20-6604—BMI			
12. JUST AS LONG AS I'M WITH YOU— J. E. & M. Brown	—	1	
Vic 20-6631—BMI			
13. I CAN'T QUIT—M. Robbins	9	3	
Col 21545—BMI			
14. MY LIPS ARE SEALED—J. Reeves	—	13	
Vic 20-6517—BMI			
14. POOR MAN'S RICHES—B. Barnes	—	1	
Starday 262—BMI			

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• This Week's R&B Best Buys

KEEP IT TO YOURSELF (Arc, BMI) — Sonny Boy Williamson—Checker 847—Southern territories have been doing good business with this record almost from time of delivery. Atlanta and St. Louis now report it on their territorial best seller lists. Durham, Nashville and New Orleans also are moving it in quantity. This week it began to move in New York, Baltimore and Chicago, and indications are that it will make the national charts. Flip is "The Key" (Arc, BMI).

• Review Spotlight on . . .

R&B RECORDS

SHIRLEY AND LEE

I Feel Good (Aladdin, BMI)—Aladdin 3338—After the smashing success of "Let the Good Times Roll" in both the pop and r.&b markets, Shirley and Lee can count on a receptive audience to its follow-up. This happens to be another strong piece of material very much in the extrovert vein of its predecessor, with all of its potential for another big hit. The flip is "Now That It's Over" (Aladdin, BMI), which is handled in the style of their series covering courtship and marriage of a few years ago.

THE FIVE SATINS

Wonderful Girl (Angel, BMI)—Ember 1008—This group came out of nowhere to score with "In the Still of the Night." The "sound" and smart pacing here proves that this was no flash-in-the-pan success. This relaxed ballad has the same elements of performance and production to bring the house down again. The flip is "Weeping Willow" (Angel, BMI), a tearful ballad, presented with telling emotional impact.

R&B DISK JOCKEY PROGRAMMING

EARL BOSTIC

Harlem Nocturne (Shapiro-Bernstein, ASCAP)—King 4978—Many a disk jockey, on hearing Bostic's hauntingly beautiful alto solo on this beloved standard, is going to wish he could use it for his theme song. It will certainly get many a play, particularly by late evening programs. The flip is another standard "I Hear a Rhapsody" (BMI), set to a vigorous, stomping beat.

BUBBER JOHNSON

Confidential (Prestige, BMI)
Let's Take a Walk (Southern, ASCAP)—King 4988—Johnson's styling of "Confidential" is a smooth, pop-ish job of A-1 quality. On this and on the flip his intimate, silky tones (a la Nat Cole) make a strong impression. Johnson is a favorite of many pop deejays; this ought to extend his circle of admirers.

CHARLES BROWN

Confidential (Prestige, BMI)
Trouble Blues (Aladdin, BMI)—Aladdin 3342—Brown takes the same tune discussed above, and gives it a delightful blues orientation. Brown is one of the too-much-neglected talents of the day. What it is that makes for a truly outstanding blues singer can be heard and appreciated in "Trouble Blues," as tasteful and deeply felt a slice of the idiom as has been around in many a moon.

• R&B Territorial Best Sellers

For survey week ending October 17

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Honky Tonk, B. Doggett, Kng.
 2. Blueberry Hill, F. Domino, Imp.
 3. Lonely Avenue, R. Charles, Atl.
 4. I Can't Quit You Now, O. Rush, Cba.
 5. Let the Good Times Roll Shirley & Lee, Ala.
 6. In the Still of the Night, Satins, Emb.
 7. Keep It to Yourself S. B. Williamson, Che.
 8. Out of Sight, Out of Mind Five Keys, Cap.
 9. You'll Never, Never Know Platters, Mer.
 10. Too Much Monkey Business C. Berry, Chs.
- Charlotte**
1. Honky Tonk, B. Doggett, Kng.
 2. Still, L. Baker, Atl.
 3. Brown-Eyed, Handsome Man C. Berry, Chs.
 4. Blueberry Hill, F. Domino, Imp.
 5. Don't Be Cruel, E. Presley, Vic.
 6. In the Still of the Night, Satins, Emb.
 7. Too Much Monkey Business C. Berry, Chs.
 8. Honey Chile, F. Domino, Imp.
 9. I Can't Love You Enough L. Baker, Atl.
 10. Love Me Tender, E. Presley, Vic.
- Chicago**
1. Honky Tonk, B. Doggett, Kng.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Love Me Tender, E. Presley, Vic.
 4. Hound Dog, E. Presley, Vic.
 5. Let the Good Times Roll Shirley & Lee, Ala.
 6. Sweet Little Angel, B. B. King, RPM
- Cincinnati**
1. Honky Tonk, B. Doggett, Kng.
 2. A B C's of Love, Teen-Agers, Gee
 3. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
 4. Let the Good Times Roll Shirley & Lee, Ala.

- Detroit**
1. Let the Good Times Roll Shirley & Lee, Ala.
 2. Honky Tonk, B. Doggett, Kng.
 3. I Can't Quit You Now, O. Rush, Cba.
 4. Lonely Avenue, R. Charles, Atl.
 5. Soft Winds, D. Washington, Mer.
 6. Don't Be Cruel, E. Presley, Vic.
 7. Don't Go No Further, M. Waters, Chs.
- Los Angeles**
1. Honky Tonk, B. Doggett, Kng.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Blueberry Hill, F. Domino, Imp.
 4. Bad Luck, B. B. King, RPM
 5. Hound Dog, E. Presley, Vic.
 6. My Prayer, Platters, Mer.
 7. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
 8. Rip It Up, Little Richard, Spe.
 9. Closer You Are, Channels, Wdk.
- New Orleans**
1. Blueberry Hill, F. Domino, Imp.
 2. Honky Tonk, B. Doggett, Kng.
 3. Lonely Avenue, R. Charles, Atl.
 4. In the Still of the Night Satins, Emb.
 5. Don't Be Cruel, E. Presley, Vic.
 6. Green Door, J. Lowe, Dot
 7. Just a Feeling, Little Walter, Chs.
 8. You'll Never, Never Know Platters, Mer.
- New York**
1. Honky Tonk, B. Doggett, Kng.
 2. Blueberry Hill, F. Domino, Imp.
 3. Hound Dog, E. Presley, Vic.
 4. A B C's of Love, Teen-Agers, Gee
 5. You'll Never, Never Know, Platters, Mer.
- Philadelphia**
1. Honky Tonk, B. Doggett, Kng.
 2. Fever, L. W. John, Kng.
 3. Oh! What a Nite, Deis, VJ
 4. No Man Walks Alone, S. Burke, Apo.
 5. Blueberry Hill, F. Domino, Imp.
- St. Louis**
1. Honky Tonk, B. Doggett, Kng.
 2. Blueberry Hill, F. Domino, Imp.
 3. Please, Please, Please, J. Brown, Fed.
 4. Bad Luck, B. B. King, RPM
 5. I Asked for Water, H. Wolf, Chs.
 6. Keep It to Yourself S. B. Williamson, Che.
 7. She's Got It, Little Richard, Soe.

• Reviews of New R&B Records

FAYE ADAMS
The Hammer (Keeps a Knockin') 81
HERALD 489—The dynamics really register on this sensuously paced tune. Material is interesting and the gal makes it come alive. Worthy of spins. (Ajax, ASCAP)

Any Time, Any Place, Anywhere 78
The chick belts this slow ballad of self-sacrifice in wailingly sincere style. Flip side commands more immediate attention, however. (Progressive, BMI)

JACK DUPREE
When I Got Married 80
GROOVE 0171—Singer is back on monolog kick to rhythm backing. Can sell as novelty item in the field and jocks may find it useful for a somewhat amusing change of pace. It's Dupree's first on Groove. (A.D.T. BMI)

Lonely Road Blues 75
Similar treatment as on flip, with singer discussing his wedding day with Mr. Bear. Not as amusing material-wise, but otherwise same comment. (Monument, BMI)

CLARENCE HENRY
Ain't Got No Home 78
ARGO 5259—Henry says that he "can sing like a girl and sing like a frog." And he proves it. His odd collection of vocal sounds make for what could be a "dangerous" record. Certainly an unusual novelty that deejays will respond to. (Arc, BMI)

Troubles, Troubles 73
His wife, landlord, income tax collector and others are making life pretty thorny for the singer. This up-tempo plaint is handled competently by the singer, but as material it is lightweight. (Arc, BMI)

STOMP GORDON ORK
Oh Tell Me Why 77
SAVOY 1504—This is a screamer, with the vocal done with a catch in the throat and a tear in the eye—and plenty of decibel quotient. (Savoy, BMI)

Ride, Superman, Ride 74
A driving blues novelty, with a lyric oriented to the air and space age. The vocal is shouted to great effect. (Savoy, BMI)

THE FOUR FELLOWS
You Don't Know Me 76
GLORY 248—The Eddy Arnold-Cindy Walker tune has been around for a long time, doing nicely in both pop and country versions. Coming this late, it may be hard to get maximum exposure. (Hill & Range, BMI)

You Sweet Girl 72
Brisk, clipped rock opus is sung in competent enough style. The boys have had more to work with on other occasions. (Ben-Ghazi, BMI)

ANGEL FACE
I'm Gonna Stay in Love 76
OKEH 7071—The gal gives her all to this job, which is a lot. It's a ballad of fidelity, and churchly pianoing gives it all a holy and sincere aspect. Strong performance. (Shalimar, BMI)

I Can't Look Back 71
The thrush pounds this ballad out with a high decibel count. Shouting style registers okay, but the flip is superior. (Shalimar, BMI)

THE TADS
The Pink Panther 75
LIBERTY BELL 9010 — Effective reading by the Tads on an amusing novelty with clever lyrics. (Debra, BMI)

Your Reason 73
The Tads sing out with emotional impact on a moving ballad. (Renda, BMI)

CHUCK WILLIS
Charged With Cheating 75
OKEH 7070—This idea is full of the court and jury angle. "Don't sentence My Heart," he bleats. Okay on delivery but the sentiment isn't new. From the label's can. (Rush, BMI)

Two Spoons of Tears 73
Willis grinds out this slow blues job in a weepy "deep-hurt" style. A nice rendition; fans may flip. (Rush, BMI)

JESSE TAYLOR
Town Special 74
ECHOIC 7031—Here's a swinging instrumental job with spotlight on the tenor sax and vibes. Generates plenty of steam and builds to a great Hampton-like finish. Solid programming item. (B&B, BMI)

Are You an Angel in Disguise? 70
Taylor puts out an effective performance on this slow ballad but the flip carries most excitement. (B&B, BMI)

ANNIE ALFORD
It's Heavenly 73
GROOVE 0172 — New chick gives

promising account of herself on slow beat to good ork backing. Quality can easily draw some counter interest on all counts. (A.D.T., BMI)

Give Up and Tell 72
Singer is on same beat for similar results, both vocally and ork-wise. There is talent here that can easily develop. (A.D.T., BMI)

WALTER MILLER
Standing on the Highway 72
METEOR 5037 — A thumping medium-tempo blues whose beat stands out—even if the material does not. Miller has a fairly good blues vocal style and breathes a little life into an unpromising lyric. (Meteor, BMI)

My Last Mile 69
Another blues, but taken at a slow gait. Minus the strong, pulsating beat of the flip, it makes only a fair impression. (Meteor, BMI)

BOB WINN
How It Hurts Me 68
IMPERIAL 5410—Questionable sales potential in this slow rhythm. Singer gets fair projection but over-all result is just run-of-the-mill. (Saunders, ASCAP)

Gold' Home 67
Same style of projection as the flip, on about the same beat, and for about equal result.

• Reviews of New Polka Records

GENE WISNIEWSKI ORK
JACK POT POLKA 80
DANA 3231—The ear-tickling gimmick on this side is a brilliant trumpet solo that will make more than the usual impression on Wisniewski's following. Solid sales in the polka belt.

Footloose Oberek 77
A lively, brassy number that bounces impudently along. Will be much appreciated by polka fans.

EDDIE ZIMA ORK
Bride Dance Polka 79
DANA 3236 — Something fast and festive for the traditional wedding polka. An irresistible toe-tapper.

Mack and Katy Oberek 79
An equally effective instrumental. Zima adds little touches of satirical sound that will draw yocks. Two first-rate sides for the oompah areas.

• Other Records Released This Week

Popular

Every Night I Keep Dreaming; Oh, Darling —Vincent Vallis, Ace 102

Lelana; Ho-Ku Lani—Splash Lyons and His Hawaiians, Decca 20009

Mountain Greenery; I've Got Five Dollars —Bing Crosby, Verve 2025

Can't We Be Friends?; Stars Fell on Alabama—Ella Fitzgerald and Louis Armstrong, Verve 2023

Rhythm & Blues

Paul Bunyan Love; Wigwam Wigwop—Smiley Monroe, Vita 131

Lewis to Sing It Straight

NEW YORK — Comic Jerry Lewis has been signed to an exclusive Decca disk pact. Lewis, who recently split with his partner Dean Martin, will sing it straight on the diskings dates leaving the comedy routines for pix and night club floors. Decca is mapping an extensive promotion campaign behind the performer's wax efforts. First disk, released this week, couples "Come Rain or Come Shine," with the Jolson favorite "Rock-a-Bye Your Baby."

Manne Inks 3-Year Contemporary Pact

HOLLYWOOD — Drummer Shelly Manne renewed his contract with indie Contemporary Records here last week, inking a new three-year deal with the jazz diskery. Pact is Manne's third contract with the firm, and also calls for his services as an artist and repertoire man. Manne recently etched a jazz version of selections from "My Fair Lady," and will have two more LP's issued before year's end.

R&B Best Sellers in Stores

For survey week ending October 17

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
1. DON'T BE CRUEL (BMI)—E. Presley	2	11
HOUND DOG (BMI)—Vic 20-6604		
2. BLUEBERRY HILL (ASCAP)—F. Domino	3	3
Honey Chile (BMI)—Imperial 5407		
3. HONKY TONK (Parts I & II)—B. Doggett	1	11
King 4950—BMI		
4. LET THE GOOD TIMES ROLL (BMI)		
Shirley & Lee	4	13
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
5. IN THE STILL OF THE NIGHT (BMI)—Satin	5	9
Jones Girl (BMI)—Ember 10005		
6. LOVE ME TENDER (BMI)—E. Presley	8	2
Any Way You Want Me (BMI)—Vic 20-6643		
7. STILL (BMI)—L. Baker	7	4
I CAN'T LOVE YOU ENOUGH (BMI)—Atlantic 1104		
8. LONELY AVENUE (BMI)—R. Charles	11	2
Leave My Woman Alone (BMI)—Atlantic 1108		
9. MY PRAYER (ASCAP)—Platters	6	16
Heaven on Earth (ASCAP)—Mercury 70893		
9. GREEN DOOR (BMI)—J. Lowe	—	1
The Little Man in Chinatown (BMI)—Dot 15486		
9. TOO MUCH MONKEY BUSINESS (BMI)—C. Berry	—	1
Brown-Eyed, Handsome Man (BMI)—Chess 1635		
12. I CAN'T QUIT YOU NOW (BMI)—O. Rush	9	3
Sit Down Baby (BMI)—Cobra 5000		
13. CANADIAN SUNSET (BMI)—E. Heywood-H. Winterhalter	10	6
This Is Real (ASCAP)—Vic 20-6537		
14. BAD LUCK (BMI)—B. B. King	13	14
Sweet Little Angel (BMI)—RPM 468		
15. YOU'LL NEVER, NEVER KNOW (BMI)—Platters	—	1
It Isn't Right (BMI)—Mercury 70948		

Most Played R&B in Juke Boxes

For survey week ending October 17

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
1. HOUND DOG (BMI)—E. Presley	4	9
DON'T BE CRUEL (BMI)—Victor 20-6604		
2. BLUEBERRY HILL (ASCAP)—F. Domino	3	3
Honey Chile (BMI)—Imperial 5407		
3. HONKY TONK (Parts I & II)—B. Doggett	1	8
King 4950—BMI		
4. TOO MUCH MONKEY BUSINESS (BMI)—C. Berry	5	4
Brown-Eyed, Handsome Man (BMI)—Chess 1635		
5. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee	2	10
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
6. LONELY AVENUE (BMI)—R. Charles	10	2
Leave My Woman Alone (BMI)—Atlantic 1108		
7. SEE-SAW (BMI)—Moonglows	6	7
When I'm With You (BMI)—Chess 1629		
8. MY PRAYER (ASCAP)—Platters	8	14
Heaven on Earth (ASCAP)—Mercury 70893		
9. KA DING DONG (BMI)—C. Clefs	9	2
Darla, My Darlin' (BMI)—Pilgrim 24971		
10. STILL (BMI)—L. Baker	—	2
I CAN'T LOVE YOU ENOUGH (BMI)—L. Baker—Atlantic 1104		

Most Played R&B by Jockeys

For survey week ending October 17

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
1. HONKY TONK—B. Doggett	1	9
King 4950—BMI		
2. BLUEBERRY HILL—F. Domino	2	4
Imperial 5407—BMI		
3. LET THE GOOD TIMES ROLL—Shirley & Lee	4	14
Aladdin 3325—BMI		
4. DON'T BE CRUEL—E. Presley	3	10
Vic 20-6604—BMI		
5. HOUND DOG—E. Presley	—	11
Vic 20-6604—BMI		
6. IN THE STILL OF THE NIGHT—Satin	10	7
Ember 10005—BMI		
7. STILL—L. Baker	5	3
Atlantic 1104—BMI		
8. LOVE ME TENDER—E. Presley	10	2
Vic 20-6643—BMI		
9. SEE-SAW—Moonglow	—	4
Chess 1629—BMI		
9. HONEY CHILE—Fats Domino	—	1
Imperial 5407—BMI		
11. IT'S TOO LATE—C. Willis	9	14
Atlantic 1098—BMI		
12. WHEN MY DREAMBOAT COMES HOME—F. Domino	—	11
Imperial 5386—ASCAP		
12. OUT OF SIGHT, OUT OF MIND—Five Keys	—	1
Cap 3502—BMI		
12. SHE'S GOT IT—Little Richard	—	1
Specialty 584—BMI		
15. I CAN'T LOVE YOU ENOUGH—L. Baker	7	5
Atlantic 1104—BMI		

Rhythm & Blues Notes

By GARY KRAMER

Harry Belafonte, guesting on Mike Wallace's "Nightbeat" TV show on WABD, New York, made some judicious comments on rock and roll that are worth repeating. "The idiom," he said, "has an importance in American life as early jazz and the Charleston did in my mother's day. It gives youth a much-needed chance to express their feelings. I'd much rather see them in the theater giving vent to their emotions than not have any room for outlet and roaming the streets."

Belafonte's remarks are in keeping with a growing awareness on the part of fair-minded persons in the industry, not directly concerned with rock and roll, that this music is a positive force in the life of the average teen-ager. Paul Whiteman is another personality who has consistently taken a broad view of the rock and roll phenomenon. In many recent interviews, on radio and TV, Whiteman has been queried on his views, and invariably startled jocks and their audiences by giving approval of r.&c. Whiteman emphasizes that he has seen a lot of talent come and go in the decades that he has been in show business, and that leading rock and roll stars are as deserving of their acclaim as were idols of other years.

Little Willie John has a new disk called "Suffering With the Blues." The artist has been doing all right by his ailments. "Fever" and "My Nerves" were earlier installments in the series, and fans will be wondering what will hit him next. . . . King Records, incidentally, has just signed Roy Milton and his band to an exclusive recording pact. Milton had been with Specialty for quite a while. . . . A trio of Duke recording artists—Little Junior Parker, Bobby Blue Bland and Buddy Ace—have been on a tour booked by the Buffalo Agency and doing good business.

At Harlem's Apollo Theater, the world premiere of "Rocking the Blues" took place on October 19. The pic has deejay Hal Jackson in a featured role and spots the Harptones, the Wanderers, the Hurricanes and the Miller Sisters. In the stageshow were the Wheels, Sugar and Spice, and Marie Knight. . . . Al Silver, of Herald Records, encouraged by early sales on Faye Adams' "The Hammer," has taken off on a promotional tour that will take him thru the South and wind up on the West Coast. On Herald's subsidiary label, Ember, "Wonderful Girl," by the Five Satins, is also taking off.

Publisher Goldie Goldmark takes the prize for finding the most unlikely source of r.&b. material yet reported. He says that the background figure in Screamin' Jay Hawkins' on Okeh release, "I Put a Spell on You," is from Haley's opera "La Juive" (written 1835). Who could prove that it isn't? It's doubtful if even Haley could. . . . Around New York, a left-fielder, titled "Blanche," by the Three Friends, on the Lido label, is shaping up as a nice seller. . . . Buck Ram has added to his staff: Mike Kasino, who has acted as agent for the Ben Waller Agency and several other West Coast agencies, will now be operating out of the New York office, with the assistance of Mike Abbott, formerly with the William Morris office and with Shaw Artists.

DON'T BY-PASS THIS BIG SLEEPER!

COBRA 5000 (BMI)
"I CAN'T QUIT YOU, BABY"
b/w "SIT DOWN, BABY"
by O. RUSH



Rhythm & Blues Notes
By GARY KRAMER
When a record like "I Can't Quit You, Baby," by Otis Rush, on the Cobra label breaks nationally, as it did last week, a Cinderella-type folds. A month ago, nine out of ten dealers would have had a hard time identifying either Otis Rush or the Cobra label. Today everybody you can never sell somebody short or afford to underestimate anyone's potential. This week, a Zebra label springs forth, last week Jet, and so on. It pays to keep abreast of them.

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All phones: Nevada 8-2130

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"CLOTHES LINE (Wrap It Up)"

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b/w "YOU MOVE ME"

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DUKE RECORDS

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REAL NEW—REAL BIG!!

Vee-Jay #214

"THE TELEPHONE IS RINGING"

b/w

"A FROSTY NIGHT"

By PEE WEE GRAYTON

Vee-Jay #215

"JUDGMENT DAY"

b/w

"SOMEONE TO LOVE"

By SNOOKY PRYOR

VEE-JAY Records, Inc.

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GOSPEL HIT! I SHALL NOT BE MOVED

SOUL REVIVERS #406

DOOTONE RECORDS

Get your order in—this is a Smash Hit 4 Hot Tunes. Published by La Bina Publishers. Verro Records just recorded, not released.

"RUN, BIG FEET, RUN"

"A Hop, Skip and a Jump"

Words and Music by Cal Palmer. Singing with Buddy Buttler Orchestra.

"DESIROUS"

"Dee's Dots"

Buddy Buttler Orchestra. Music by Hobart Dotson.

VERRO RECORDS

12 W. Garfield Blvd. Chicago 9, Ill. Phone: DRexel 3-8673

Texas State Fair Clings To Slim Lead Over 1955

Pulls 2,075,646 in Twelve Days; Sets New One-Day Record of 325,741

DALLAS—Midway of its second week, the State Fair of Texas clung to a slim lead over last year's record-breaking attendance, having been boosted ahead by a phenomenal big middle weekend.

Attendance thru Wednesday (17) stood at 2,075,646 for the first 12 days of the fair, as compared to 2,056,956, for the first 12 days plus one extra evening last year. The 1955 fair opened on a Friday night, but this year reverted to the usual Saturday morning opening time.

The fair set a new single-day attendance record of 325,741 on its middle Saturday (13), breaking its own record of 323,224 established on the corresponding day of last year. The middle weekend is always the biggest at the Dallas exposition, terrific momentum being generated by the first week. Added to this natural momentum on the Saturday this year was a sellout football crowd of over 75,000 in the Cotton Bowl, where the nation's No. 1 grid team, Oklahoma, walloped Texas 45-0 in their traditional classic.

The day was the very biggest in all departments—from front gate to midway—that the Dallas Fair has ever seen, a 100 per cent turnover in crowds being noted from day to evening.

Friday (12) and Sunday (14) were also very big.

Shows to Use Facilities at Fla. Fronton

DAYTONA BEACH, Fla. — A convertible jai alai fronton, with seating for 3,500 persons, is being erected here and will be offered during the off-season for ice shows, basketball games, conventions and expositions, and other activities.

Vance Schwartz, of Cincinnati, head of Volusia Jai Alai, Inc., said a 90-day summer season is set for 1957. The arena-auditorium type building is in the million-dollar class, it is reported, and the location is on U. S. Highway 92 adjoining the city limits.

A recent Florida Supreme Court decision upheld the validity of the corporation's license to operate jai alai, a souped-up Latin version of handball, utilizing three walls and popular with Florida pari-mutuel players. The license had been contested by several parties.

Kentucky Coliseum Names Promoter

LOUISVILLE—Shows at the State Fairgrounds Coliseum here will be promoted by Williams H. King, it was announced last week by Clyde Reeves, fairgrounds director. He said King has been retained on a flat-fee basis.

King has been producer of the Judy Canova show. He worked on the Gene Autry date at the Coliseum this fall and will handle promotion for Tony Martin, November 3; "Grand Ole Opry," November 18, and Fred Waring, December 3.

Friday was Elementary School Day, and drew 275,666. Over 140,000 free-gate admission tickets were distributed to pupils and teachers of Dallas County schools. Practically all moppets were accompanied by parents.

Sunday, for years the biggest day at the fair until the middle Saturday began to draw better as the result of more added attractions, had a crowd of 280,024 and was a good money day.

Weather Intervenes

Negro Achievement Day, Monday (15), brought on overcast skies and threats of rain. Attendance totaled 165,712. Louis Armstrong and band was booked as special free attraction on the midway stage and drew crowds of several thousand for each of his four shows. Two of the nation's top Negro col-

lege football teams, Prairie View and Tennessee State, vied in the Cotton Bowl at night, with Tennessee winning 45-0, before a somewhat disappointing crowd of 8,000.

The Dallas Young Council of the National Association for Advancement of Colored People, miffed because the summer midway at State Fair Park was run on a segregated basis, threatened to picket the fair on Negro Achievement Day, but pickets failed to materialize. The NAACP was having troubles of its own in the form of a State injunction barring them from doing business in Texas.

Attendance Tuesday (16) was trimmed by rain which fell steadily all morning, only the eighth day in the past ten years on which

(Continued on page 69)

Concello Returns To Ringling Helm; Tells Indoor Plan

Sees Moves on 15 Baggage Cars; Outlines Year-Round Schedule

SARASOTA, Fla.—John Ringling North is sticking to his idea of making Ringling Bros. and Barnum & Bailey Circus an indoor show and he has delegated Arthur M. Concello to build it.

The new Ringling-Barnum, Concello said here Wednesday (17), will play buildings.

It will move on about 15 balloon-top Pennsylvania Railroad baggage cars plus an equal number of system-owned sleepers, he said. The show's own train of more than 80 special cars will not be used.

After the opening in April at New York's Madison Square Garden and playing the Boston Garden, the show's manager will be returned to Sarasota quarters.

The show itself will move on to arenas or ball parks in Washington, Philadelphia, Baltimore, Raleigh, Charlotte and Montgomery. This will add up to a 10-week season, which he said is booked. The show then will close in June.

After laying off during hot summer weeks, Ringling-Barnum will operate again in Mid-September for a second phase of the season that will end about December 15. The 1957 edition of the show will be resumed after the holiday and operate from mid-January, 1958, to mid-March, 1958. At that time it will close down again to prepare for opening a new edition at New York in April, 1958.

Has Final Word

Concello said he and North had been discussing the proposal for about 10 weeks. Most of their talk was in New York, where Bill Veeck, baseball figure, also participated.

Concello said that North had "turned the show over to me and I will do the best I can with it." He said that he will have final word about operation of the show.

The returned executive, who has been away from the show since 1953, said that Harold Genders

will be his assistant and that Leon Pickett, R-B contracting agent, would contract buildings. No other individuals were named, and Concello said that many details of staff and operation remain to be worked out.

Among these, he said, was the question of who would have concessions on the show. He pointed out that most arenas retain concession rights and said it had not been decided who would operate show-owned concessions.

To Exploit Quarters

In addition, Concello said he was going to carry out the ideas advanced earlier for making the quarters in Sarasota a tourist attraction. National advertising will be directed toward that.

Kiddie rides, a Miniature Train, an artificial lake in which the elephants will swim and other features are planned for the 200-acre tract. Concello pointed out that in the past the tourist trade at quar-

(Continued on page 77)

Charities to Benefit From New Car Show

NEW YORK — An amateur-promoted automobile show, for a charitable cause, will take place Thursday thru Saturday (25-27) on an acre and a half in the parking field behind the Arnold Constable's store in the "Miracle Mile" shopping area of suburban Manhasset. It will be Long Island's largest auto show, and will precede the New York show, set for the new Coliseum, by more than a month.

Community Chest members form the committee, and show manager is Gilbert Mahler, manager of Arnold Constable's.

Nassau County auto dealers have pledged to display every domestic car, with the possible exception of Cadillac and Packard, as well as "dream" class luxury cars and foreign sports cars. There will be door prizes.

A 50-cent adult admission charge to adults will be collected by Girl Scouts, and all proceeds will go to charity. Exhibit space is free. Hours will be 2-10 p.m. on Thursday and Friday, and 10 a.m.-6 p.m. on Saturday.

100-Ft. Diner For Expo in N. Y. Coliseum

NEW YORK — A complete motel-diner will be moved from South Kearney, N. J., to the New York Coliseum for the National Hotel Exposition (November 12-16). Constructed in two sections, each 54 by 14 feet, the structure will be joined into one exhibit on the first floor exhibit area.

Largest loads handled in the structure to date were for the National Plastics Exposition. For the two-floor show, 1,700,000 pounds of freight arrived in 471 trucks and other vehicles. Largest load was about 20 tons.

The building has a truck corridor leading onto the first floor, and a two-abreast truck ramp to the second floor, enabling unloading on the spot of the exhibit. Also, a huge elevator takes fully-loaded trucks to the second and third floors.

Scheduling gives each show 3-5 days for setting up and tearing down of displays.

FORD AUDITORIUM AT DETROIT OPENS

Sullivan Show Uses 2,900-Seater, Second of Three Units in Civic Center

DETROIT — Detroit's new 2,900-seat, \$5,000,000 Henry and Edsel Ford Auditorium was opened Sunday (14), with the Ed Sullivan television show as the first booking. Civic dedication ceremonies were held prior to the opening of the broadcast. The event drew one of the heaviest demands for tickets in ratio to seats.

The new auditorium is the second major public meeting unit of the new Civic Center, which is expected to cost close to \$100,000,-

000. The Veterans' Memorial Building was opened about six years ago, with 30 meeting halls of various sizes. The \$44,000,000 Convention Hall and Exhibits Building with 80 meeting rooms, which will be the largest structure of the type in the country.

Stage Dimensions

The new auditorium is designed to incorporate all the latest developments in stagecraft, and was

(Continued on page 69)

ACTS OFFERED

Hungary Seeks Exchange of Circus Talent

COPENHAGEN — Communist Hungary has set up a booking office in Budapest to handle affairs of Red circus acts and traveling units. Hungary has eight nationalized circuses, and that nation has been offering complete units single acts for appearances in the West.

Hungary has a circus appearing in Cirque Medrano, Paris (September 7 thru October 25), and seeking more dates for its unit. The Budapest agency will deal directly with circus owners or Western agencies.

An interesting development that Hungary says it is also interested in importing circus acts to shows to appear there. The "Budapest Circus" is advertising heavily in trade papers seeking dates, and it is known that at least three acts have already been signed to appear with an English circus.

There is confusion, since the agency offer the talent to anyone, while the Malafosse agency of Monte Carlo is advertising that it has an exclusive on contracting the Hungarian acts.

Acts Protest

The practice of signing a complete circus is looked on with disfavor by European acts, since it keeps them out of important door shows. Medrano, for example, usually offers about 10 good programs from September thru March. Now it is using the Budapest Circus for the length of two of its engagements, and a Spanish circus has been contracted for a third such period, thereby depriving individual acts of bookings.

The situation has its good and bad points. It is good from a commercial standpoint since the foreign talent is attractive to a public which seeks something new. This makes it profitable to those who control the dates. But it hurts actors who want to play the indoor spots.

Poland is promoting an "International Circus Festival" with medals as bait, to be held December 1-16 in Warsaw, with Western acts invited to compete. East Germany is seeking talent exchange with European show unions and federations, and China is presenting a "China Variety Theater" company in England.

Joe Streibich Laid to Rest In SLA Plot

CHICAGO — Funeral services were held here Monday (15) for Joe Streibich, for 28 years secretary of the Showmen's League of America. The veteran club executive had died October 11, following long illness.

Close to 100 relatives, club members and friends turned out for the final rites, which were held at the Sbarboro Funeral Home. Rev. Adolph Bohn, of the Edgewater Presbyterian Church, read the services.

Pallbearers were Ed Sopen, Max Brantman, Tom Sharkey, Gardner Lloyd, James Campbell and Charles Owens. Interment was in the League's Showmen's Rest at Sbarboro Woodlawn Cemetery.

Mich. Assn. Sets Meeting

HILLSDALE, Mich. — Michigan Association of Fairs and Exhibitions will hold its annual convention January 20-21 in the Fort Shelby Hotel, Detroit, Harry B. Kelley, veteran secretary-treasurer, announced.

The dates were set after a spring telephone survey made by Kelley to avoid conflict with other State conventions serviced by the same attraction people.

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

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MERRY-GO-ROUNDS, TRAINS, KIDDIE RIDES

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Kiddie Ride—3-ride "Kiddylane" by Bert Lane. Consists of Carousel, Swing and Dipsy-Doodle. 24 rides at one time, requires one operator, complete with beautiful fiber glass pylons and control booth. Cost \$12,000—less than one year old. Will sacrifice or trade for adult Allan Herschell Merry-Go-Round. FUN FAIR, 3135 W. Broward Blvd., Ft. Lauderdale, Fla.

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GIVE TO DAMON RUNYON CANCER FUND

Herb Dotten

The Eyes Are on Chicago

THE FROST is on the pumpkin. The gaudy pictorials and date sheets are fading. The outdoor season draws near its end. To most showmen who already have closed, this is the time to wrap up details of the season's business, stow away equipment . . . time, too, to relax from the long, arduous months . . . and time to think ahead.



OHREN

In thinking ahead, their thoughts turn to the big business and social event of the year—the annual Chicago outdoor show business conventions, November 25-28, in Chicago's Hotel Sherman.

To officials of the National Association of Parks, Pool and Beaches, the International Association of Fairs and Expositions and the Showmen's League of America—the three principal convention groups—this is a time of hard work, planning for the meetings.

To Maurice (Lefty) Ohren, president of the Showmen's League, this is a particularly busy time. When he took office, he vowed the club would have new club rooms in time for the Chicago convention. A building was purchased. It is now being modernized. And, shortly, it will be furnished. To see that all goes on schedule, Ohren has been putting

in long days. In the weeks ahead, his days will get still longer. Paul Huedepohl, secretary of the park association, is occupied with all the many details that go with staging a large scale trade show for all of outdoor show business and with the problems that go with arranging for the park men's convention.

Quotes by Duffield, Huedepohl

Calls to 203 North Wabash, Huedepohl's headquarters, and that of Frank Duffield of the Thearle-Duffield Fireworks Company, found both in a reminiscent mood about past conventions and trade shows . . . subjects on which they are authorities. Duffield attended his first fair convention in 1911 . . . 45 years ago; Huedepohl attended the park convention for the first time in 1929. Here are some of their observations:

"Buying at the annual trade show in Chicago staged by the park association ranks among the highest at any trade show held in the U. S. "The Showmen's League staged such shows in '39 and '40 at the same time the NAAPPB was putting on their shows in a nearby Chicago hotel.

"Some Southern fairs, along with a few in the North Central States once seceded from the International Association of Fairs and Expositions, set up their own organization, and held their own convention in direct competition with the IAFE's confab.

"Per capita spending at the annual conventions of the IAFE, the NAAPPB and the SLA, held concurrently in Chicago, rates among the highest at any of the many conventions held annually in the Windy City.

"All three attempts by the park association to stage its trade show outside of Chicago (New York in '32 and '39, Toronto in '34) failed.

"Early IAFE conventions were strictly stag affairs. The all-male program went out after many years when the Showmen's League held its annual banquet and ball at the same time and in the same hotel at which the fair men convened.

"The park convention and the fair convention were held concurrently in the same hotel for the first time in 1921.

Exhibitors Stay With It

"The NAAPPB was organized in 1920. It stemmed from the Association of Outdoor Showmen of the World, started three years earlier, with William H. Donaldson, founder of The Billboard, as temporary president. Ninety per cent of the membership of the Association of Outdoor Showmen of the World were park men, and this led to the formation of the new group limited to those in the park field.

"Of the 17 exhibitors in the first trade show, seven continue as exhibitors 35 years later . . . a tribute both to the stability of the ride makers' business and the vital role played by the show.

"Exhibitors at this year's show will at least match last year's total of 125, who used 175 exhibit spaces.

"Buying by carnivals in recent years has accounted for the biggest percentage of sales at the trade show.

"Kiddie ride sales have boomed, but trade showgoers are avidly looking for major rides. New adult rides introduced in recent years have been few and far between. The reason lies in the heavy cost involved in bringing out a successful major ride, with estimates of such expenses now ranging as high as \$125,000.

"Kiddieland ops have pushed up trade show sales in the post-World War II sales, and the park convention in recent years has been well attended by many such ops from thruout the country.

"Coin-operated amusement devices have experienced, and look for, continued heavy sales at the trade show. Of late years exhibits have been confined to those which show equipment in operation or models of equipment, with no space devoted to static exhibits and none to bookers of attractions."

Lone Star Club Sets Back Opening Of New Club Bldg.

DALLAS—The new building and clubrooms of the Lone Star Showmen's Club of Texas will be formally opened November 3, in-

stead of October 23, as originally scheduled, due to delays encountered by the contractors.

A drawing for an automobile, which had been scheduled for October 23, has been re-scheduled for November 3, Charles (Chuck) Moss, club president said, because it was planned as a feature of the opening of the new building and clubrooms.

Motor State Gets Its Share Of Cotton \$\$

RAYVILLE, La.—Joe Frederick's Motor State Shows, after a 1,000-mile jump into cotton country, has been scoring. Thus far the organization has played five Mississippi fairs—Water Valley, Aberdeen, Pontotoc, West Point and Oxford—all to good grosses.

For the Southern trek the show is carrying 11 rides, close to 35 concessions and moving on 15 trucks. Plans are to remain out for another four weeks and most of the fairs have been recontracted as they've gone along. In fact, the '57 season is almost 90 per cent booked already, Frederick said. A Scrambler and Tilt-a-Whirl are to be added for next year.

Two units will again be operated in '57 and the tour is again planned for Michigan, Ohio, Indiana, Tennessee, Mississippi and Louisiana. Personnel, in addition to Frederick, includes Marian Frederick, office secretary; Charles Krekeler, lot man and assistant manager; Jerry Gordon, concession and business manager; Leonard Shipley, advance; Highram Utley, diesels; Pop (Bill) Baker, carpenter; Charles Derron, mailman and agent for The Billboard, and Duke Anderson and Daddy Dorigth, lot clean-up men.

On the front end are Krekeler, 5; Hyatt, 2; Tedrow, popcorn; Reddell, bingo; Shoemaker, cookhouse; Sam Cisco, 3; Jerry Gordon, 2; Leonard Shipley, 5; Ray Mayfield, 2; Orr, 2; McMillan, 2; Howard Fullmer, 1; Dick Roark, 3; Charley Carpenter, 3; Russ Simons, novelties. On the back-end are Benefiles' Gossip show, Shorty Crenshaw's Peek unit and Mary and Marvin's gal show.

Top Shrine Honor For Ben Weiss

NEW YORK—Ben Weiss, concessionaire, is to be admitted to the ranks of the Jesters, Court 128, a top honor among Shriners.

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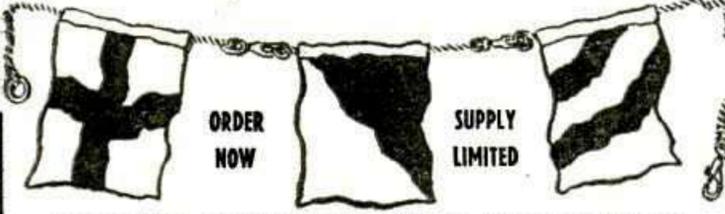


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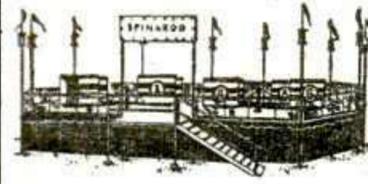
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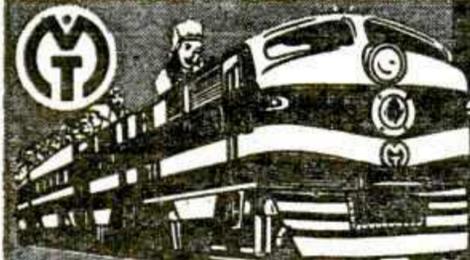
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Note Over-All Gains as Buck Tour Nears End

CAMDEN, S. C.—In the second year on a comeback trail, the O. C. Buck Shows are wrapping up a good season. The only complete miss, a rainout at the Rocky Mount (N. C.) Fair a couple of weeks ago, will get a second try beginning Monday (29) at the conclusion of the regular season and as the show aims North for its winter quarters at Troy, N. Y.

Buck's season, like that of all others playing the territory, has hinged on the weather more so than ever before. Business everywhere has been satisfactory but the harvest fell short of the potential because of the excessive rain.

An indication of the prosperity encountered is contained in the report that a jamboree on the show raised \$4,000. A probable factor in the enthusiastic giving was the fact that Buck is president of the Miami Showmen's Association.

Buck, who returned to truck

operation a year ago after a try, in partnership, at railroading, strengthened his route for this season and this, in turn, showed up in the over-all results. In the North the show dates were close to approximating the stands held in the past.

Buck echoed a problem—the help situation—that has bedeviled virtually all operations. Despite this the show never lost a Monday altho one jump, from Cherokee to Greenville, N. C., was over 400 miles.

The weekly roll of ride help has averaged only about 25 men, with an average replacement of between eight and 10 new employees each week. The availability of extra help in most spots has saved the day.

MIAMI

Pledges Mount In Memorial Fund Drive

SPARTANBURG, S. C.—Pledges are mounting in the \$15,000 Cemetery and Memorial Fund Drive of the Miami Showmen's Association, William B. Moore, chairman, announced here.

About 140 men have pledged their contributions to date. Participation in the drive is set at \$50 for men and \$25 for women. Ruth Schreiber represents the ladies' auxiliary.

Plans are completed for the erection of a massive monument, featuring a life-size elephant flanked by lions on an imported marble base, in the center of the Miami club's Showmen's Rest, which contains several hundred grave sites and special sections for Catholics, Jews and Protestants.

The names of contributors will be inscribed on a bronze plaque which will be permanently installed in the foyer of the club rooms. Ceremonies marking the unveiling of the monument and the plaque are timed to coincide with the staging of the club's annual winter picnic.

Moore stressed that participation in the program was open to all showmen and their friends. Contributors are expected to number more than 300.

Cotton Dates Gain Luster As Reithoffers Chart '57

RALEIGH, N. C.—A new entry in the Dixie fall fair sweepstakes is likely to be the Reithoffer Shows. Operator Pat Reithoffer was based here during the North Carolina State Fair for the purpose of examining some of the area events now in progress preparatory to making a final decision.

The young showman, who brought his long-established family enterprise into prominence this season by booking the Bloomsburg, Pa., and Rhinebeck, N. Y., fairs, is anxious to add to the potential of his season. At present the obvious direction is in the South.

The Reithoffer organization, which for many years had restricted itself to largely Pennsylvania territory and mostly to still dates, has been working, with ob-

MACON ROLLS TOWARD NEW HIGH GATE MARK

MACON, Ga. — All elements combined nicely this week to point the way to a new record by the Georgia State Fair, in the first full season under manager Robert M. Wade. Wade, former assistant to E. Ross Jordan, succeeded to the spot upon the death of Jordan last year after 32 years as fair head.

Paid admissions will likely hover around 100,000 with all segments having a nice week. Weather has been ideal from the outset on Monday (15), except for some light cloudiness.

The front gate was running 11-12 per cent ahead of last year, thru Thursday (18). Increases were about \$25 on opening day, \$1,700 on Tuesday, a couple of hundred dollars on Wednesday, and \$2,000 on Thursday, which was Governor's Day.

Continental Puts Wraps On Okay Season

LOWELL, Mass.—Continental Shows has its equipment in the barn in Pelham, N. H., and Owner Roland Champagne was reflecting this week on a season which, altho it had its bad spots, wasn't too bad in comparison with others.

Final date was the fair in Center Sandwich, N. H., ending Friday (12). Champagne has played the fair for 15 years. First fair of this season was in Westport, N. Y., in mid-August.

Most fairs were on a par with last year, and a couple were better than 1955, Champagne said. A few good weeks of weather in June kept still dates from dropping off much, since early rain hampered business in the spring.

Paul La Cross, general agent, has returned home to St. Albans, Vt., and has begun bookings for 1957. He has sold three concessions and traded his van truck for a new 1957 one-ton G.M. panel job, which will be used this winter to transport props and equipment for his fancy shooting and knife-throwing act. A string of dates has been put together for the winter by the Shilling talent office in New York, which will not interfere with La Cross making the winter fair meetings with Champagne.

Karl K. Knecht was honored by The Evansville (Ind.) Courier recently on the 50th anniversary of his joining the newspaper staff.

On the midway, Wade reported apparent increases of 15 per cent by Cetlin & Wilson Shows ride and show units. Grandstand business has been exceptionally good, he added, with the booking in of Kelly's "Ice Frolics" thru the Gus Sun office. Grandstand seats some 5,000 including bleacherites. This

(Continued on page 70)

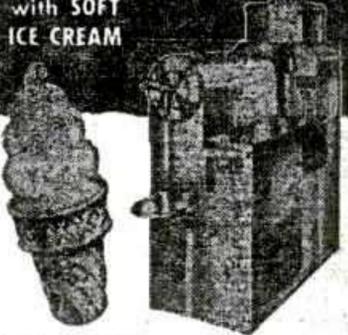
South Okay For Ken-Penn Initial Tour

CHESTER, S. C.—A first tour thru the South is working out all right for the Ken-Penn Shows. The show, operated by Ralph Saunders, in the past ran a restricted operation with rides and concessions and few, if any, shows on most occasions.

The routing thru Dixie, arranged by F. E. (Bernie) Spain, reportedly is encouragement enough to continue in this direction. Attempts are already being made to strengthen the route.

Five weeks remain for the show which will close November 12 at Warsaw, N. C. The show had seven major and five Kiddie Rides here at the colored fair.

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'56 Season Termed Good By Freedman

FRESNO, Calif. — Freedman Concessions, operators of novelty stands at fairs and celebrations, will wind up a successful season at the Arizona State Fair in Phoenix, November 12, Alex Freedman, head of the firm, said here last week. The company held the novelty contract fence-to-fence here at the Fresno District Fair for the seventh consecutive year during the run which ended Sunday (14).

Following the Arizona exposition, the company will immediately begin plans to supply the novelties at both the Little Rose Bowl and Rose Bowl football games in Pasadena, Calif.

The contract in Phoenix is being played for the 11th year. The firm has also held the contract for novelties and jewelry at the California State Fair and Exposition in Sacramento for five years.

At the annual here, Freedman had 11 novelty stands, two hat, two jewelry, three snap-on beads, penny machine, six balloon men, one flower hat, Biffle Balls, and three chameleon stands.

According to Morry Levy, Freedman's manager, "porkie" hats and rock 'n' roll hats, made in Los Angeles, accounted for a large portion of the year's revenue.

Royal American Gross Pars '55 At Negro Fair

JACKSON, Miss. — The three-day Mississippi Negro State Fair which closed Wednesday (17) gave the Royal American Shows business about on a par with that it received at the event last year.

Rides received good patronage. Of the shows, Leon Claxton's Harlem in Havana was the top money-getter, followed by Dick Best's Side Show and Walter Kann's Fat Show. The Watercade did not operate.

Lash La Rue's Western Show was slated to join at the next stand, the Louisiana State Fair, Shreveport.

ARENAS & AUDITORIUMS

Memphis Remodeling Work Points Up Changes, Trends

By TOM PARKINSON

ELLIS Municipal Auditorium at Memphis had the band of John Philip Sousa for its first attraction. Now it is also remembered as the building where Elvis Presley once worked on concessions.

The 32 years that came between have brought changes not only to musical attractions but also to the various uses to which such buildings are put. So now the Memphis Auditorium is among those updating and expanding its facilities.

In that it is following a pattern developing thruout the country. First came the still-continuing boom for new arenas. Now comes the remodeling and modernization of existing structures.

THE MOST IMPORTANT part of the Memphis program is installation of a \$132,000 sound-proof curtain between two sections of the main hall. One section is theater style, the other portion is an arena. Between them in the past has been nothing more than curtains for the elevating stage that's at the central point. Because of sound, only one section could be used at a time. Often half of the facilities would have to remain idle.

Manager Chauncey Barbour points up the problem by recalling rentals to charity and church groups. These qualify for minimum rates and at the same time they may make it necessary to turn down a potential high-rate tenant for the other portion of the hall.

All that will be changed when the new curtain is in. A small number of seats will be knocked out. But Barbour and promotion man Early Maxwell declare those particular ones were never used anyway, except for their recent Lawrence Welk record-breaker. And with the curtain, two events can play where only one has gone before.

The Memphis remodeling is financed with a \$3,200,000 bond issue. There will be 8,000 seats to replace older ones, two sets of escalators which can be controlled so all will roll upwards before shows and downward after shows, a new portable basketball floor and all new stage equipment as well as complete new lighting systems.

The building's organ, declared one of the finest and now worth possibly \$160,000, is being overhauled. Already completed as a prior project is the installation of air conditioning.

SIGNIFICANT OF THE direction almost all buildings are turning is the Memphis plan for adding exhibit space. Now it has a hall with 13,000 square feet. An addition on the opposite side of the building will provide two floors of 13,000 square feet each, and basement space of the same size, thus multiplying the available space. The improvement plan also calls for new building-owned booth equipment.

Memphis Auditorium, like others, is "open for business as usual during alterations." While an educators' association had a 70-booth show in the exhibit hall, remodeling proceeded in the main arena. When the building's elaborate college basketball series gets started, workmen will concentrate on other rooms. While "Grand Ole Opry" is on the auditorium side, work is suspended in the arena section.

As Barbour points out, a building can't close down to do the work quickly, because of bookings contracted far in advance. To hold up on the rebuilding until the calendar of a progressive building would be clear would delay the project for months and even years.

Arena Recap

Tyler Oil Palace Nears Completion . . .

TYLER, Tex.—Construction of the Oil Palace, being built by Jack Dempsey and oilman Bobby Manziel, is nearing final stages here. The arena, situated on a 17-acre tract, will seat more than 15,000 persons.

Oakland Manager Moves Offices . . .

OAKLAND, Calif. — Lindsley Lueddeke, manager of the Oakland Auditorium, has moved his offices into that building. He formerly headquartered at City Hall.

Denver Reopenings Delayed a Month . . .

DENVER — Construction delays have forced another month's postponement of the reopening of the remodeled City Auditorium. Building is now expected to be available around mid-November.

Utica Plans Arena Costing \$3,000,000 . . .

UTICA, N. Y.—A \$3,000,000 Municipal Auditorium and Sports Arena is being planned for Utica. Plans are being handled by a New York firm.

Kitchener Reports Busy Schedule . . .

KITCHENER, Ont.—Kitchener Auditorium has Irving Feld's "Biggest in Person Show of '56" set for October 30. Also booked are a Rotary Club carnival two days; Canadian National Ballet Guild presentation, November 9; wrestling each Monday; car bingos

every other Friday; public skating and hockey.

'Ice Follies' Ahead At Chicago Stadium . . .

CHICAGO—"Ice Follies" had a good advance sale for Chicago and promise to move well ahead of last year's run at the Chicago Stadium. The show's stand in Denver was good and slightly over last year's mark. It's run at the St. Louis Arena, where it has not appeared for many years, was not strong.

Carabinieri Band Drawing Well . . .

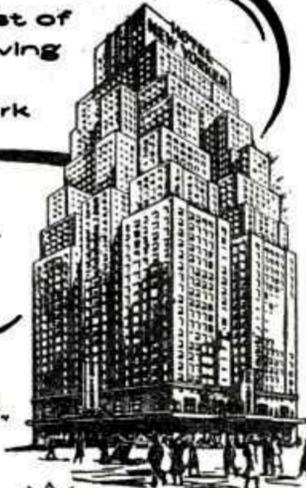
NEW YORK—The Carabinieri Band, now touring arenas, scored turnaway business at Newark, N. J., and Providence. It played to a two-thirds house at Madison Square Garden here (16).

St. Louis Auto Show Scheduled for January 19-27 . . .

ST. LOUIS—St. Louis Automobile Show will be held January 19-27 at the St. Louis Arena. Barnes-Carruthers, of Chicago, has been contracted to produce a show similar to the one it presents annually at the Chicago Auto Show.

R. M. Harvey, veteran agent, writes that Eugene Whitmore visited him recently. Whitmore now is in Chicago. Another visitor for Harvey was Harry Doran, circus advance man who now is with Clyde Bros. . . . Billie Senior is wintering at Sarasota.

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Lancaster, S. C., Good for Vivona; Set Miami Run

LANCASTER, S. C.—Lancaster County Fair here ended pretty good for Amusements of America on Saturday (13), winding up okay after a slow start, as was the case with the previous spot in Union, S. C. A big help was the Friday white Kiddie Day, biggest the date has known.

Vivona management reported excellent co-operation from Bill Connell, fair manager, and his committee.

Midway was again a large one, including 11-ride Kiddieland. Top money was won by the Scrambler and Tilt-a-Whirl, followed by the Looper and Roller Coaster. Three Ferris Wheels piled up good money

also. Ride operators booked in and having satisfactory weeks were Ted Lewis, Clarence Lauther and Angie Desiderio.

Closing two weeks will be both the white and colored fairs in Sumter, where Harry Wilson has been doing advance work.

Winter schedule for the Vivonas begins November 17 in Miami, where 31 days will be played on a colored lot. Show will close for the holiday period, then will have a couple of units at the new promotion in Homestead, Fla., the South Florida State Fair, where the Vivonas will handle the midway. Another Florida date is expected to be announced shortly.

UNDER THE MARQUEE

Denver Post for Wednesday (10) carried a strip of six pictures across the top of Page 1. Shots showed a chimp in various poses and were labeled with takes of campaign oratory. The layout was set by Justus Edwards for the Polack Western date there.

Leonard Bros. Circus was to play Rolling Fork, Miss., Wednesday (17). . . . Dane (Tip) Hallstrom is in the Our Lady of Lourdes Hospital at Camden, N. J.

From Polack Eastern, Kitty Ronstrom writes that Toledo visitors included Dwight Pepple, Nellie Vaughan and Viola McLeod, of the show's Chicago offices; Ollie Miller, Peru; C. H. Haussman, Lansing, CFA, and Boyd (Heavy) Kimes, now of Los Angeles, and Bobbie and Rose Harrison, formerly with Polack. . . . Speed Wilson's Globe of Death and Prince El Kigordo's Lions were added for Toledo. . . . There is a layoff for Polack Eastern until October 30, when it opens for Philadelphia. Those who will lay off at the Trenton, N. J., fair-

grounds, Hamid-Morton quarters, are the Hanneford Family riding act, the Polack Elephants with the Pinky Madisons, Audrey Ching, Harold Voise's Flying Thrillers, Arden Kreisch, George Voise, Ralph Oyseth, Billy Porter, Baudy's Greyhounds, El Kigordo, Vivian and Gene Randow, the George and Manuel Del Morales, Paul Kaye and Les Parker. . . . Those who will park at Hunt Bros.' Circus quarters are the Andre Foxes, Ray Sinclair and John Bullock. . . . The Coronas will visit in New York. . . . Ernst and Lola Rhodin will go to Atlantic City. . . . Arnold and Caroline Costine will visit relatives at Lewisberg, Pa. . . . The Symphonettes, Carl and Inga; the Ibaras, Kriss and Valerie Krinkle and Johnny and Antje Shockley will go direct to Philadelphia. . . . Dick Slayton and Henry Kyes will go to their Sarasota homes for 10 days. . . . English Hitchcock will visit Sylvia Downes. . . . Rex and Kitty Ronstrom went home to Kewanee, Ill., and visited her mother near there. . . . The Symphonettes will be on "Big Top" TV show October 20. . . . Struppi Hanneford and Tommy will introduce a new high trapeze act, called Tajana, on "Big Top" on October 27. . . . Other Polack acts will be on "Big Top" during the show's stay around Philadelphia. . . . Al Ackerman will visit Wayzata, Minn., relatives. . . . Johnny Crillino goes to New York. . . . Larry Benner goes to Miamisburg, O. . . . The prop boys go to the Trenton fairgrounds. . . . One of the Costine Chimps fell from its breakaway rigging and cut its lip.

C. A. (Red) Sonnenberg is with the NBC Opera Company on a road tour. . . . Boots (Sallee) Simpson, of Jacksonville, Fla., caught the Cristian Bros.' Circus at Waycross, Ga., and visited Sylvia Gregory.

By coincidence, two circus families and former associates were back on the circus grounds at Central City Park, Macon, Ga., last week. They were Arnold and Esma Maley, who have a floss concession (Continued on page 78)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- American Beauty: Rayne, La.
- Amusements of America: (Fair) Sumter, S. C.; (Fair) Manning 29-Nov. 3.
- Barker, Al: Byhalla, Miss.
- Beam's Attrs.: (Fair) Suffolk, Va., 22-29; (Fair) Blackstone 29-Nov. 3.
- B. & H. Am. Co.: Holly Hill, S. C.
- Blue Grass: Jennings, La.
- Borderland: Artesia, N. M.
- Buck, O. C.: (Fair) Rocky Mount, N. C., 29-Nov. 3.
- Capital City: (Fair) Eastman, Ga.; (Fair) Thomasville 29-Nov. 3.
- Central States: Chillicothe, Tex.
- Cetlin & Wilson: (Fair) Jacksonville, Fla., 24-Nov. 3.
- Crafts Expo.: (Fair) Las Vegas, Nev., 25-28.
- Drew, James H.: (Fair) Dublin, Ga.; (Fair) Panama City 29-Nov. 3.
- Dyer's Greater: W. Helena, Ark. (season ends)
- Franklin, Don: Del Rio, Tex.
- Gem City: (Fair) Mobile, Ala.
- Gentsch, J. A.: Liberty, Miss.
- Glades Am. Co.: Lewiston, N. C.
- Gladstone Expo.: (Fair) Canton, Miss.
- Gold Coast: (Fair) Pascagoula, Miss., 22-Nov. 3.
- Gold Medal: (Fair) Snow Hill, N. C.
- Gooding Am. Co., No. 3: (Fair) Tallahassee, Fla.
- Great Southern: Lake City, S. C.
- Griggs Bros.: Gould, Ark.; Jacksonville 29-Nov. 3.
- Hartsack, Roy: Arbyrd, Mo.
- Heth, L. J.: Cordele, Ga.; Tifton 29-Nov. 3.
- Hoard & Mullins Am.: (Fair) Pembroke, Ga.; (Fair) Hinesville 29-Nov. 3.
- Holly Bros.: (Fair) Colquitt, Ga.
- Hottle, Buff, No. 1: Baton Rouge, La.
- Jack's United: (Fair) New Iberia, La.
- Klie, Floyd O.: Baton Rouge, La.
- Lee Am. Co.: Luverne, Ala. (season ends)
- Lewis, Ted: (Fair) Sumter, S. C.
- Manning, Ross: Carthage, N. C.
- Marks, John H.: (Fair) Winston-Salem, N. C.
- Mighty Interstate: (Fair) Samson, Ala.; (Fair) Elba 29-Nov. 3.
- Miller, Ralph R.: Arnaudville, La.; St. Martinsville 29-Nov. 3.
- Moore's Modern: San Augustine, Tex.
- Motor State: Rayville, La.
- Olson: (Fair) Beaumont, Tex.
- Page Combined: (Fair) Brunswick, Ga.; (Fair) Waycross 29-Nov. 3.
- Pelican State: Ville Platte, La.; Henderson 29-Nov. 3.
- Penn Premier: (Fair) Trenton, N. C.; (Fair) Loris, S. C., 29-Nov. 3.
- Peppers All State: Prisco City, Ala.
- Prel's Broadway: Laurens, S. C.; Columbia 29-Nov. 3.
- Raines Am. Co.: Carencro, La.
- Raley Bros. Expo.: (Fair) Moncks Corners, S. C.; (Fair) Walterboro 29-Nov. 3.
- Royal American: (Fair) Shreveport, La. (season ends)
- Royal Amuse., Jack: Salley, S. C.
- Schafer's Just for Fun: Orange, Tex.
- Shan Bros.: Fort Gaines, Ga.; (Fair) Ozark, Ala., 29-Nov. 3.
- Shop-O-Rama: Seagraves, Tex., 22-24; Wink 25-27.
- Siebrand Bros.: Tucson, Ariz.
- Smith, Geo. Clyde: (Fair) Warrenton, N. C.
- Stephens, C. A.: (Fair) Stark, Fla.
- Strates, James E.: (Fair) Florence, S. C.; (Fair) Charleston 29-Nov. 3.
- Southern Fair: (Fair) Alma, Ga.; (Fair) Blackshear 29-Nov. 3.
- Southern States: Arlington, Ga.
- Tibbs, Roy: Baxley, Ga.
- Tidwell, T. J.: Levelland, Tex.
- Tinsley, Johnny T.: (Fair) Blakely, Ga.; Hawkinsville 29-Nov. 3.
- Tivoli Expo.: Lake Charles, La.
- United Expo.: Forrest City, Ark.
- Victory: San Saba, Tex.; Fort Hood 31-Nov. 4.
- Virginia Greater: Tarboro, N. C.; (Fair) Williamston 29-Nov. 3.
- Wolfe Am. Co.: (Fair) Greenville, S. C.; (Fair) Anderson 29-Nov. 3.
- World of Mirth: Columbia, S. C.

Circus Routes

- Beatty, Clyde: Asheville, N. C., 24; Hickory 25; Gastonia 26; Greenville, S. C., 27; Atlanta, Ga., 29-30; Columbus 31; Albany Nov. 1; Valdosta 2; Jacksonville, Fla., 3-4; St. Augustine 5; Daytona Beach 6; Melbourne 7.
- Carson, Tex: Big Lake, Tex., 23; Eldorado 24; Ballinger 25; Coleman 26; Cisco 27.
- Clyde Bros.: Cedar Rapids, Ia., 25-26; Des Moines 27-28; Albert Lea, Minn., 29-30; Rochester 31-Nov. 1; La Crosse, Wis., 2-4.
- Cole, Geo. W.: Logansport, La., 23; Zwolle 24; Pinebluff, Tex., 25; Merryville, La., 26; Silsbee, Tex., 27; De Quincy, La., 28; Kinder 29; Glenmora 30; Welsh 31; Sulphur Nov. 1; Buna, Tex., 2; Sour Lake 3.
- Davenport, Orrin: Wichita, Kan., Nov. 4-10; Kansas City, Mo., 12-17.
- Hagen Bros.: El Dorado, Ark., 23; Marshall, Tex., 24; Longview 25; Pittsburg 26; Greenville 27; Paris 29; Bonham 30; Madill, Okla., 31. (season ends)
- Kelly-Miller: Huntsville, Tex., 23; Navasota 24; Hearne 25; Crockett 26; Palestine 27; Kilgore 28; Hugo, Okla., 29.
- Polack Bros. Eastern: Philadelphia, Pa., 30-Nov. 3; Baltimore, Md., 5-10.
- Polack Bros. Western: San Antonio, Tex., 22-28; Harrison 30-Nov. 1; Ardmore, Okla., 4-5; Oklahoma City 7-10; Little Rock, Ark., 14-16.
- Strong, John A.: Los Angeles, Calif., 23-Nov. 30.
- Tatham Bros.: Virginia, Ill., 23; Emden 24; Heyworth 25; Toluca 27.

Ice Shows

- Holiday on Ice of 1956: Wichita, Kan., 23-27; Hutchinson 28-31; Albuquerque, N. M., Nov. 2-5; Odessa, Tex., 7-11.
- Holiday on Ice of 1957: Indianapolis, Ind., 24-31; Huntington, W. Va., Nov. 2-4; Norfolk 6-14.
- Ice Capades, 16th Edition: Mexico City, Mexico, 25-Nov. 19; El Paso, Tex., 22-28.
- Ice Capades, 17th Edition: Philadelphia,

THE FINAL CURTAIN

BURKE-Frank,
61, circus enthusiast and editor of Radio-TV Daily, recently in New York. He had been with The Minneapolis Tribune, RKO, MCA, Olsen and Johnson, Paul Whiteman and Don McNeill. Survivors include his widow, Clara; a daughter, two sisters and a brother.

HOBBS-W. E.,
51, owner-manager of B. & H. Amusement Company, October 18 in Barnwell, S. C., of a heart attack. Besides his widow, he is survived by a son, three daughters, his parents, a sister and two brothers, all of Sumter, S. C.

LOTT-William D.,
55, clown and musician known as Major Lott, recently at Downtown Hospital, Kansas City, Mo., following a stroke. He had trouped for years with various circuses and carnivals. In recent years he had operated a newsstand at 12th Street and Baltimore Avenue, Kansas City. Survived by his stepmother, Mrs. Annie E. Tuggle, Fayette, Mo.

MEADOWS-Maurice L.,
23, assistant manager of Tennessee Valley Amusements, October 4 in a Vicksburg, Miss., hospital of bulbar polio. Four days before his death he had supervised the setting up of the show, owned by his father, Theodore Meadows, in Starkville, Miss. He became ill shortly after and was rushed to the hospital.

MARRIAGES

KOYAMA-STAGER-
Frank Koyama and Violet Stager, both of the Carl J. Lauther Side Show on Lee's Amusements, September 27 in Griffin, Ga.

LEONARD-Davis,
Lou Leonard, veteran concessionaire on Royal American Shows, and Amie Davis, of Chicago, October 9 in Jackson, Miss.

BIRTHS

NICHOLAS-
A son, Cornel George Nicholas, October 10 at Sarasota, Fla., to Count and Alice Nicholas. Father is equestrian director with the Clyde Beatty Circus.

BRUST-
A boy, Kenneth Michael, to Mr. and Mrs. Kenneth Brust in St. Catherine's Hospital, Brooklyn, October 4. Brust is co-manager of the Jones bingo with the Amusements of America midway.

Pa., 23-24; Cleveland, O., 26-Nov. 12; Buffalo, N. Y., 13-15.
Shipstads & Johnson's Ice Follies of 1957: Chicago, Ill., 23-28; Detroit, Mich., 31-Nov. 11; Cincinnati, O., 13-25.

Miscellaneous

Burke's Wild Cargo: (Fair) Tallahassee, Fla., 23-27.
Henry's Redwood Log: (Fair) Cleveland, O., 23-29.
Hitler's Armored Car: (Fair) Tallahassee, Fla., 23-27.

Von in Carolina
TABOR CITY, N. C. — Von Bros.' Circus played here recently to three-quarter and near-full houses. Show had school auspices during the week of the local yam festival.

Carson Harvests, Too
DENVER CITY, Tex.—Harvest hands in this area swelled the crowds as Tex Carson Circus played to a near-full afternoon and straw house at night. Show had Lions Club auspices for the Saturday (13) stand.

Meadows started in the business as an electrician on his father's show at the age of 15. He later added concessions and became assistant manager. In addition to his father, he leaves his wife, Doris; a month-old daughter, Deanna Giselle; his mother, Mrs. Una Meadows; a brother, Theodore; two sisters, Sylvia Ann and Mrs. Wanda Paris, and his grandmother, Mrs. Georgia Meadows. Burial in Woodlawn Park Cemetery, Nashville.

QUINN-Dr. Maurice A.,
65, for many years race secretary and director of the Chenango County Fair, Norwich, N. Y., October 10 of injuries sustained in an auto accident. (Further details in Fairs section.)

SCHREIBER-Baptista,
70, Swedish circus owner and former wire walker, October 12 in her circus winter quarters at Karlskoga, Sweden. (Details in Circus section.)

SPENCER-Samuel E.,
86, veteran tight-rope walker, trapeze artist, leaper and tumbler, who for more than 20 years operated Spencer's Exposition Shows, recently at his home in Brookville, Pa., after a six months' illness. (Further details in Carnival section.)

TOPP-Pearle,
wife of Billy Topp, in Bakersfield, Calif., September 27. She was for a number of years with the Hazel M. Cass Players in Iowa, of which her husband was manager for many seasons. Survived by her husband, a son and two daughters.

TUCKER-Sue,
51, wife of William T. Tucker, carnival owner, October 11 in Albuquerque, N. M. Surviving, in addition to her husband, are two sons, William and Terry; two sisters, Mary Folk and Katy Johnston, and two grandchildren. Services October 18 in Albuquerque.

IN LOVING MEMORY

Of my Husband
E. C. (HUMPY) EVANS
Who passed away
October 25, 1952
HELEN EVANS AND BOYS

In Loving Memory of AGNES MORRIS

who passed away
October 26, 1949.
We miss you very much and more and more as each year passes.
Charles C. (Doc) Morris Sr.
Charles Morris Jr.

IN MEMORY Of My Dear Husband GEORGE YAMANAKA

Died October 25, 1942
Columbia, S. C.
LUCY YAMANAKA

IN MEMORY Of My Beloved Husband D. C. (MAC) McDANIEL

Died in Spartanburg, S. C.
October 29, 1933
Bertha (Gyp) McDaniel

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TWO RIDE SPOTS SOLD

'Party Room' Success At Nunley Happyland

NEW YORK—Beachside operations for the Nunley rides fell off sharply over the past summer, but inland spots did well, it is reported. The kiddieland at Rockaway, on Beach 98th Street, suffered from weather woes which were more extreme at the shore than at inland communities.

Nunley's has trimmed two locations out of its operation. Rides at the Middle Island, L. I., kiddie zoo attraction, previously in Yonkers but forced to vacate the latter spot because of the huge Cross-County Center shopping development, have been sold. Middle Island operator Nicholas Terlizzi bought a wet boat ride and dry boat ride, and Gesterl and Peters, running a new kiddieland near the Bronx Zoo, acquired the Carousel and kiddie fire engine and pony cart units.

In addition, the location at Broad Channel, L. I., has been sold to Broad Channel Day Camp and Nunley's has its Carousel there on the market.

Only Cost Is Favors

Very good seasons were enjoyed by the kiddielands in Baldwin and Levittown, the latter profiting nicely from its birthday party room. Set up experimentally this year, it has proved a great success, manager Lou Lercari reports. The spot, Nunley's Happyland, features

a quonset-enclosed kiddieland and arcade with passageway to the Jolly Roger refreshment Restaurant. Parents pay 70 cents a head for the "party room," for which each kid gets seven 10-cent ride tickets and the park provides tables, chairs, balloons and other favors. Adults get food at the Jolly Roger and bring it into the room.

Next year will likely find specially imprinted favors in use at the party room, enabling the park name to be taken into homes of those who use the room. The only cost to the park is the favors, and the room is popular since it offers privacy, decorative surroundings, and the rides solve the question of how to keep kids busy when they finish eating.

Two Junior Hot Rod rides have been placed in use this year and good results are claimed. One is at Baldwin, the other at Levittown, where a kiddie train was removed to make room for the new unit's 600 feet of track. The train is for sale.

Rockaway and Baldwin are shut down except for weekend business when weather permits. Levittown, in middle of a heavily populated area, and featuring an indoor park-restaurant combination, grinds out good business day by day thruout the cold months since the building is heated by Carrier oil heating units suspended from the ceiling.

LOW PRESSURE

Status Quo Works OK for Kiddie City

NEW YORK — Kiddie City, ride spot in Queens, cut out its advertising program this past season with no noticeable effect on receipts, it is reported. There were several hundred dollars spent on advertising during 1955, but nothing at all spent this year.

Manager Bob Black said that apparently the park's effort to sit back and take advantage of its location paid off well. The summer season left something to be desired, with weather having the same adverse effect at Kiddie City that it had on major spots. Advantage of neighborhood location, however, enabled it to attract family groups who were adverse to taking long trips when weather was threatening.

There were no ride or ticket changes at the spot and none is contemplated. Physical development is scarcely necessary, since all 17 acres were paved for the 1954 opening. Only addition for 1957 will likely be a novelty concession stand.

Promotional activities are likewise held to a minimum. Only personal appearance tried was a Saturday showing of Sandy Becker, kiddie cartoon show favorite, which drew very well. Park policy, while admittedly low-pressure, seemed to work out okay, Black said.

Black and an official of the operation, Dave Simon, will again attend the Chicago meetings in November, altho the trip is not intended to be a shopping tour.

Kiddie City's 17 acres contain broad parking facilities, and nearly 20 rides. In addition to a wide range of kiddie devices there are a Skooter, Tilt, Whip, Roto-Jet, Big Eli wheel, National train and junior coaster, Holmes Cook miniature golf and archery, I. Q. batting range, and large combination restaurant-arcade building. Location is on Northern Boulevard, within easy view of the Cross Island Parkway in the Douglaston section of Queens.

FOOD DEVELOPMENTS

Versatile Soft Drink Dispenser Displayed

NEW YORK—A drink dispenser that fits a one-gallon sirup jug and attaches easily to counter or back bar, has been introduced here. The unit has only one moving part, having no threads or crevices, making it easy to clean. The dispenser measures 15½ inches from the top of the counter, is 6¼ inches wide at the top and 2½ by 1¾ inches at the base.—Pepsi-Cola Company, 3 West 57th Street, New York.

Soft Serve Freezer . . .

SEATTLE, Wash.—Latest soft serve machine is a completely self-contained back bar unit that is 19 inches high, 29½ inches wide and 16 inches deep. The unit has a five-gallon mix tank and production capacity is said to be 10 gallons of soft service product an hour, or nine two-ounce servings a minute.—Sweden Freezer, Seattle 99, Wash.

King-Size Paper Cups . . .

NEW YORK—A growing trend among soft ice cream dealers and other big drink handlers in the use of 24's for mixing and serving both 16 and 24-ounce drinks, has resulted in a new big drink container.

The No. 24 eliminates the need for a collar in the mixing operation and means that 16-ounce drinks may be mixed as speedily and conveniently as 24-ounce drinks, the maker states. Concentric rings in white against a green background on the cup provide more pronounced and easy-to-see measuring lines. The new double duty No. 24 is said to eliminate spillage in serving.—Lily-Tulip Cup Corporation, 122 East 42d Street, New York 17.

Fountain

Unit Pumps . . .

CHICAGO—Several new model soft-drink fountains, featuring new easy-to-use lever-action pumps on single pump models instead of the plunger pumps, are being manufactured here. The new pumps, of stainless steel, are said to be adjustable for perfect portion control and will pump cold fudge with ease. The new models are available with a variety of pump and ladle services to fit almost any serving need. Made of stainless steel thruout, the new units feature rounded corners and turns to allow easier cleaning and smarter appearance.—Helmco, Inc., 7400 West Lawrence Avenue, Chicago.

Detroit's Ford Auditorium

• Continued from page 64

largely equipped by National Theater Supply Company. The stage proper is 43 feet deep, with the additional orchestra pit lift giving it a full depth of 60 feet, as used for Sunday's television show. The proscenium arch is 75 feet wide by 35 feet high, with full stage width of 120 feet behind the arch. The stage has full flyloft equipment, with the gridiron 82 feet above the stage. Seven small and four large dressing rooms are provided backstage.

The lobby is 44 x 140 feet, with grand staircases on either side. Typical of the decor is the use of metal murals by the famed sculptor, Marshall Fredericks, with one

having an unbroken sweep of 120 feet depicting the industrial development of man. Others show theater, circus and other show business activities. Architecture of the structure is unique, and has drawn world-wide interest in architectural circles.

Valla Opens Room

Below a portion of the auditorium is a large social room for dances, dinners, and meetings. This was given its initiation on Monday by the Detroit Town Hall, formerly at the Fisher Theater, with a luncheon following a talk in the auditorium by Rudy Vallee. About 500 people can be seated at tables in this hall.

Constructed as part of the auditorium is a new underground parking lot to hold about 700 cars. This is scheduled for opening in January.

The Auditorium is under the general direction of the Memorial Hall Commission, with Weld S. Maybee as director. Roy Brown, manager of the old Orchestra Hall for twelve years and at various times acting manager of Masonic Temple, has been appointed temporary manager of the auditorium. Richard Zimmerman, of the commission staff, has been appointed assistant manager.

The new auditorium has been designed primarily with concerts, operas, and lectures in mind, Mr. Maybee told The Billboard. It will serve as the home of the Detroit Symphony Orchestra, whose conductor, Paul Paray, was enthusiastic in praise of the acoustical qualities.

Bookings Good

The new Ford Auditorium has been already booked up nearly solid to the first of the year, with a wide range of types of activities, such as various series of symphony concerts, origination of the television show, "This Is Your Life," on November 14, and two weeks of

Olympic Plays It Tightly, Patterns 1957 After 1956

IRVINGTON, N. J.—Chances are the 1957 operation at Olympic Park will be unchanged in a ride sense, it is reported. Seasonal revenues were down this year, due to a combination of discouraging events—unusually poor weather and the New Jersey games situation.

Despite being knocked out of business by legislation prior to the July Fourth week, it is noted, no concessionaires defaulted on rentals and inquiries indicate the renewal rate will be high for 1957 if the

games picture clears up as expected.

Olympic, an inland spot, had built up a steady repeat business of families who came as groups to patronize games and rides alike. This business was cut into severely by the concession restrictions. June was a fair month, and the September operating days were also okay, but weather hurt weekends in between.

Off-season maintenance work is proceeding at a good clip, with all ride painting expected to be completed shortly, before cold weather sets in. Both Henry and Bob Guenther will make the Chicago conventions, but without any major purchases in mind.

plays produced by Moral Re-Armament.

The auditorium, constructed as a permanent memorial to the founder of the Ford Motor Company and his son, was constructed thru the gift of \$1,000,000 from the family, \$1,500,000 provided by dealers in the various Ford divisions, and an equal amount of \$2,500,000 contributed by the city of Detroit.

Texas State Fair in Slim Lead

• Continued from page 64

rain has seriously affected State Fair attendance. Attendance was 89,945 as compared to 109,765 in 1955. After the rain stopped about 1 p.m., the fair recovered quickly with thousands of high school bandmen already being on the grounds for East Texas Day. The free Cotton Bowl show, scheduled for Tuesday night, was moved to the Livestock Pavilion, which was filled to capacity of 4,000 for performance of Sportsmen Quartet, Pianist Roger Williams and the Apache Belles from Tyler Junior College.

Icer Doing Okay

Ice Capades International was pulling well, with an estimated 80,000 patrons thru Wednesday (17). Twelve performances were capacity or close to it. About 30,

000 had seen the Joie Chitwood Thrill Show in front of the Grandstand.

"Damn Yankees," Broadway musical comedy, which is the fair's blue ribbon attraction in the auditorium, was lagging somewhat behind shows of previous years. It was estimated that approximately 50,000 paying customers would see the show thru its entire run, under a \$4.80 top.

Indicating the size of fair crowds, the Southwestern Bell Telephone Company—one of the few exhibitors that keeps an accurate count of people who visit their exhibit—reported that thru Tuesday (16) a total of 412,928 visitors had been clocked thru the elaborate exhibit in the General Exhibits Building. This attendance was running some 23,000 ahead of last year. Biggest day for visitors to the exhibit was Sunday (14), when 74,958 were clocked thru.

Day-by-day attendance with last year's attendance in brackets:

Friday (5), not open (65,465); Saturday (6), 235,049 (201,575); Sunday (7), 174,986 (171,193); Monday (8), 55,808 (54,296); Tuesday (9), 108,873 (98,667); Wednesday (10), 187,346 (185,089); Thursday (11), 95,282 (62,435); Friday (12), 275,666 (251,685); Saturday (13), 325,741 (323,224); Sunday (14), 280,024 (274,152); Monday (15), 165,712 (181,725); Tuesday (16), 89,945 (109,765); Wednesday (17), 81,214 (77,685).

Friday (19) was High School Day, always a good day for the midway.

The fair closes its 16-day run Sunday (21).

with the promotion of the Cremer Rodeo in the future. Announcement was made here following the close Sunday (14) of the engagement of the Cremer Rodeo, with Gene Autry, at the International Amphitheater.

Ocean Beach Golf, Archery Contract Let

NEW LONDON, Conn.—The Ocean Beach Park board has authorized City Manager Edward R. Henkle to enter into contract with Holmes Cook for operation of the miniature golf course and a new archery concession.

Contract terms include: Golf, for three years, and the park receives 25 per cent of gross take; archery, for five years, and the park receives 15 per cent of gross.

In other business, the board has authorized Henkle to enter into contract with Robert Simpson for operation of the bowling concession for three years at a rate of \$1,450 a year.

In each contract the concessionaire agrees to pay one-half of 1 per cent of his gross for beach promotion and publicity.

Latta Takes Post With Cremer Rodeo

CHICAGO—Bob Latta, who recently resigned as manager of the Central Wyoming Fair and Rodeo, Casper, will be associated

ROLLER RUMBLINGS

Bill Sefferino Quits Rink Business in Cincy

CINCINNATI — William F. Sefferino, pioneer Cincinnati roller rink operator, announced last Wednesday (17) that his Sefferino Rollerdrome, largest, most modern rink in this area, would not reopen for the fall season. The building

has been leased by the Crocker-Fels Company, surgical supply firm, Sefferino stated. He declined to give any reason for the closing, however.

Sefferino began his rink career at the old Music Hall Roller Rink here many years ago with his brother, Cap, former speed skater. Later Bill Sefferino operated rinks at Chester Park and Reichrath's Park here, with Cap Sefferino as manager. He erected the present rink more than 25 years ago. At the time it was the largest and one of the best-appointed rinks in the country with accommodations for 3,000 skaters.

In addition to his Cincinnati rink operations, Sefferino had at various times operated rinks in Hamilton, O.; Covington, Ky., Louisville and Chicago.

Cap Sefferino, who formerly managed his brother's various ventures, is now manager of the Price Hill Roller Rink here.

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1000 pr. Used Clamp Skates... \$3.50 pr.
Brownie Precision Wheels... 1.50 set
Economy Precision Kit,
Cottrell Wheels 9.50 set

Bonny's Hug-Me-Tights... \$10.50 dz.
Bonny's New "Princess"
Line Skating Skirts... 24.00 dz. up

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FOLK TALENT & TUNES

• Continued from page 60

row have their own show, Monday thru Friday, 12-1 p.m. and 2:30-4:30 p.m., over WZIP, Covington, Ky. They mix household hints and their own live music-making with their platter spinning, which includes westerns, spirituals and just plain country stuff.

Mac Wiseman teams with Don Reno and Red Smiley for a tour opening Sunday (28) at Hillsville, Va. Threesome follows with Blacksburg, Va., 29; Yadkinville, N. C., 30; High Point, N. C., 31, and Mount Airy, N. C., November 1. On November 4 Wiseman plays Newark, N. J., with Don Larkin and Lyle Reed, hopping from there to Nashville for the deejay convention. . . . Louise Duncan, a newcomer in the c.&w. field, has been pacted by Capitol Records, with her initial release due out in a few weeks. Miss Duncan appeared for a time on radio and TV in California. Heading up her fan club is Betty Dotson, 927 Delray Drive, Nashville.

Macon Gate Mark

• Continued from page 66

is strictly a night show, with the annual getting little daily attention by the populace until 4-5 p.m. There are aerial displays by the Fireworks Corporation of America, replacing previous ground displays.

Making up part of the attendance hike are airmen from nearby Warner Robbins Air Force Base, which has regular Friday paydays, on a revolving basis, enabling a substantial payroll being distributed every week.

All commercial space was sold out far ahead of the fair week, and fine participation is noted in the stock and flower shows this year. There was a Mayor's Day on Wednesday, with many leaders of Georgia communities on hand, and a State FFA day on Friday.

Previous best year was four years ago, when gate receipts were in the \$40,000 class. Indications were that this figure would be exceeded.

Bill Lively's Western combo continues as the feature on Station KWIN, Medford, Ore. . . . Dick Spain and the Rough Valley Boys play for the Saturday night dances at the Oasis Ballroom, Eagle Point, Ore. . . . Clair Musser and His Powder River Ramblers hold forth each Saturday night at Cedarville Park, Portland, Ore. At the Division Street Corral, in the same town, Tommy Kezziah and His West Coast Ramblers whip up the melodies for the Saturday night dance sessions. . . . Texas Jim Lewis and his jamboree gang are the features each Saturday night at the Trianon Ballroom, Seattle.

With the Jockeys

Russ Vernon, known over airwaves as Ranger Russ, has an 8:15-9 a.m. show, "Rangeland Tunes," going Monday thru Saturday over KFRB, Fairbanks, Alaska, and a tele stanza, "The Ranger Program," on KTVF, Channel 11, Fairbanks, from 4:30-6 p.m., Monday thru Friday. Besides his broadcast duties, Vernon fronts a c.&w. band which plays dances and shows in the area. . . . Willard Howell, who holds down the c.&w. mike at WEPC, South Pittsburg, Tenn., was recently promoted to program director, but will continue to spin the platters. . . . Tom Estes, program manager, WMAG, Forest, Miss., asks that artists send him photos to fill listeners' requests.

Judy Lynn and the Wilburn Brothers, Teddy and Doyle, were hosted by deejay Dole Cooke when they visited WEBY, Milton, Fla., recently. . . . Airman Second Class Billy Deaton, who broadcasts over Station TFK, Keflavik, Iceland, would like to receive tapes and info from artists and fellow disk jockeys. His mailing address is A.P.O. 81, New York, N. Y. . . . Tex Justus,

featured daily on the Pappy Hayden Furniture Network consisting of seven stations in Southern Indiana and Western Kentucky, cut a record session with Marvel Records, Chicago, recently. First release is due out November 1. Justus headquarters at WBNL, Boonville, Ind.

Cliff Rodgers, WHKK, Akron, advises: "I have just begun my annual popularity poll of country recording artists. A plaque will again be awarded to the winner. In the nine years we have been conducting the survey, only four different artists have placed first. Eddie Arnold ran first three times; Lefty Frizzell, one time; Hank Williams, two times, and Hank Snow, the last three years." . . . Bill Price, XERB, Rosarito Beach, Mexico, reports that Carl Perkins recently drew a s.r.o. crowd at the Bostonia Ballroom there. Price and Smokey Rogers emceed the show. . . . The Wilburn Brothers, Lonzo and Oscar, and Judy Lynn were recent guests on Mike Michael's show over KDMS, El Dorado, Ark.

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Raleigh Prospers In Poor Weather

N. C. State Bucks Elements on 3 of 5 Days; Record Opening, Names Help

RALEIGH, N. C. — Ominous weather did its best to knock out the North Carolina State Fair, but on Friday (19), with only one of the five operating days remaining, Manager Dr. J. S. Dorton predicted a highly successful run.

At that time the fair, aided by the biggest opening in its history, Tuesday (16), in threatening weather, was said to be even, or perhaps just a little behind the same period a year ago.

Wednesday (17) was practically washed out. Rain fell again on Thursday and on Friday, causing the switch of some outdoor attractions to the Coliseum and a herculean effort to get the track and stage in good enough shape to present others.

Strong Start

Prospects for the fair were pointed up on opening day when the attendance soared to a new high and the James E. Strates

Shows racked up a solid \$4,000 increase over last year.

The event was loaded with attractions, including names in the award-winning Coliseum for the first time. The indoor show opened to excellent business, with Dorothy Collins and Russell Arms featured. Pat Boone and the "Midwestern Hayride" came in for the remaining nights and played to bigger audiences, Dorton said. These attractions, plus the "Stairway to the Stars" revue and acts appearing nightly in front of the grandstand, were set by GAC-Hamid.

Other features included B. Ward Beam's Hell Drivers, which went on in adverse weather, and Gene Holter's animals, which were moved inside the Coliseum on one occasion to escape the weather.

Extra Day for Kids

Because of poor weather on the two children's days, Tuesday and Friday, Dorton announced that all school children would be permitted free to the grounds on Saturday. Sam Nunis-promoted big car auto races will be the grandstand feature.

Altho the weather was not the best, the fair ran out of parking space by mid-afternoon Friday.

A new \$35,000 milking parlor was among the exhibit features. Premium awards exceeded \$65,000.

A unique exhibit and probably the only one of its kind ever at a fair, was a rock-crushing machine. The equipment used in the exhibit cost \$180,000, and cost of installing it was placed at \$10,000.

Rocky Mount's Rerun Slated Sans Premiums

ROCKY MOUNT, N. C.—The State Department of Agriculture has approved a rerun for the Rocky Mount Agricultural Fair, practically washed down the road last month by Hurricane Flossy. New dates will be October 29 to November 3. Original dates were September 24-29.

The first fair managed to get some time in on Friday and Saturday under cloudy conditions.

All agricultural and livestock exhibits will return for the second fair, manager Norman Y. Chambliss said, as will the O. C. Buck Shows' midway and hypnotist Joan Brandon, who made a hit at the first fair. All premiums were paid out last month, and exhibitors agreed to return without competing for prizes, Chambliss said.

Kiddie days will be held on Tuesday, Wednesday and Friday of fair week, and Miss Brandon will perform on Thursday, Friday and Saturday. Some 25,000 school tickets are being distributed. Adult admissions will be 50 cents. Also returning will be farm machinery exhibits, two Army bands, and an Air Force parachute exhibit.

Fla. Movie Men Will Be Feted At Jacksonville

JACKSONVILLE, Fla. — The Greater Jacksonville Agricultural and Industrial Fair will be the center of Florida's motion picture industry Monday (29) when the Florida Motion Picture Exhibitors Associates will send approximately 300 members to visit the fair. The organization will open its annual State meeting here Sunday (28).

Special buses will be provided to bring the movie men to fairgrounds, where, among other things, they will see a special showing of the Raynell show on the Cetlin & Wilson midway.

The C-W organization will wind up its season here and entrain for Petersburg, Va., winter quarters following the close of the fair.

DORTON'S 70 FAIRS SURPASS HIS YEARS

RALEIGH, N. C. — An amazing total of 70 fairs have been operated by Dr. J. S. Dorton, counting the supervision of the current North Carolina Fair here.

Dorton, whose years do not yet match the number of events he has supervised, began in 1924 with the Cleveland County Fair, Shelby, N. C., an event he still runs.

In addition, he was a founder, and still operates the Charlotte (N. C.) Fair, thus giving him a total of three each year since taking over the State fair here.

Cetlin & Wilson, Icer Lead at Ga.

Rides, Shows Jump 22 Per Cent; Jack Kelly Icer Shows Big Gain

MACON, Ga. — With perfect weather prevailing, Cetlin & Wilson Shows appeared headed for a new record high after four days of the six-day run of the Georgia State Fair. And the fair registered sharp gains at both gate and grandstand.

Midway shows and rides were approximately 22 per cent ahead of '55 thru Thursday (18). The gains appeared general in all departments, Bob Wade, general manager, said. Paid admissions were

up 12 per cent above last year.

A phenomenal jump of 45 per cent was registered from the grandstand, long a losing proposition. The Jack Kelly "Ice Frolics" proved a popular attraction with an overflow Monday night crowd and near capacity every night following.

A mix-up on school closing on Monday's Kid Day caused the crowds to arrive in mid-afternoon several hours later than usual. Fair gates showed a gain that day but the rides and shows dipped from \$10,000 to about \$9,500 after which the midway grosses started building better than \$2,000 a day above last year.

Concessions Wins

Bill Moore, carnival's business manager, reported an increase in concession footage with especially good business Wednesday and Thursday.

Show made the 289-mile jump here from Spartanburg, S. C., in good time arriving about 9 p.m. Sunday. Everything was ready at noon the following day. Issy Cetlin made a plane trip to the shows' Petersburg, Va., winter base and returned Wednesday afternoon.

The Raynell girl revue topped midway attractions grossing better than 25 per cent more than last year. Bob Edwards reported his rides and two shows were about 20 per cent over last year.

Peasy Hoffman, who handled publicity, landed three carnival picture layouts in the early part of the week and arranged a daily television show using live talent from various back-end shows.

Banner Week Scored for Greenville

GREENVILLE, N. C.—One of its best weeks was enjoyed October 8-13 by the Pitt County Fair here, it is reported, and paid-out premiums topped \$4,000.

Amusements included the O. C. Buck Shows on the midway, and nightly fireworks offered by Tony Vitale. More than 15,000 children turned out for the three kiddie days, according to Norman Y. Chambliss, manager for the eighth year.

Perfect weather graced the entire week, and resultant gate receipts were the fair's highest yet. "Miero Midget" auto races were held the first three nights.

Frog Jubilee Earmarks 11G For '57 Shows

ANGELS CAMP, Calif.—Expenditure of \$11,550 for attractions and entertainment is included in the budget of \$99,617 for the Calaveras County Fair and Jumping Frog Jubilee approved by both the board of directors here and the State.

Other items included in the budget are, administration \$20,122; maintenance, \$17,450; premiums and prize money, \$24,130; and capital outlay, \$15,080.

Nifty Weather Aids Spartanburg Run

SPARTANBURG, S. C.—Fine weather aided the Piedmont Interstate Fair which closed here Saturday (20). No rain fell during the six-day schedule and the weather experience was termed the best in several years, altho several chilly nights affected grandstand attendance.

Business was excellent for all departments, said Paul Black, president. Attendance was up slightly on most days and no worse than even on the others. Black and other fair officials regard the crowds at the event, in any year favored by good weather, practically at the saturation point. Unless the area itself changes there

is little likelihood of spectacular increases.

Spending at the event was above, or at least even with, last year, except on Wednesday (10), colored day. Altho the gate held up the midway dipped about \$1,800, which it later made up.

Cotton Crop Off

A poor cotton crop, which greatly affected the income of the colored population, resulted in the sag in Wednesday's spending, Black said. Increases registered before and after Wednesday by the midway more than made up for the one-day deficit.

Cold hurt the night shows featuring Jack Kochman's Hell Drivers and the GAC-Hamid revue. Two shows were presented nightly at 7 and 9 p.m., except on Monday (8), when only one was presented. Stock cars were presented on Saturday afternoon.

Notable again this year was the House of Flowers presentation under the direction of Mrs. Margaret Moore. The theme was the Wizard of Oz with the centerpiece representing the Emerald City.

Tom Moore Craig, fair secretary, reported exhibits necessitated the capacity use of space.

Doc Quinn Dies In Auto Crash

NORWICH, N. Y.—Dr. Maurice A. (Doc) Quinn, 64, for many years race secretary and director of the Chenango County Fair, Norwich, died October 10 of a crushed chest and fractured skull sustained when the car in which he was riding was struck by a truck four miles west of Richfield Springs, N. Y.

Deceased operated a commission auction at the Chenango County Fairgrounds and was one of the best-known cattle and horse men in the State. He practiced as a veterinarian from 1916 until a few years ago.

Quinn was a lieutenant in World War I and a member of the Norwich Lodge of Elks. Funeral was held from the Fahy Funeral Home here October 13, with the Rev. Thomas G. Swales, of the Broad Street Methodist Church, officiating. Burial was made in Mount Hope Cemetery here.

Besides his widow, he is survived by a daughter, Mrs. David F. Lee.

Rain Cuts Fresno Gate to 272,535

FRESNO, Calif.—The Fresno District Fair drew 272,535 persons to its 61st annual showing which ended here Sunday (14). Rain during the early part of the 10-day run caused the turnstiles to dip 12,553 under the 285,088 a year ago.

Rain fell the night before the fair opened Friday (5) and threatening weather caused a loss of 11,816 in the first four days' marks. Showers drenched the grounds the night before the fair opened and then again on Saturday (7) as the stage show was finishing. The afternoon and evening grandstand shows were canceled on Sunday because a muddy track prevented moving the portable stage into place.

Horse racing for eight afternoons, T. A. Dodge, secretary-manager, said, showed an attendance increase of 3,000 with the pari-mutuel handle up 8 per cent over 1955.

The fair also used its new \$157,000 administration building for the first time. Offices under the grandstand were moved to the all-modern 16-room structure.

Show Take Slips

Dodge said the grandstand shows did not pull the expected patronage. They were presented the first seven days with horse shows on the second Friday and Saturday of the run. Grandstand was dark the closing Sunday night with the \$1,000,000 Livestock Parade, Sheriff's Posse and sheep dog trials that afternoon's fare.

The night grandstand shows,

"TV Discoveries of 1956," were staged by George Burke of the Hollywood GAC Hamid office. Headliners were Russell Arms, Eydie Gorme and Buddy Morrow and his orchestra. Other acts appearing included the Half Brothers, unicycle comedy and juggling; Boginos Family, acrobatic; Nita and Peppi, acrobatic and balancing, and Tippy and Cobina, monkey turn. The Sing Lee Sing Family, A. Robbins and the Mandarins were added to vary the program.

Burke and Elkan Kaufman also produced the free show in the open-air theater with the starting line-up including the Antonettes, teeterboard; Dave Parks, contortionist; Tippy and Cobina; Payo and May, unicycle; Sing Lee Sing (6), balancing, and Vickie Young, vocalist. The same show played thru Tuesday (9) with A. Robbins, the banana man, replacing the Sing Lee Sing troupe on Sunday for three days. Opening Wednesday were Boy Foy, unicycle, and the Carlson, comedy juggling, to replace Robbins and Tippy and Cobina. The Mandarins opened Friday (12) and played thru the remaining three days.

Crafts Shows, which combined Crafts 20 Big and Exposition units for the date, were on the midway.

Visiting fairmen included Tevis Paine, Los Angeles County Fair; Fred Bruderlin, Solano County Fair; Bob Stein, Western Fairs' Association; George Miller, Department of Finance, Division of Fairs & Expositions, and Carl T. Mills, Calaveras County Fair & Jumping Frog Jubilee.

WEATHER TURN SPARES WIND-UP AT WINSTON

WINSTON-SALEM, N. C.—Hoped for good weather enabled the newly named Dixie Classic Fair to end on a satisfactory note Saturday (13), after a week which had started slowly and suffered from cold nights.

New manager, Neil Bolton, had passable success with the new fair title, replacing the previous Wins-

ton-Salem Fair label, altho popularizing of the name was begun too late for proper exploitation. It was undeniable that the months to come will see steady effort to keep the new title in front of the public.

Space in the Coliseum was again pretty nearly all sold, offering commercial exhibitors good facilities in a spanking new building.

Attendance perked up at the fair's end and nearly approximated 1955, when wet grounds and generally dismal weather was a deterrent to heavy crowds. The cold turned up again on closing night to keep attendance from topping last year.

Entertainment included the World of Mirth Shows midway, a GAC-Hamid revue. Kochman thrill show and on closing day, locally promoted motorcycle racing.

Rain Casts Gloom Over Anderson, S. C.

ANDERSON, S. C.—Poor weather, with dampness the main element, soured most of the Anderson Fair days last week, and the prediction for closing day was for more rain.

The fair opened nicely on Tuesday (16) but drew rain on the following two days. On Friday it was cloudy and threatening, to further cut attendance.

Structures are replacing the former tent operation and interest has built in recent years to where \$12,000 in premium money is offered. The cattle show this year is reportedly better than ever, and improvement is also shown in the women's department activities.

Midway is a World of Mirth Shows operation, and there is Hamid grandstand talent.

Pat Kerr Renamed To Sec'y Postion

KNOXVILLE—Pat W. Kerr, secretary-manager of the Tennessee Valley Agricultural and Industrial Fair, has been re-elected secretary of the East Tennessee Improvement Program Committee.

FAIR MEETING DATES

Western Canada Fairs' Association, Hotel Saskatchewan, Regina, Sask., November 3-7. George K. Ross, 59 Twentieth Street East, Prince Albert, Sask.

Oregon Fairs' Association, Multnomah Hotel, Portland, November 7-8. Hallie Huntington, 13th and Monroe streets, Eugene.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 20-21. Emery Boucher, Coliseum, Exhibition Park, Quebec 3, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank H. Kingman, Ridge Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruet, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 28-29. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

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Occupation

Strates Fights Rain At Raleigh Event

RALEIGH, N. C.—The James E. Strates Shows had to contend with rain and heavy skies practically thruout the run at the North Carolina State Fair.

The show got off to a tremendous start on opening day, Tuesday (16), the first of two children's days. Fair officials reported the midway gross for that day \$4,000 over the same day a year ago.

Wednesday (17), however, was practically washed out. Rain came again on Thursday (18) and threatened on Friday (19), also a kid's day.

Death Takes Sam Spencer, Vet Showman

BROOKVILLE, Pa. — Samuel E. Spencer, veteran tightrope walker, trapeze artist, leaper and tumbler, who for more than 20 years operated Spencer's Exposition Shows, died at his home here recently after a six months' illness. He was 86.

The deceased trouped as a performer and show owner for more than 50 years. He began his career in the Side Show on the Frank A. Robbins Railroad Show in June, 1888. Several years later Spencer appeared with Maj. Gordon W. Lillie's Pawnee Bill Show. In 1905-'06 he managed a nickelodeon in Du Bois, Pa., and in 1916 launched his own carnival company known as Spencer's Exposition Shows. He retired from show business in 1936.

Services were held at the Reitz Funeral Home here, with the Rev. George Varga officiating. Interment was in Brookville Catholic Cemetery.

Surviving are his widow; a daughter, Mrs. B. C. Kline, of Brookville, and a sister, Mrs. Dora Depp, of Portland, Ore.

Despite the threatening weather the attendance pace was brisk with the fair parking exhausted by mid-afternoon on Friday. Closing Saturday was expected to hit record proportions since, in view of the inclement weather previously, the fair announced that all children of school age would be admitted free without tickets. Normally the school children are required to present tickets. More than 250,000 are distributed free thru the school systems thruout the State.

Altho the show has been dogged by bad weather thruout the season, Owner Strates termed the season a good one. Its fairs at Hamburg and Syracuse, N. Y., and York, Pa., were hit hard by rain. At its earlier dates in the South, cold interfered often with night activity.

The show was at full strength here and well equipped to easily handle a gross that normally runs well over the \$100,000 mark. An added feature was the Dowis Sky Wheels.

Two fall fairs remain, Charleston and Florence, S. C. Winter fairs will be played at Winter Haven and Orlando, Fla., where the show winters.

Broas Plans New '57 Route

PARKERSBURG, W. Va.—G. & B. Shows will move out over a new spring route in '57, George Broas, owner-manager, announced here at the organization's winter quarters last week. Several fairs have already been booked for next years, he reports.

A new Spinaroo has been delivered here and a panel sound truck plus two new tractors have been ordered for spring delivery. Next year's line-up will include six office-owned rides and two booked rides for a total of eight.

Spartanburg Steady, Macon Up for C&W

MACON, Ga.—Good weather at the Georgia State Fair here helped the Cetlin & Wilson Shows enter the final day of the event, Saturday (20), with a gross comfortably ahead of that of last year.

The event was one of the most fortunate in the southeast during the week in that a tropical disturbance cut into the north and hampered most other event running concurrently in the Carolinas.

Last week at the Piedmont Inter-

Dallas Fun Zone Matches Gate Hike

Rides Lead With 20 Per Cent Gain; Back-End Runs 10 Per Cent Ahead of 1955

DALLAS—Business on the midway of the State Fair of Texas was a reflection of the fair's attendance which on most days of the exposition thus far has outstripped that of last year.

Fred Tennant Jr., serving the fair as superintendent of the mid-

way and concessions, reported that rides in particular were doing good business, some 20 per cent ahead of last year at the same point, according to his calculations as of Thursday (18).

Tennant pointed out that the fair's ride line-up was strengthened considerably by the addition of the Velare Bros.' Rotor, a Round-Up and the new Roto-Jet ride. The Monorail line, altho eventually to be used for transportation across the fairgrounds, was not completed as the fair opened and has been serving more as a ride, having carried about 42,000 people at 25 cents on its short runs as of Wednesday (17).

Showboats Do Well

The two miniature paddle-wheel showboats being operated on the fairgrounds lagoon also were doing well with about 33,000 passengers thru Wednesday (17).

The Roller Coaster, as usual, led

(Continued on page 75)

state Fair, Spartanburg, S. C., the show reportedly at least equaled its gross of last year.

Spartanburg started strong and increase of several hundred dollars marked the first two days. The day's take tumbled more than \$1,500 on Wednesday (10), colored day, however. This was attributed to a poor cotton crop.

Closing Days Good

Gains were again registered on the final three days as the weather remained clear and the deficit was made up.

The show got a tough break in the weather at the Virginia State Fair, Richmond, when rain washed out several of the most important days. The event, which has grown annually, now stands to equal the Indiana State Fair, Indianapolis, in good weather, show personnel said.

Arrangements for a new winter quarters, possibly in a tobacco warehouse adjacent to the fairgrounds in Petersburg, Va., are under way. The show, which has wintered at the fairgrounds for many years, had to seek new quarters because only one sizable permanent structure remains, following fires which destroyed all of the others. The one available building is being used by the fair for storage.

Fresno Gate Dip Hurts Crafts' \$\$

FRESNO, Calif.—A dip in the total attendance at the Fresno District Fair had its effect upon the gross revenue of the Crafts 20 Big Shows and Crafts Exposition Shows, which were combined for the 10-day run ending Sunday (14).

Rain the night before the fair opened on Friday (5) and again late Saturday night helped bring down the fair's attendance to 272,535 from last year's 285,088. Most

of the loss was suffered during the first four days.

Despite the early rains, Crafts Shows had strong business on the first Saturday (6). Clearing weather brought out a host of school kids for the kids' days on Tuesday and Wednesday. The closing week-end business was also reported as "satisfactory."

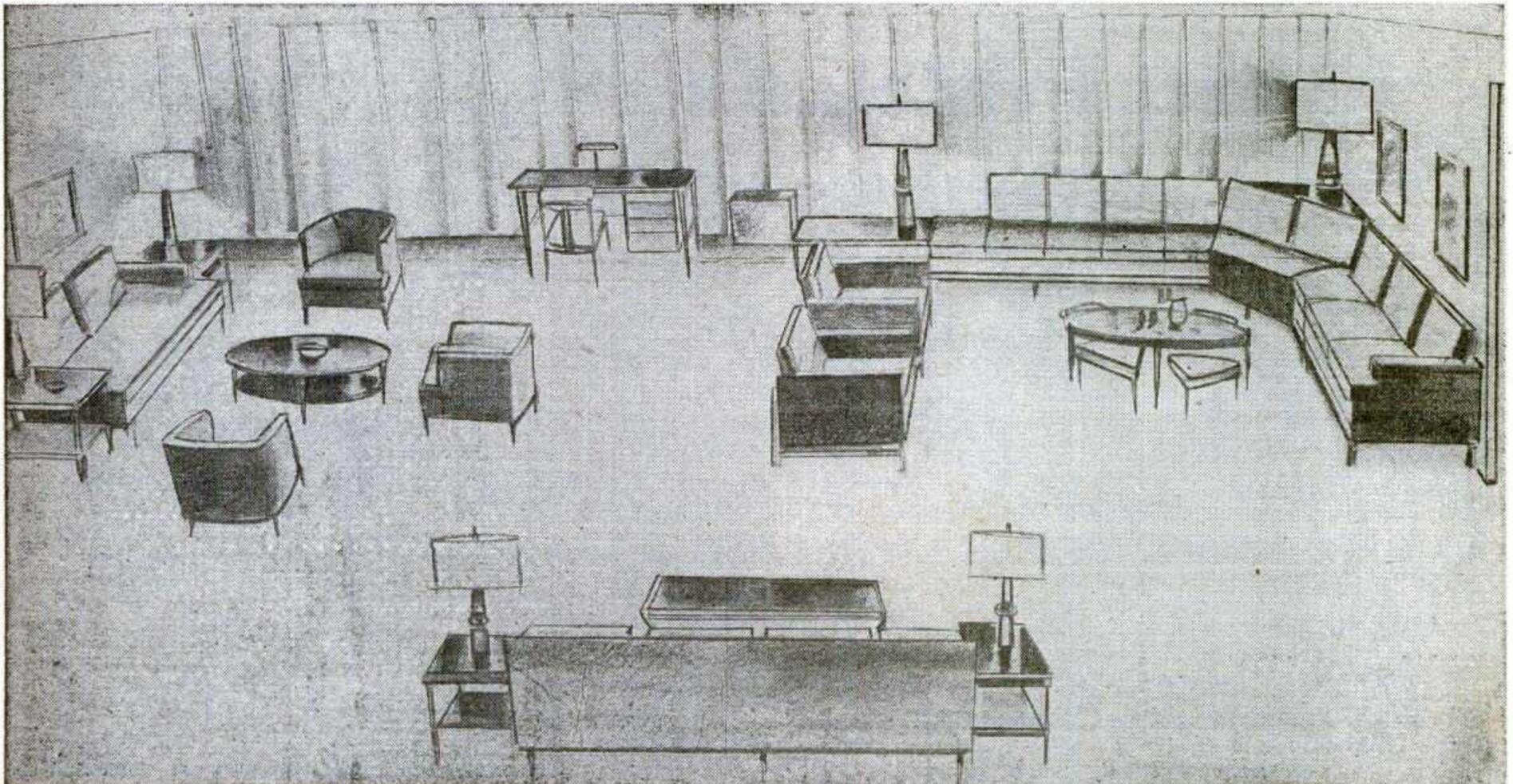
For the date, O. N. Crafts, show owner, used 35 kid and major

(Continued on page 75)

Jack Ruback Into Quarters After OK Tour

LIBERTY, Tex.—Jack Ruback's Alamo Exposition Shows closed its season here Saturday (20) at the Trinity Valley Exposition after a tour that included over 7,000 miles in Texas, Oklahoma, Kansas, Colorado, New Mexico, Wyoming, South Dakota and Iowa.

Owner Ruback reported that business in general was ahead of last year. Several fairs have again been signed for '57 and work will start on equipment as soon as the show hits its San Antonio winter base. By the time the show hits quarters it will have been out for 29 weeks.



INTERIOR DECORATOR'S CONCEPTION of how the lounge of the Showmen's League of America will look when the club moves into its own building at the corner of Randolph and Franklin streets, Chicago. The four-story building is being modernized and is scheduled to be occupied November 15 by the club.

MIAMI SHOWMEN'S ASSOCIATION

Cemetery and Memorial Drive

William B. Moore, Chairman
Ruth Schreiber, Ladies' Chairman

DEAR MEMBERS, FRIENDS and SHOWMEN EVERYWHERE:

JOIN THE MORE THAN 300 MEMBERS AND FRIENDS OF THE MIAMI SHOWMEN'S ASSOCIATION AND ITS LADIES' AUXILIARY IN THE ESTABLISHMENT OF THE MOST BEAUTIFUL MEMORIAL EVER CONSTRUCTED BY ANY SHOWMEN'S GROUP.

You who participate in this project by your contributions of \$50 for each man and \$25 for each woman will be honored perpetually by having your names inscribed on a handsome bronze plaque which will be permanently located in the lobby of the club rooms.

The response to date has been encouraging. THIS PROJECT—A SINGLE MASSIVE MEMORIAL CONSISTING OF A LIFE-SIZED ELEPHANT FLANKED BY LIONS AND ALL MOUNTED ON AN IMPORTED MARBLE BASE—WILL MARK FOR ALL TIME THE MIAMI SHOWMEN'S ASSOCIATION CEMETERY, CONSISTING OF HUNDREDS OF GRAVES IN SECTIONS RESERVED FOR ALL FAITHS—CATHOLIC, PROTESTANT AND JEWISH.

All who participate in this endeavor, for which we are raising \$15,000, may well be proud of the accomplishment. NO FINER TRIBUTE CAN BE PAID TO THE MEMORY OF OUR DEPARTED BROTHERS AND SISTERS. Many have already pledged themselves to this magnificent cause. I know that many more of you will.

Time has a habit of running away from good intentions. If you have already pledged participation, please send in your money now if you have not already done so. If you have not yet pledged, then please consider this appeal. I know that you, too, will want to be a part of this most worthy effort. You will be proud, as I will be, at the dedication ceremonies to be held at the time of our annual picnic.

William B. Moore, Chairman
Cemetery and Memorial Drive
Miami Showmen's Association
1799 N.W. 28th Street
Miami, Florida

NEW RAIL RIVAL POSSIBLE

John Marks Exit Sparks Scuffle Among Truck Units for Dixie Dates

RALEIGH, N. C.—Booking maneuvers, practically a year-round activity in the land of cotton, went into high gear as word spread of the retirement of John Marks and his show. Prompting the scramble, the like of which has seldom been seen, even at a Dixie fair meeting, was the unique announcement by Marks that he would maintain a "hands off" policy.

With the exception of the Fayetteville (N. C.) Fair, which Marks helped form 24 years ago and which he turned over to the Cetlin & Wilson Shows, the shows' route is up for grabs. Ten fairs are involved and perhaps twice as many shows will be affected before the smoke clears and routes are set at the conclusion of the State meetings in January.

Several owners and agents have personally contacted Marks. So far they have gained assurance only that he would not interfere in the bookings. He has proclaimed publicly that his intention is to retire completely from the carnival business. Proud of his name and the reputation it carries in the industry, Marks will assure the retention of his laurels by retiring them.

Fairs Deluged

Some of the Marks dates, most of which have been on his route for more than 15 years, have received as many as 16 solicitations in a week's time. Fairs that have stuck with a show for a dozen or more years are somewhat new at the game of booking. Since no decisions have been announced it must be assumed that they will be reserved until the competing propositions can be digested.

The Marks dates, including Covington, Lynchburg and Roanoke, Va.; Burlington, Gastonia, Albermarle, Hickory and Monroe, N. C.; Orangeburg, S. C., and the Winston-Salem (N. C.) Colored Fair, are of such size and promise to entice

any truck show. One, the Orangeburg Fair, was played by railroad shows for many years.

All of the East's larger truck shows are interested in adding one or more of the Marks dates to their routes. To add even one, another event would likely have to be dropped because of the confliction in dates. This, in turn, would make it possible for other shows to step up and strengthen their routes and create new possibilities for new or budding enterprises.

Strates Aware

A possible important factor on the booking scene, North as well as South, would be a second James E. Strates railroad unit. Altho it is rumored that considerable thought has been given the project, Strates said here—where his units occupy the midway at the North Carolina State Fair—that there are no plans at present for such a move.

Meanwhile, however, Allan Travers, Strates general agent who has variously, and often simultaneously, represented other enterprises, has been canvassing the country as diligently as anyone. Strates, a partner in the ill-fated Model Shows which expired after two times around, two years ago, is well equipped to send out a second rail unit.

Strates owns 70 pieces of rail equipment. Fifty units—perhaps more than are actually needed—rolled in here. Twenty cars are stored at winter quarters in Orlando, Fla. Railroad equipment can deteriorate rapidly when left on sidings. In addition Strates owns practically two complete sets of rides, including two Merry-Go-Rounds, both of which were in use on the show at times this year.

Field Opens Up

Strates noted that the demise of the Endy Bros.' Shows, Johnny J. Jones Shows, Metropolitan Shows,

all of which railroaded, and the Marks Shows, as well as various components of these units, created good booking opportunities for a small railroad unit. Several fair groups have expressed the desire to step up, or return to, railroad show status. They are out of luck as long as the number of railroad shows remains static.

Meanwhile, the lure of late fall dates in the South, and the apparent opening up of opportunity, continues to attract new units. Ralph Saunders and his Ken-Penn Shows are making their first go-round successfully, it is reported, under the guidance of F. E. (Bernie) Spain.

Here, too, for a look around with a view toward invading the South for the first time, is Pat Reithoffer, operator of the shows bearing his family name. The Pennsylvania-based shows, which made notable gains this year with the addition of the Bloomsburg, Pa., and Rhinebeck, N. Y., fairs, is intent on expanding its route, and South seems to be the answer.

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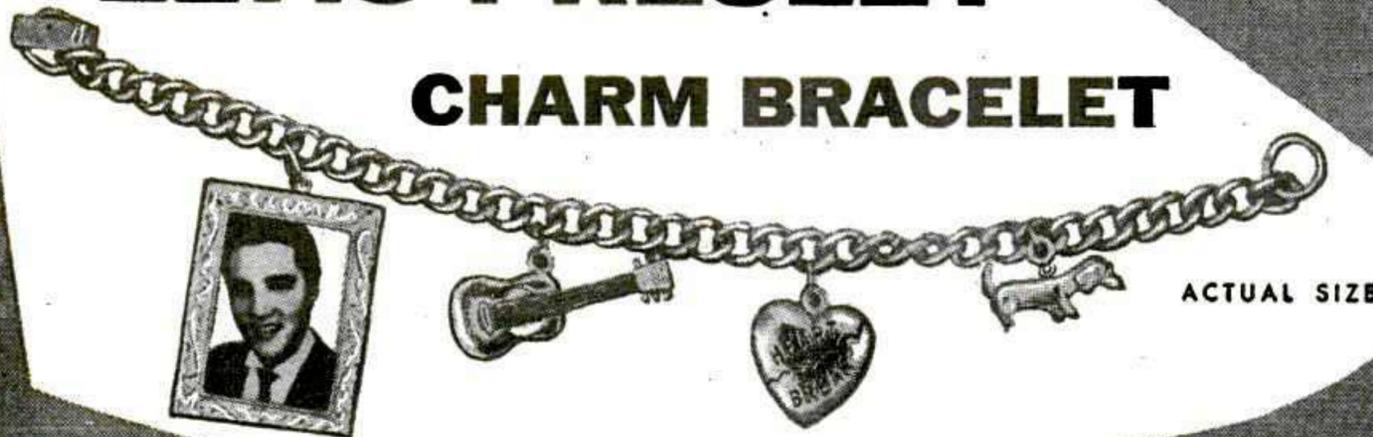


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18 ft. or over Concession Trailer or Grab Stand, or will lease space. Send photo. Write

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RICHMOND HILL, GEORGIA
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FOR SALE DARK RIDE

Custom built, very best. 6 cars, excellent condition throughout. Also 30 ft. Fruehauf Semi, 54 C.O.E., 5100 Model Chevrolet; both in perfect condition. Winter's booking in Florida Park if desired. Priced to sell for cash. Come and inspect. Sickness—reason for selling.

HARRY LOTTRIDGE
c/o Johnny T. Tinsley Shows
Blakely, Ga., this week; Hawkinsville, Ga., next week; then as per route.

CASH

For Merry-Go-Round, 30 ft., aluminum horses preferred. All details first letter to

JACK ROBERTSON
262 Jarvis St. Toronto, Ont., Can.

WANTED

Lead Shooting Gallery
Must be 18 ft. or over. No junk. Wire or Baker.

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WANT TO BUY FUN HOUSE

Must be in good condition and priced right. Also in the market for a late model Schiff Coaster.

Fielding Graham
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Kansas City, Mo.

MIDWAY CONFAB

After closing at Tallulah, La., with the Greater Dixieland Show, Mrs. J. R. Carroll returned to San Antonio for eye treatment and is now recuperating at her home, 106 West Franciscan Street, that city.

A recent visitor to New York was Isadore Biscow, Virginia Beach operator. The National Showmen's Association luncheon will begin operations Monday (22) with Frank (Shrimpy) Rappaport handling the operation again. In the club office, Dorothy Zimmer is new assistant to Ethel Weinberg, executive secretary. Next NSA meeting is Wednesday (24). Louis (Dada) King checked into New York last week, off the World of Mirth Shows.

Bingo operator Paul Botwin figured he had experienced everything this season when he opened a unit in a snow storm at Erie, Pa., where he was showing with the Harry Frame Shows. This season Botwin operated three units, one with Frame, one with George Clyde Smith and one independently. He made dates in Ohio, New York and Pennsylvania before heading south.

Charley Parish, office concession manager of the George Clyde Smith Shows, is a patient at the McGuire General Hospital, Richmond, Va. He suffered a stroke while showing the Farmville (Va.) Fair. . . . Bernie Renn, the little man with the seven-league boots, checked out his merchandise accounts thruout the south. Also making the tour was Norman Shapiro, poster printing firm head.

Martha and Ben Weiss entertained a party of 11 at the opening game of the World Series—a contest that came out just right for all concerned to add to the enjoyment of the occasion. The Weisses and their son, Jackie, wind up their tour of American fairs at Orangeburg, S. C., and Macon Ga., day-and-date events.

Frank Koyama and Violet Stager, of the Lauther Side Show on Lee's Amusements, who recently middle-aged it in Griffin, Ga., will make their winter home in Troy, O. . . . Tommy Holman, stock boy for Bill Cowan on Gold Medal Shows, is back with the organization after surgery. . . . D. D. (Tex) Blake, ticketman and talker, closed with Tio Zacchini on Gooding Unit No. 3 and rushed to his Winter Haven,

Fla., home, where his son, Billy, was injured in an auto crash. The 14-year-old lad suffered a broken back and pelvis and head injuries when the car he was driving collided with a truck. Latest reports were that he was out of danger.

Mrs. Laura Baker, widow of Pop Baker, and a concessionaire herself, is confined to her home at 8108 DeSoto Avenue, Detroit. Mrs. Baker was out with Cote Amusement this season. . . . Louis (Frenchey) Brown left Detroit recently for a European trip. He was scheduled to cross on the Queen Mary and planned to combine business with pleasure, looking for new games for his Rockaway Beach operations. Brown expected to return in February.

Colonel Sam Rose, former showman, has his fighter, Tex Gonzalez, booked into New York's Madison Square Garden on October 26. Pete Glynn and Robert McCarty are his handlers. . . . Bertram O. Succett posts that he's taken his long range to Norwood Shows for a winter tour. . . . David E. Fineman recently rushed home to Miami Beach to be at the side of his wife, Linnie, who's in St. Francis Hospital for surgery. . . . Tip Hallstrom is in Our Lady of Lourdes Hospital, 1600 Hadden Avenue, Camden, N. J., where he recently underwent surgery.

Vivona notes include news of the death of Mrs. Angie Curci, sister of Mrs. Dolly Vivona, October 13. Ken and Eileen Brust (he is co-manager of the Jones bingo on the show) took delivery of a new son October 4 in Brooklyn. . . . Red Flanders, custard operator, is recovered from his recent illness. . . . A party surprised Mrs. John (Marie) Vivona on her 30th birthday October 8. . . . Clyde Smyre, of the Statesville, S. C., Fair, visited Amusements of America in Lancaster, S. C., as did Jimmy Stabile.

Dallas Fun Zone

Continued from page 73

the ride list with some 72,000 riders thru Wednesday (17).

Tennant estimated the midway shows were up perhaps 10 per cent over a good year in '55, with games, novelties and foods up maybe 5 per cent.

Clif Wilson, booking the midway for the fair, estimated that a total of a half million people had paid to see his shows thru Wednesday (17) Charlie Taylor's Cotton Club Revue continued to hold the lead, with an estimated 107,000 patrons. The Strip-O-Rama gal show, Palace of Wonders, Miracle Fountain water show followed in that order.

Tennant said that Saturday (13), when a record crowd of 325,741 swarmed over the fairgrounds, was the best money day the fair had ever had in all midway departments.

Friday (19) was to be high school day, usually one of the best for the midway.

Fresno Gate Dip

Continued from page 73

rides, and two shows, Martin Arthur's Gorilla, and George (Red) White's Snake Show. All concession space was reported sold out a week before the opening.

Larry Ferris, formerly with the Frank W. Babcock United Shows, joined the show here as a general agent.

The Crafts 20 Big unit, managed by Frank Warren, closed here. The Exposition unit, directed by Roger Warren, moved into Lamont. Exposition played Las Vegas, Nev., with Mojave, Calif., to follow. With the playing of Mojave, the unit is expected to close.

GREATER JACKSONVILLE FAIR

"Gator Bowl" October 24th to November 3d inclusive

WILL PLACE: Merchandise Concessions, Hanky Panks. Reduced privileges for the second week of this Fair from October 29 thru November 3.

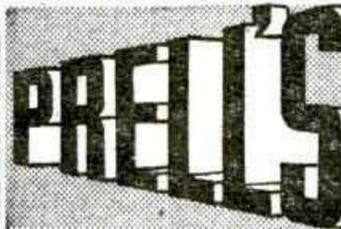
CAN PLACE: Any worthwhile Attractions and Glass Pitches for next season.

WINTER QUARTERS: P. O. Box 787, Petersburg, Va.

All address now

CETLIN & WILSON SHOWS

This week, Greater Jacksonville, Fla., Fair



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

OPEN MIDWAY For OPEN MIDWAY SOUTH CAROLINA STATE COLORED FAIR, COLUMBIA, S. C.

October 29 - November 3.

LAST CALL CONCESSIONS	WANT	LAST CALL
SHOVS	All kinds of Concessions. Age & Scales, Novelties, Hanky Panks, good spot for Glass Pitch, Bear, Lamp Pitch. Skillos, Wheels, Percentage work. Minstrel Show, Colored Girl Show, Illusion Show.	
RIDES	Round-Up, Big Coaster, Rocket, Spitfire.	

All Answer: PRELL'S BROADWAY SHOWS, Lauren, S. C.



WORLD'S CLEANEST MIDWAY

WANT FOR DALE COUNTY FAIR AND SOLDIERS' PAY DAY

OZARK, ALA., OCT. 29-NOV. 3

Can place Merchandise Concessions of all kinds. Ball Games, Water Games, Long and Short Range, Cork Gallery, Bumper, Hoopla, Age and Scales, High-Striker and Cookhouse.

Want Shows and Rides not conflicting.

Address

SHAN WILCOX

Fort Gaines, Georgia, all this week

\$ GREAT SPOT FOR \$ TATTOO ARTIST

Money location next to Burlesque Theatre. See or write SAM LORD WONDERLAND ARCADE 442 South State St. Chicago 5, Ill.

THANK YOU MILLARD BARROW SR.

Cookhouse Operator, Gooding Amusement Co., for your new Sportsmen mobile home purchase. "Save Money With Johnny" JOHNNY CANOLE 3000 Third Ave. Alltoona, Pa. Phones 9347 or 3-9003

WANT TO BUY

MERRY-GO-ROUND AND FERRIS WHEEL. Cash waiting. Must be in good condition.

Address BOX 532 RUSKIN, FLA.

FOR SALE

New aluminum Merry-Go-Round Horses, adult size. One rebuilt Parker Special 40 ft. Merry-Go-Round. One adult Ekl Ferris Wheel #10. Wire, call or write.

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BLACKSTONE, VA.—NEXT WEEK, OCT. 29—NOV. 3

This is an unusually big event with plenty of promotion. FAIRGROUNDS ONLY ONE BLOCK FROM CENTER OF TOWN. CAN BOOK ALL KINDS OF CONCESSIONS AND SHOWS. Contact

STEVE DECKER—BEAM'S ATTRACTIONS

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FOR ANNUAL HALLOWEEN CELEBRATION

Newark, Ohio, Week of October 29

CONCESSIONS of all kinds. SHOWS of all kinds.

Powelson Amusements

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WANT

Can Place for South Florida, all Winter's work. Opens next week

Several Kiddie Rides, also Tilt, Scrambler or new Major Ride, Octopus, Funhouse. Also Hanky Panks, Jewelry, Long Range. Want Merry-Go-Round for second unit. Place Ferris Wheel Foreman. All answer:

DAVID B. ENDY

Western Union, Brunswick, Georgia, this week.

DUE TO ILLNESS

12 CUSTOM-MADE GAMES FOR SALE: Cigarette Wheel, 4 feet dia., new, never used. Outside turns one way, inside the other way; and a 3-inch rubber ball jumps on brass chrome-plated pegs. Seven lay down—Sun, Earth, Star, Moon, Saturn, Comet, Atom, which can also be played for tokens. Counter 8 ft. by 10 ft. Wheel alone costs \$625.00 to build. Six Arrow, 4 ft. dia., inlaid black and orange linoleum. Fruit Roulette, standard \$400.00 wheel, inlaid fruit, 6 lay down, double table, 3 ft. by 12 ft. Pot Luck, 5 ft. dia., wheel lays flat, center of wheel turns 9 rpm, with chrome basket, 12 inches high. Six rubber balls are dropped into it, colored inlaid. Foot pedal releases balls in small basket. Double 6 lay down. Poker Wheel, 4 ft. dia., turns flat on leg. 53 cards, double 6 lay down, 8 ft. by 8 ft. Zoquette Wheel, 4 ft. dia., 9 ft. by 10 ft., 9 lay down, 5, all different. Over and Under Tables, inlaid, brass nail lettering, 3 by 7. Basketball Game, 10 by 14, 14 ft. high. Two P.-A. Systems. Custom-made 4 wheel Trailer, 6 ft. by 12½ ft., brakes. No Division, complete sale only \$1,250.00. STEPHEN BOBOWSKI 1312 W. Haddon Ave. Chicago 22, Ill.

FOR SALE

One Rolloplane with or without transportation, in good condition except tubs need some repair, \$1,000.00; Fruehauf Trailer, Chevrolet Tractor. Have three Wurlitzer Band Organs, style 150, that can be repaired, \$100.00 each; approximately 1,000 feet rubber covered ground Cable, 3-0-s conductor, \$1.00 per ft.; two 24 ft. semis with Chevrolet Tractors, stake racks, good rubber, \$600.00 each. Roscoe T. Wade, 2694 S. Main St., Adrian, Mich.

—WANT TO BUY— OCTOPUS

Will pay cash or trade our 1951 Parker Merry-Go-Round and Chairswing. MCGINNIS BLUE RIBBON AMUSEMENTS 7834 Pearl Rd. Berea, Ohio Phone: BErea 4-9777



CHARLESTON COUNTY COLORED FARMERS' FAIR

CHARLESTON, S. C., NOV. 5-10 and winter tour, starting heart of Miami, Nov. 17, including South Florida State Fair at Homestead, Feb. 1-10.

Can place Hankies of all kinds, Long Range, Glass Pitches, Diggers, Eats and Drinks, Popcorn and Apples. No exclusive. Address:

Address **JOHN VIVONA, Sumter, S. C., this week**

JOHNNY T. TINSLEY SHOWS AMERICA'S MOST MODERN MIDWAY

Can place for the following 3 Georgia Fairs: Pulaski County Fair, Hawkinsville, Ga., Oct. 29-Nov. 3; Middle Georgia Fair, Milledgeville, Nov. 5-10; 2-State Colored Fair (in the heart of the city), Augusta, Nov. 12-17. These are not promotions but bona fide fairs.

RIDES: Coaster, Roundup, Twister, Spinaroo, Hurricane, Fun House or Crystal Maze. SHOWS: Midget, Animal, Wildlife, Illusion, Fat Show, Monkey, Mechanical City, Side Show, Motordrome or any Grind Show.

CONCESSIONS: All kinds of Pitches, Basketball, High Striker, Palmistry, Hats, Age and Weight, Derby Racer, Auction, Cork Gallery, Jewelry. Also place a large Arcade. Watch for our coming ad concerning all winter's work.

All phone calls and wires to

Johnny T. Tinsley, Owner

Tex Woodward, Gen. Mgr.

Fairgrounds, Early County Fair, Blakely, Ga., now; Hawkinsville, Ga., to follow.

FOR SALE

RALEY BROS.' EXPO.

CLEANEST SHOW ON EARTH—NO GRIFT ANYTIME

This entire Show is for sale, will finance part to responsible party; will not sell any part, all or nothing. Five Kentucky Fairs already booked for next year. Berkeley County Fair, Moncks Corner, S. C., this week; Colleton County Fair, Walterboro, S. C., to follow; then big Marine payday at Beaufort, S. C., week of Nov. 5. What have you to book? Wire, no phone calls answered.

HAROLD RALEY, Mgr.—ETHEL RALEY, Secy.—FRANK DICKERSON, Gen. Agt.

MIGHTY INTERSTATE SHOWS

Want for Coffee County Fair, Elba, Ala., Oct. 29-Nov. 3, then the big one, Walton County Fair and Armistice Celebration, combined Defuniak Springs, Fla., Nov. 5-10

SHOWS: Will book any Show not conflicting with what we have. CONCESSIONS: All legitimate Merchandise Concessions open. Also Short Range Gallery, Long Range Gallery, Photos, Novelties, Age and Weight, High Striker, Monogrammed Hats, Auction, Gadgets, etc. All Eating and Drinking Stands open. Have good opening for Bingo. RIDES: Will book any Flat Rides or Kiddie Rides not conflicting. RIDE HELP: Foremen and Second Men on all Rides.

Replies to **H. B. ROSEN**
CARE WESTERN UNION, SAMSON, ALA.

PAGE COMBINED SHOWS

WANT FOR WAYCROSS, GA., EXCHANGE CLUB FAIR—THE ONLY BONA FIDE FAIR HELD IN WAYCROSS

CONCESSIONS: All Stock Concessions, Eats and Drinking Stands, especially want Glass Pitch, Photos, Diggers, African Dip, Basket Ball and String Game. SHOWS: Motordrome, Life, Fat Show and Colored Minstrel with own equipment. RIDES: Rockplane, Spinaroo, No. 5 Wheel to dual with mine, Coaster and any Kid Rides not conflicting. Want Foremen for Wheel, Spitfire and Merry-Go-Round. Want Second Men who drive and have licenses for all Rides.

All replies to **BILL PAGE, Brunswick, Ga.**

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You cannot operate in the State of Florida, 1956-1957, unless you comply with all state sanitary requirements and secure license in advance for each location. Ice Cream Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY Alex G. Shaw, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

WANT

FOR CLARKSVILLE, TENN., OCTOBER 31-NOVEMBER 3. SOLDIERS' PAY DAY CONCESSIONS of all kinds. Agents for Count Store, Pin Store and Skillo. Girls for Girl Shows. Text Roberts and Eddie Boone, call me.

"SHOTGUN" PAGE—PAGE BROS.' SHOWS
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P.S.: Want Wheel Foreman NOW! Want to buy Merry-Go-Round.

BAY COUNTY FAIR

PANAMA CITY, FLA., OCTOBER 29-NOVEMBER 3

Will place legitimate Merchandise Concessions. Want one more Grind or Bally Show. NOTE—We are now booking and contracting for next season. Winter Quarters Address: Box 899, Augusta, Ga., Phone 3-3190. All address this week:

JAMES H. DREW SHOWS

c/o Western Union

Dublin, Ga.

TED LEWIS SHOWS

All winter's tour in Florida, opening Jacksonville, Fla., Nov. 1.

WANTED—CONCESSIONS: Balloon Dart, Pitch-Till-You-Win, Glass Pitch, Coke Bottles, String Game, Ball Games and Hanky Panks that work for stock. RIDES: Octopus, Coaster, Merry-Go-Round and those that don't conflict. HELP: Man to handle Cookhouse, a few Agents for Concessions, Ride Foremen and Second Men who drive semis.

All replies to **TED LEWIS**
SUMTER, S. C., COLORED FAIR, THIS WEEK.

South Continues OK For World of Mirth

ANDERSON, S. C. — Frank Bergen's World of Mirth Shows walled in rain and mud on two out of three days at the Anderson Fair, showed under leaden skies on a succeeding day, and had dim prospects to look forward to for the final sessions on Saturday (20).

Despite all this, business was reported good in view of the circumstances and Bergen opined that the final sessions would be good in any kind of weather. Friday night is generally good and there was hope that the weather would hold off enough to get this session in as well as the final day; traditionally the biggest of the five scheduled.

The poor weather here followed a week of clear, but cold, weather at the Dixie Classic Fair, Winston-Salem, N. C. Bergen said business at Winston-Salem was about on a par with last year, even tho on some nights the midway was barren after 10 o'clock and the low temperatures on closing Saturday made

it possible for the show to begin tearing down by 11 p.m.

The show leaves here for the South Carolina State Fair, Columbia, next week. The event ranks at the top on the show route and the expectations are for a banner week.

PENN PREMIER SHOWS

THE Horry County Fair, Loris, S. C., Oct. 29-Nov. 3

LAST CHANCE TO GET YOUR WINTER BANKROLL

SOUTH CAROLINA'S LITTLE STATE FAIR

CONCESSIONS: Novelties, Age, Scales, Glass Pitch, Bear Pitch, Photos, Fishpond, Hoopla, Jewelry, Hankies, Eating and Drink Stands, one choice Grind Store or Wheel; contact (Buster). Sorry, no Rides needed. Place any money-getting Shows not conflicting. Address all mail, wires and phone calls to

L. D. Serfass, Gen. Mgr.; Harry (Buster) Westbrook, Bus. Mgr. Trenton, N. C. Phones: 9981 or 2431.

Detroit Club Set to Burn Its Mortgage

DETROIT — The Michigan Showmen's Association last week announced its fund drive during the summer had went over the top and the "burn the mortgage" project on the club's building had been achieved.

President Robert Morrison announced that the actual ceremonies of burning the mortgage would take place during the annual convention of the Michigan Association of Fairs and Exhibitions. The confab will be held January 20-21 in the Fort Shelby Hotel.

SCOOTER FOR SALE

Complete with fifteen good cars and transportation and good trucks. Building in good shape. Ride can be seen in operation at Winston-Salem, N. C.

Reply:

RALPH ENDY

c/o John Marks Shows, Per Route.

\$25.00 REWARD

For whereabouts of EVAN GRENFELL, SS 454-16-4428. Wears glasses, nickname "Specks." May be selling cigarette lighters and travel alarm clocks. Contact **NORMAN ANDERSON** c/o Olson Shows, Beaumont, Tex., until Oct. 27; then Capitol City Shows, Valdosta, Ga., thru Oct. 11.

\$50.00 REWARD

For information leading to recovery 1951 Chevrolet Tractor, Alabama license 31H21880. No side tanks. Norman Anderson, Dothan, Ala., E.W. 5800, on both doors. Stolen in Mobile, Ala., Oct. 15. Contact **NORMAN ANDERSON**, c/o Olson Shows, Beaumont, Tex., until Oct. 27; then Capitol City Shows, Valdosta, Ga., thru Oct. 11.

WANT

Strong Lecturer on hygiene and sex for theatrical unit. Work on percentage basis of book sales. Must have good automobile and 2 assistants who can act as nurses. All winter's work. Must be able to furnish references.

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Cotton Special Shows

Want for Hollis, Okla., October 21-27; in heart of irrigated Cotton—right downtown. Rides, Shows and Concessions that do not conflict. Have good deal for Grab Stand, Popcorn, Snow, Floss. Will book small Bingo. All replies to C. F. (CHICK) GIFFORD, Hollis, Okla. P. S.: Agents who worked for me before, come on. Cowboy & Bones, get in touch.

WANT GENERAL AGENT

At once to book a five-ride Show in Florida. Mr. Curtis, wire me where I can call you.

PEPPERS ALL STATE SHOWS
Frisco City, Ala., this week.

WANT FOR

CLarendon County Colored Fair, Manning, S. C., Oct. 29-Nov. 3;

VETERANS' ARMISTICE CELEBRATION, Warsaw, N. C., Nov. 8-12

Can place all types of Concessions, Rides and Shows

RALPH D. SANDERS or F. E. SPAIN, KEN PENN SHOWS

O. C. BUCK SHOWS

WANT FOR

ROCKY MOUNT, N. C., FAIR, OCT. 29-NOV. 3

Legitimate Concessions of all kinds, Scales, Novelties and Photos. Reasonable rates. Will place any Grind or Bally Show not conflicting.

Wire **O. C. BUCK**, Beaufort, N. C.

TIBBS AND KEELER

Pearson, Ga., Oct. 19-Nov. 3; Lakeland, Ga., Follows.

All Hanky Panks, Straight Sales, Agents and Ride Help. Must drive. Will book Coaster, Octopus or Chairplane.

ROY TIBBS

Western Union, Baxley, Ga. No phone calls.

SOUTHERN FAIR SHOWS

WANT FOR ALMA, GA., FAIR, OCT. 22-27; BLACKSHEAR, GA., FAIR, OCT. 29-NOV. 3
Out all winter with good route

Hanky Panks of all kinds. Few choice Concessions open. Want Agents for Razzle, Pin Store, Skillo, Swingers and Buckets. Want Ride Help for Ferris Wheel and other Rides. Semi drivers preferred.

All answer **JIMMY ACKLEY, Mgr.**

ALMA, GA., THIS WEEK.

P.S.: Buck Danby and Milsap, contact.

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OPENING HENDERSON, LA., OCT. 29 (NEAR BREAUX BRIDGE)

Out All Winter Playing the Bayous

Want Hanky Panks of all kinds. Winter burr. Want Agents for all kinds (Chuck come on). Can place Kiddie Rides. Also want Side Show Help, also Half & Half. Call: **VILLE PLATTE, VA., this week; then HENDERSON, LA. (Phone: E.D. 2-9136)**

JACK COOK, Mgr.

ARMY-AIR FORCE PAY DAY, JACKSONVILLE, ARK., Oct. 29-Nov. 3

Followed by 2 winter bankroll spots. Will be out until Christmas

Can place Hanky Panks of all kinds at live-and-let-live prices. Buckets, Swinger, 6-Cats. Opening for one Mitt Camp. SHOWS: Want White or Colored Girl Show with or without equipment. Must have two or more girls. This spot will compare with Clarksville. Place Agents for Swinger, Buckets, Count, Pin and Skillo. Want good Ride Men and useful Carnival People.

All address **Chas. Griggs, Griggs Bros.' Shows**
GOULD, ARK., THIS WEEK.

TIVOLI EXPO. SHOWS

Showing downtown Lake Charles, La., for two weeks, with four weeks of choice still spots to follow.

Can place Merchandise Concessions of all kinds, privilege reasonable. Will also place any worth-while Side Show.

Wire or write **H. V. PETERSEN**
Tivoli Expo. Shows, Lake Charles, La., Oct. 23 thru Nov. 8.

Polack Eastern Unit Adds for Philadelphia

PHILADELPHIA — When the Eastern unit of Polack Bros.' Circus plays here October 30 thru November 3, the performance will be augmented with several extra acts and a band.

New to the line-up will be Prince El Kigordo's Lions, Bob Lee's Globe of Death, the Antonettes' teeterboard and Risley acts, the Auturo's head balancing turn, and the Flying Roberts.

The regular Henry Keys band, with Rex and Kitty Ronstrom, will be augmented with Joe Basile's "Big Top" television band.

The extra acts also will play the show's Baltimore stand.

Regulars on the program will be there. They include:

Dick Slayton, equestrian director; La Norma, single trapeze; Daudy's Greyhounds; Aerial Voices' comedy aerial bars; Emanuels, head-to-head balancing; George Jr. and Vickey Hanneford, trampoline;

Costine's Chimpanzees; the Tommys, roly boly; the Coronas, high wire; Flying Thrillers, flying return; Polack elephants, presented by the Pinky Madisons; Ibarra Brothers, horizontal bars; Del Morals and Victorias, perch act; the Rhodins, aerial ladder and trapeze balancing; George Hanneford Family, bareback riding, and the following clowns: Gene Randow, Paul Kaye, Ray Sinclair, Larry Benner, Al Akerman and Johnny Cirillino.

Cristiani Ends Season Sunday; Loses Stand

SARASOTA, Fla. — Cristiani Bros.' Circus will end its season here on Sunday (21), and go into winter quarters as the Cristiani property here. The season's mileage will be 14,110.

The show played Tallahassee on Saturday (13) and drew two three-quarter houses, with Legion auspices. Advertising was hefty, and weather was good.

In Gainesville on Monday (15), the show had two more three-quarter houses, with rain in both afternoon and night. Auspices was the Moose lodge. Stand at Leesburg, Fla., Tuesday (16) was lost because of the tropical storm which hit Florida at that time.

Show is coming into Florida and Sarasota a month ahead of the Clyde Beatty Circus, which also will winter here.

Baptista Schreiber, Performer, Owner, Dies in Sweden

KARLSKOGA, Sweden — Baptista Schreiber, 70, Swedish circus operator and ex-wire artist, trapezist and high-school rider, died here at her home in the circus winter quarters. She was the daughter of Berta Schreiber, also a well-known show operator, who died in 1954 at the age of 100.

Baptista Schreiber began wire walking at the age of five, but became best known as a talented high-school rider, appearing with Circus Schumann, her mother's show, and also in theaters and films. After her marriage to the late Chuy Mijares, former wire-walker, she was associated with him in directing their Circus Mijares-Schreiber. Following Mijares' death in 1955, the circus was reorganized by his brother, Manuel Mijares, and toured Sweden under the name of Grand Circus Mexico.

show was a turnaway and a second show was given to handle the overflow.

On the day before, Saturday (13) at Franklin, La., the show had a three-quarter afternoon and near-full night, using Legion auspices. Marksville, La., on Thursday (11) had two straw houses, giving the show more strong business on its swing thru South Louisiana.

Season ends Sunday (28) at Kilgore, Tex.

Yee Arrives To Set Acts For Honolulu

HOLLYWOOD — Wally Yee, owner of Wally Yee Shows and attractions in the Hawaiian Islands, arrived here Tuesday (16) to book acts for the third annual Shrine Circus at Honolulu in February.

Talent for the show, which will run an additional 19 days on three other islands, is being booked thru Yee's representative, John Billsbury. Capt. Jimmy Jamison's high act has been signed as a free attraction. The date will also mark the debut of a new orange and blue striped European tent 160 feet in diameter. Arrangements are being made for the big top with the O. Henry Tent & Awning Company, Chicago, with Bernie Mendelson coming here for the deal.

The circus will play Honolulu from February 20 thru March 7. The remaining 19 days will be played on the islands of Kauai, Maui and Hawaii. Equipment will leave Los Angeles harbor February 9, and the performers will leave February 16, arriving in Honolulu in time for the dress rehearsal February 19 for the crippled children and the press preview.

Yee will also use 30 concessions under a U-shaped canvas. Twelve rides will be spotted in the open space along with two Side Shows.

Omaha Light, Salina Good For Clyde Bros.

OMAHA — Clyde Bros.' Circus played the City Auditorium here Monday and Tuesday (15-16) to poor business, but its stand earlier at the Fairgrounds Agriculture Hall, Salina, Kan., was good.

Shrine sponsored the Salina date. It opened Wednesday (10) to a crowd of 2,000; drew 3,000 to second night; 4,500 on the third, and 3,500 for the fourth. One afternoon show was given. That was Saturday (13) and it had a full house of 7,000.

In the new Omaha building, which seats 7,500, the show had audiences that ranged from 750 to 1,000 for the four performances. Auspices was the Sertoma Club.

Circophiles Plan November Meeting With French Shows

EVANSVILLE, Ind. — Plans for the second International Congress of Circus Enthusiasts have been announced, it was reported by Karl K. Knecht. He said word had been received of a meeting scheduled for November 16-18 at Paris and Rouen, France.

Idea of an international federation of the circus fan groups in such countries as Great Britain, France, Germany, Holland and the U. S. was advanced by Knecht in 1955 while he was in London and was honored by the CFA of Great Britain.

The international organization which was formed later is called Circophile. It recently has published its first bulletin. Plans for the meeting include visits to the 100-year-old Cirque Napoleon Nancy and the Cirque d'Hiver.

Concello to R-B; Plan Indoor Show

• Continued from page 64

ters has depended solely on "drop-in" business, since it was not well advertised. But full exploitation now is in the works, he said.

The indoor circus, meanwhile, will carry about 22 elephants and 60 to 70 horses. Except for the menagerie at New York and Boston, no other animals will be carried, he said.

Intentions are for the performance to be as little changed from town to town as is possible in view of the difference in layout of individual buildings. Concello said that he had booked the first set of buildings for the initial 10 weeks and that about 25 buildings per season would be played.

Change in Equipment
Show equipment, including special floats, props, and other paraphernalia, will be constructed to specific measurements so they will fit in the baggage cars which the show will use for its moves.

This change in method of moving is one of the most notable features of the show's current plans. It means that the show would move in passenger service rather than freight. The number of cars still would require special moves, and these would be similar to those by ice shows, symphony groups, and some legit companies.

Concello said it has not yet been determined whether the show would sell its wagons, railroad cars and other outdoor equipment now in Sarasota. He said the show's animals would be retained here, and that its okapi would be moved to the proposed zoo at quarters.

Repeats Earlier Plan
Concello's outline of the show's plans followed exactly those which North has mentioned earlier and some of those which Michael Burke, former executive director, advanced a year ago. This came as a surprise to many observers, who had interpreted Concello's part in the recent talks as evidence of intentions to take it out under canvas again.

While many former Ringling staffers around the nation were watching developments closely with an eye toward rallying around R-B banner again, this outlined plan would not seem to have room in it for some, since many departments of an outdoor show would not be used in a building unit.

From other sources it was understood that no stock in the Ringling corporation has changed hands. Other sources also indicated that North was planning to spend much of the time in Europe while Concello operates the new-style Ringling-Barnum.

The show will play stands of a week or more in many places, it was understood. One-day stands apparently are a thing of the past so far as the new plans are concerned, but this was guessed to be unlikely.

Quarters Come Alive
Concello stated that he did not have a contract with North for their present set-up. His new title is executive director. Previously, he was general manager.

He said that his decisions were to be final in operation of the show, that it was that way before and that he would not have returned under any other arrangement this time.

At quarters, Concello's arrival brought a flurry of activity. Wagons and trucks which had been parked helter-skelter after the show's arrival in July were being relocated and there were other signs that the show, which had been virtually without direction since its closing, was coming to life again.

Bailey Sells Light Plants

MACON, Ga. — Two diesel light plants of the bankrupt King Bros.' Circus were sold to Shan Wilcox, owner of Shan Bros.' Shows, W. J. Bailey announced this week.

The two plants, mounted on one trailer, were among assets of Floyd King and Arnold Maley, partners in the King circus, released to Bailey recently by the bankruptcy court. Bailey held a mortgage on the property.

Inventory value of the plants was \$15,000 and the trailer \$1,000. Deal also included a supply of cable and other electrical fixtures. The purchase price was approximately \$3,500. Haulage charge for moving the plants to Dothan, Ala., where Wilcox was playing, was \$490.

Polack East Big at Toledo

TOLEDO — Business was big for the Polack Bros.' Eastern unit here Thursday thru Saturday (11-13). Appearing at the 5,500-seat Sports Arena, the show had two afternoon shows of 4,000 each and a third with a full house. Night shows attracted crowds of 4,000, 5,000 and 4,500, it was reported. Sponsor was the Shrine.

Hagen Ends Tour in Okla. October 31

HOT SPRINGS, Ark. — Hagen Bros.' Circus will end its season on October 31 at Madill, Okla. The home run will bring season mileage to 8,063 in 28 weeks.

Show's banner day was Grand Rapids, Mich., where three performances were given. Other three show spots were South Bend, Ind.; Highwood, Ill., and Junction City, Kan. Poorest day's business was Anderson, Ind., where the night show was lost. The afternoon show was lost at Vinita, Okla.

Longest jump was 156 miles between Watseka, Ill., and Benton Harbor, Mich., while the shortest was eight miles from South Bend to Niles, Mich. Show toured 11 States.

At Hot Springs the show had Jaycee auspices and pulled a near-full house in the afternoon and one-quarter crowd at night.

Utica Advance Ahead of Last

UTICA, N. Y. — Advance sale of the Shrine Circus here was the biggest in 10 years and extra shows were scheduled to handle the business. Orrin Davenport is producing the show this time, and Ralph Heller is the promotion man. A 25 per cent increase was reported. Show is in the Armory for October 17-20.

Dutch Snyder, assistant ringstock boss in Ringling, is reported at Thousand Oaks, Calif., where Benny White, former R-B boss bull man, also has located.

La. Big for Kelly-Miller; Extra Show at Morgan City

MORGAN CITY, La. — What started out to be an afternoon-only Sunday stand here finished up as a two-show day in order to accommodate the big crowds which turned out for the Al G. Kelly & Miller Bros.' Circus.

The stand was one of very few at which this circus used an auspices. Town was several years fresh and sponsor was a church. Because of a tremendous advance sale, plus wagon business, the scheduled

Mills Back in Barn; Bulls Turn Politico

JEFFERSON, O. — Mills Bros.' Circus is back in winter quarters at the Fairgrounds here and the show is starting a busy winter schedule.

Season ended at Wellington, O., Saturday (13), with fair business. Among the visitors was the lieutenant governor of Ohio.

On Monday (15) Co-Owner Jack Mills, along with elephant man, Cap Vigo, had the elephant Burma, official GOP mascot, at the airport in Youngstown, O., and the elephant presented a bouquet to

Mrs. Richard Nixon, wife of the vice-president.

That elephant and another one will be at a political rally at Ashtabula on October 22, first stop on a tour of the State for appearances for many Ohio candidates. The tour will continue until election day. On November 15 Burma will be on a TV network show.

Harry Mills, concession superintendent on the show, and his wife and daughter will leave in the next two weeks for London. The Jack Mills family will make its annual trip to Europe in early January.

Busy Beatty Outfit Clicks Well, Looks Optimistically to Future

15-Car Big Top Show Features Personnel From Predecessor Unit, Ringling, King

By TOM PARKINSON

MEMPHIS — The revamped Clyde Beatty Circus has been doing good business and it has big plans for the future. Its present route takes it to Sarasota on November 20, and it is scheduled to go into quarters there.

Final word on whether it would play the Christmas to New Year's circus date at the Sports Palace in Havana, Cuba, was expected this weekend, but the supposition around the show is that the new management, which has had operations in Cuba, would have little difficulty lining up the island run.

Assistant Manager Walter Kernan said here Monday (15) that if the plan went thru okay, he will take Clyde Beatty and his wild animals, the Sabre Jets flying act, plus the show's elephants to Ha-

vana. To that he would add a package of talent for which he was negotiating with another show.

Meanwhile some of the major acts on the Beatty show now report they have signed to go out with it again next season. Kernan said, too, that Beatty would return next year and that the title of the show was to be unchanged.

Also set for this winter are engagements for the Beatty act and elephants at Orrin Davenport dates in Detroit and Cleveland.

Kernan said that the show has signed contracts with both the AGVA and the Teamsters' unions.

Winter Work Set

Exact site of the show's Sarasota quarters remained in doubt last week, since plans for one location had not been finalized. Once in quarters, the show will start preparations for the 1957 season, and this calls for some new construction.

Kernan said the '57 show will be on 15 railroad cars, as is the present show. He reported that a new big top has been ordered from the O. Henry Tent & Awning Company, Chicago. Revamping of some seat wagons is scheduled. Folding panels will be built onto some wagons to replace the present canvas banner line.

Watching Ringling

Routing plans for the Beatty show depend upon the final determination of Ringling Bros. and Barnum & Bailey plans. Kernan predicted that if Ringling-Barnum goes out, the Beatty show would play the old Cole Bros.' Circus route. If Ringling's picture changes, the Beatty show is poised to move in.

Kernan, together with Frank McCloskey, general manager, who was away last week, other top executives and the general personnel of the Beatty show reflected great optimism about the future of their show. They believe that it is in a choice position as an under-canvas railroad show and that it stands to make good money.

One thing is sure: it is staffed with circus people. Circumstances of the 1956 season have made this show a composite of all circus staffs. Where in the past most show people stayed with one show or one type of show, now they all are together here.

There are many Ringling-Barnum people, both performers and staffers as well as ushers, ticket sellers, butchers and more. A number of the people long identified with the original Beatty show, including Clyde Beatty himself, of course, are still here. And there are veterans of the King Bros.' Circus as well as some previously associated with other truck shows.

Some of the key long-term circus people here now are the managers themselves, plus Bob Reynolds, superintendent; Frank Orman, adjuster; Floyd King, general agent; Howard Y. Bary and Ora Parks, press; Francis Kitzman, brigade;

George Werner, big top, and Arthur Hoffman and Fred Jones, Side Show. Count Nicholas, Dave Murphy, Frank Perez, Bill Webster, Edna Antes, Bill Petty and other circus regulars are on the roster.

The show is playing auspices, using considerable paper along with newspaper ads and heralds. On the lot, it looks good. Rolling stock is in good shape. The Side Show is made up largely of the animals, with the exception of Beatty's, which are in the backyard. There is no menagerie top, but there is some thought toward setting the animal top up as a menagerie rather than Side Show when the show makes major cities in the South and Florida.

Canvas Okay

Show's big top is in adequate shape. There are seat wagons for the blues and well-painted chairs for the front and back sides. Bandwagon is spotted on the back side. There seems to be a good number of workingmen, prop boys, ushers and ticket sellers, with all who enter the big top wearing neat coveralls or uniforms.

There has been enough help on the show to move okay, but kids are needed and performers are responsible for getting the front chairs in and the back side out.

Performance Reviewed

The performance is set off by good announcing on the part of Count Nicholas and a fine, hard-working circus band directed by Raymond Aguilar, with 10 men who really cut it.

At the Memphis afternoon show the spec was brightly costumed and included numerous girls along with elephants, camels, llamas, rosin backs and other features.

Wardrobe is nice thruout the show.

Two lady principal acts work side rings for good "picture" effect, and personnel is from the Loyal-Repenski Family act.

Clyde Beatty has the third spot. He works four tigers and 10 lions in the big center arena. There are barrel rolls, spinning, rollovers, fence jumping and plenty of snarling and action. Nine lions are bunched together for a good bit. And let there be no question but that Beatty works a good act hard, getting top results in an action-packed routine.

Each side ring then has a combination of one big elephant and two ponies for pleasing routines that include a plank walk by the bulls.

Fifth display has Chata Escalante (Weber) on the loop-the-loop for a good routine, and Miss Canestrelli on the single trapeze making a big hit. Four ladders and eight webs are used in an aerial ballet number. Among those who work ballet are Audrey Smith, Jackie Tolliver, Ursula Muller and Maximilliana Becker, as well as others who are members of different acts.

The Canestrelli Trio was held to two people here by an illness. (Continued on page 82)

George Cole Cancels

NEW BOSTON, Tex.—George W. Cole Circus canceled its afternoon show here Friday (12), but the night show was given and it pulled a near-capacity house.

UNDER THE MARQUEE

Continued from page 68

on Cetlin & Wilson Shows, and Mrs. Floyd King, who has a chocolate dip concession on the George State Fair's midway. Floyd King, general agent for the Clyde Beatty Circus, was in Georgia on advance business for that show.

One of the Miller-Woodcock elephants died at Peru, Ind., recently, and the other, directed by Buckles Woodcock, made the Orrin Davenport date at Utica, N. Y.

A performer who did triple somersaults in a flying act was the late Genesio Amadori, who was killed in an attempted triple in Brussels some years ago. His sister, Genevra Amadori, was with the Concello act at one time, writes Jack Leontini.

Irv Romig has purchased a 30 by 50 tent and a young llama for use with his televised circus show in Detroit. . . . Gene Christian, en route to join another outfit, caught Cristiani Bros. in Dothan, Ala., and visited with Tommy Hart and Paul Cristiani. Then he saw Clyde Beatty Circus at Greenwood, Miss., where he talked with Walter Kernan.

Amelia Brann, of the Francisco and Delores act, is recuperating at a Chicago hospital after surgery. . . . L. Claude Meyers, veteran circus bandmaster, visited the Clyde Beatty Circus at Memphis. . . . Gordon W. Irwin, son of Bill and Yetta Irwin and grandson of Clyde Harrison, has enlisted in the Marine Corps and is stationed at San Diego, Calif.

In Washington, D. C., Dr. William Mann, director of the zoo, was honored with a dinner by the Shrine. He is retiring November 1.

Tommy Whiteside and Jimmie O'Donnell, clowns, played fairs after closing with the Maley Three-Ring Circus. They visited Whiteside's daughter in Wilson, N. C., and they returned to Wichita, Kan., to make ready for playing a set of Christmas dates in Kansas and Oklahoma.

Emma Warren, 92, who was with the Barnum show '60 years ago and appeared in stage roles as Mrs. John D. Gilbert, is at 2068 East 24th in Brooklyn and would enjoy mail from troupers. . . . Ray Bickford recently visited Bill Green's animal farm at Fairlee, Vt. . . . The Bob Dickmans, having closed their season with Hunt Bros., returned to Harrisburg, Pa., and they plan a Florida trip.

Bill Tumber, circus press agent, is staying at the Emergency Hospital, San Angelo, Tex. . . . Noyelles Burkhart, former legal adjuster for Ringling Bros. and Barnum & Bailey, is in Sarasota and plans to enter real estate business.

Col. Calvin Miller, with Leonard much of the season, joined Hagen Bros. as equestrian director and he also did the concert. . . . Florida members of the CFA are planning to stir up extra interest in the appearance of the Clyde Beatty Circus in their State November 1-20.

John Cuneo Jr. was being treated last week for third degree burns sustained when some gasoline was spilled and ignited at his Hawthorn-Melody Farm, Libertyville, Ill. He said his Paramount Bears and his new leopard act are booked for the Houston Shrine date and for industrial shows at Christmas time in the East.

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Can use one or two more top Producers for Legion-Firemen-Police Deal at Charlotte and County Law Enforcement Association Deal just opening at Gastonia. MUST BE AND WORK CLEAN. 25% on Book, Banners, Tickets and UPC's. Call
MICKEY MARTIN
Charlotte, N. C. FR 7-4382
No collect calls, please.

10 MEN WANTED
Steady year-round work. Paid daily.
10,000 on taps. Drunks, stay away. Call
JERRY FISHER
Hampton, Va. 3-0781 or 3-0782;
Evenings call Warwick, Va., 8-6386

1956 CIRCUS PICTURES 1956
3 1/2x5", Clear & Sharp
15 LEONARD BROS. \$2.00
15 RING BROS. 2.00
15 MILLS BROS. 2.00
15 HAGEN BROS. 2.00
20 GEO. COLE 2.50
20 CRISTIANI BROS. 2.50
Johnny Vogelsang
713 Oak St. Niles, Mich.

PHONEMEN
Strong sponsor, UPC, Christmas deal. 18th year. 30% paid daily as collected. No collect calls. Call
Lincoln 4-7955, Washington, D. C.
ASK FOR FAY

PHONEMEN
FOR W. VA. SHERIFFS' ASSN. FUND RAISING CAMPAIGN
First time in history for telephone promotion.
BOOK—BANNERS—TICKETS
If you are a dependable, productive Salesman and a gentleman, we need you. You will have work throughout the winter.
25% commission and money collected for you.
JOE WRIGHT and JOHNNY WALLACE, Jack is here clicking. Jim Qualey, call Jim. MR. FARNSWORTH and JACK DEAN, contact. JACK WEST, this is the big one I told you about in Richmond.
Call **PROMOTION MANAGER**, Charles Town, W. Va., 6-1601, days; 2-4121, Room 224 after 10:00 p.m., EST.
No Collects Please

PHONEMEN
Radio-TV Programs
A. H. FISH
Phones open in Detroit and Rm. 213, 117 E. Third, Charlotte, N. C.
Winter spots in Florida to follow.

PHONEMEN
LABOR DEALS—YEAR ROUND.
PLENTY OF LEADS AND CO-OPERATION.
When in Los Angeles see **ART HESS or ROY BELL**
2847 W. 8th Street Los Angeles, Calif
DU 8-0120. No collect calls.

CIRCUSIANA PHOTOS
1,007 five by seven actual photos for sale of circuses past and present. Ornamental wagons, acts, parades, banners, lot set-ups, owners, etc. Twelve photos. \$2.00; fifty different, \$5.00. Complete texts.
BERNARD KOBEL
14 N. San Remo Ave., Clearwater, Fla.

PHONE MEN—3
Winter's work. Starting Golden Gloves Tickets & Program, Veterans' Paper, Special Christmas Edition Grotto, Christmas Edition. Start at once.
KEMOE PUBLICATIONS
617 1/2 W. 33rd Kansas City, Mo.
JE 1-0664
You pay yours, I'll pay mine.

PHONEMEN
Oklahoma's 50th Anniversary Celebration, Cerebral Palsy Sponsor. State-wide tape. Call Forest 5-0254, write 801 Leonhardt Bldg.
State Publishing Co.
Oklahoma City, Okla.

***** **WANTED** *****
CONTRACTING AGENT
For Mills Bros. Circus. Must be of highest type and character with car and type-writer, and be able to sign sponsors for phone promotion. Commission with drawing account weekly on towns booked each week. If you qualify as above and can start working immediately, write, wire or phone.
JACK MILLS
2649 Euclid Hghts. Bldg. Cleveland Heights, Ohio
Phone: FA 1-0700

ATTENTION—ALL PHONEMEN
We are not associated with any phone organizations from California or any other place. We are a local company, working year round on our own deals. If you know Arnold Scott or Floyd (Blackie) Davis, and are a top producer, let us hear from you. Write, wire or phone:
CONTINENTAL PUBLISHING CO.
Sole owner **RAY HOLLANDER** 2402 Curtis, Denver, Colo. AL 5-4038

ACT WANTED
FOR 1957 FAIR SEASON
Send 8x10 photos, price and details in first letter.
JIMMIE DOWNEY
7733 Arthur Ave. St. Louis 17, Mo.

2 PHONEMEN
Book, U.P.C. and Banners. Fire Department Sponsors. Contact
MICKEY MCGUIRE
Day: Market 2-9653;
Evenings: Market 2-5494.
Fire Department, East Norwegian St., Pottsville, Pa.
Police Deals to follow. No collect, please.

MERCHANDISE TOPICS

Midwest Watch Company, 5 South Wabash, Chicago 3, is promoting a campaign keyed to "Be Your Own Boss for a Small Investment." Leading article in its complete catalog is a package deal of six men's or ladies' wrist watches with expansion bands for \$46.95, a \$139.50 value. Included in the offering are such name brands as Gruen, Waltham, Benrus, Bulova and Elgin. Display gift boxes are available at 50 cents each. As an extra inducement, Midwest will give seven watches for the price of six to those buyers visiting their showrooms. One sample watch is priced at \$9.95 and a sample band at 50 cents.

Eder Vacuum Cleaner Company, one of the largest independent rebuilders and parts supply houses in the Midwest, have again expanded their floor space and added additional help. Their present special is the Electrolux Model 30, complete with original attachments. Firm says the salesman cost of only \$25.50 is at an all-time low. For complete information write to the firm at 13345 Livernois, Detroit 38.

Because of their large selections, Karen Originals, 42 N. Main Street, Bristol, Conn., is not able to photograph a sample assortment of their boxed sets and assorted-styles closeouts. Besides closeouts, they also carry many specialty lines, such as religious jewelry, kiddie jewelry, gift lines, hundreds of boxed sets, and one of the largest lines of costume jewelry in the East. Sample assortments in any quantity may be purchased with a money-back guarantee. Write for their listing.

Rodeo Leather Goods Company, 229 N. First Street, Minneapolis 1, long a supplier to the trade, is featuring two fast-selling, low-priced items. The first is their solid leather Western belt, deeply sculptured in top-grain cowhide, with an unusual modeled gold-colored buckle. The belt retails for \$1.95. Cost to the trade is \$9.60 per dozen. The item has strong sales appeal for men, women and children, and makes a good Christmas gift. The second item is Little Maverick, a hand-tooled, solid leather purse, three and a half by two inches, which is offered at \$6.75 per dozen. A catalog showing other hand-tooled items such as bags, billfolds and miscellaneous gift merchandise will be sent upon request.

A special Personal Portable is being introduced by Kipp Brothers, 240-42 South Meridian Street, Indianapolis. Personal Portable is a transistor portable radio in a plastic case. It is offered at the low price of \$12 each or \$10.80 each in dozen lots. Prices do not include battery. This is the lowest-priced transistor radio set being offered at the present time.

A large stock of Mexican imported items are always carried by Francisco L. de Arkos, Laredo, Tex. They are currently featuring hand-made Mexican dolls. A fresh stock for Christmas is also on hand, including hand-painted skirts, embroidered wool jackets and all kinds of earrings. Send for catalog.

Fitzgerald-Walter Manufacturing Company, 14216 Grand River Avenue, Detroit, reports that its Devil's Delight Novelty is moving strong. It's a novelty, plastic cushion which the firm says is a real laugh-maker because it's new and different. The item sells for \$7.20 per dozen or \$6 per dozen in gross lots.

Sally Distributors, 200 North First Street, Minneapolis, has a huge selection of Christmas giftware at low wholesale prices. These include planters, salt and peppers, cups and saucers, figurines, etc., all quality products. Write for a free illustrated catalog which gives wholesale prices to the trade.

PIPES FOR PITCHMEN

By BILL BAKER

E. C. PARDEE PIPES... "Just read where Jack Bottles Stover had written that he would like to hear from the sheeties. Well, I have been touring in and out of Kinston, N. C., with Marvin Kinner, Steve McClain, the old pitcher; Doc Griffin, Ralph Caniggie and Mr. Cutter. I wish the rest of the boys were here going leaf hunting."

IN ANSWER... to those members of the pitch fraternity who wondered why Jack Scharding didn't show at the State fairs this summer with the seven-in-one scope, as he said he would earlier in the year, here's the scoop. Scharding info that after having five gross of the scopes shipped to him at the Illinois State Fair, Springfield, he found that they were all larrys, blurred and unsalable. He shipped the scopes back to the guy he bought them from, and says he still has not gotten a complete settlement on the deal. The pitchereroo was also out the cost of the trip.

THAT VETERAN... knight of the tripe and kiester, Big Al Wilson, pens: "Just a line to let the boys know that the Cattle Congress here at Waterloo, Ia., was not so bad. Most of the boys got money and some outside spots got hurt. Solly Fields, on gadgets, and his wife, Billy Newcombs, got

serious money. Marty Hallagan, on pie crimpers, got the main-line green, as usual. Jack Flowers, a powerful opener, let them know he was in town with glass cutters. Danny Barebodo, on lavender, romped down the stretch to get good turns with one of the most beautiful layouts I have ever seen. Red Gunn flew in on his way to Canada. Kid Ward, of polish and comb fame, got good money. Marie Ward, on cleaner, did okay, being a slow, but sure worker. Chief Napier, with med, gives a swell, old-time pitch, and can send it right where it belongs. Norma Stroud, on gadgets, drew a white elephant location and got off to a bad start. Freddie Allen, really on the ball, can deliver the mail. Money was just not at the fairs this year. You had to work three times as hard to get it. At Topeka, Kan., big crowds and outside spots were out; inside was fair. However, gadgets got fair money. I have been here in the Blackhawk County Hospital a week since I broke my left hip when I fell from a trailer the last night of the show. Doctors say I will be confined for six weeks. Will miss the Kansas City Stock Show, which opened October 20. Have store for mouse on Christmas in Chicago, then on to Miami. The boys can write me here at the Blackhawk County Hospital, Longfellow and Midland, Waterloo, Ia., if they want to cut it up a little."

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. \$1.50 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.
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.
3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton. \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago.
COOK BROS. 916 S. Halsted St. Chicago, Ill.

Fully Automatic
"BIG CHIEF" Little 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 of the factory.
 Retail at \$2.95 each
 Dealer's cost \$21.60 doz.
 Minimum order at shipment: 15 doz to carton. Master carton of 72 stores, freight prepaid.
 Order shipped on first-in, first-out basis.
G & S Mfg. Co.
 Dept. B
 NASHVILLE, TENNESSEE

SENSATIONAL PROFITS !! EVERY DAY !!
 No. 509 AN EYE CATCHER!!
 \$2.75 Doz.
 \$30.00 Gross Gold Finish.
 White Brilliant Center, Red Sides or Three Sparkling Rhinestones.
PROVIDENCE RING COMPANY
 49 Westminster St., Providence, R. I.

Costume Jewelry Manufacturer
OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!
 Fashionable Earrings, \$1.50 doz.; carded del. styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$4.50 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 N. Y. C. Chelsea 3-0843

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!
FIRST TIME OFFERED!
 Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.
 If you are not satisfied with our selection, we will refund your money.
DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
 Phone: LAwndale 2-7377

WHICH VACUUM CLEANER DO YOU WANT TO SELL TODAY... UPRIGHT TANK CANISTER

KIRBY Models 505-515 Rebuilt by EYCO YOUR COST \$2925	ELECTROLUX Model 30 Rebuilt by EYCO YOUR COST \$2550	AIRWAY Model 66 Rebuilt by EYCO YOUR COST \$2950
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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. Svelte top—original Blue or Green and original Tools.

IMMEDIATE DELIVERY F.O.B. DETROIT 1956 CATALOGS MAIL TODAY! QUANTITY PRICES ON REQUEST INDIVIDUALLY BOXED - SEND CHECK WITH ORDER

1 Year Guarantee
EDER VACUUM CLEANER CO.
 13345 LIVERNOIS • DETROIT 38, MICH. • TE. 4-1010
 Largest Independent Rebuilders and Parts Supply House in the Midwest

BIG 18" COWBOY Ventriloquist
 Pull string and his mouth moves!
 Cotton Stuffed
 Smartly Dressed - Brightly Colored
 Individually Boxed.
\$18.00 dz.
 F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE Catalog and close-out lists.

25" MAMA DOLL SQUEEZE HER AND SHE CRIES
 All rubber.
 Movable eyes, arms, legs.
 Beautiful hair.
 Washable hair.
 Individually boxed.
\$30.00 dz.

8" CHENILLE ANIMALS \$6.75 dz.
 Foam rubber stuffed, washable, in plico bags...
16" CLOTH BABY DOLL \$5.00 dz.
 \$5.50 doz. In gross lots...
10" PLUSH SCOTTY \$5.75 dz.
 Asstd. colors, plico bags. \$6.00 doz. In gross lots...
 Minimum Order: 3 Dozen.

ACE TOY MFG. COMPANY
 536 Broadway, N. Y. C.
 WA 5-3234

OVER 600 PINS AND IDENTS FOR ENGRAVING
12 STYLES
 of engraving Cuffs and Tie Clips in this new series. Cuffs, carded
\$3.00 Doz.
 Cuff & Tie Clip sets, fancy boxed
\$5.25 Doz.
 Catalog with new numbers ready for engravers and demonstrators. State your business.
DEXECO, INC.
 Manufacturers of Engraving Jewelry
 191 South St. Providence 3, R. I.

The FAMOUS Geneva 7 PC. MENS JEWELRY SET
 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. FLACLER MIAMI, FLORIDA

when answering ads... Say You Saw It in The Billboard

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

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IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care 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.
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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)

WEINMAN'S MEN'S WOMEN'S New Styles



BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10 FOR \$69.50

Assortment, Men's Elgin, Waltham, Complete with Expansion Bands. (Sample, \$8.95)

10 FOR \$6.45 Each

SPECIAL LOT—Men's 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.

You Always GET A BETTER DEAL AT

WEINMAN'S

182 S. Main St., Memphis, Tenn.

DIRECT FROM MFR.

3-PIECE RETRACTABLE SET IN POCKET SAVER

Writes Red, Blue and Green

\$51.00 per gr. 10 Gross Lots

\$48.00 per gr. 10 Gross Lots

\$5.00 sample doz.

RETRACTABLE BALL PENS 1st GRADE **\$15.84** per gross

10 GROSS LOTS ONLY

Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long

\$7.20 per gross **\$40** 1000 lots per thousand

MODERN PEN MFG. CO., INC.

334 Broadway New York 13, N. Y.

BINGO

SUPPLIES and EQUIPMENT

7 and 10 color specials

4-3-6 and 7 ups

Midgets, 3,000 series—7 colors

Paper and Plastic Markers

Wire and Rubberized Cages

Pencils—Crayons—Clips

5x7 Heavyweight Cards

Electric Blowers & Flashboards

Lapboards Made to Order

Free Catalog Available

JOHN A. ROBERTS CO. INC.

817 Broadway, Newark, N. J.

CIGARETTE LIGHTER

CHROME Table or Pocket 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.

ACTS, SONGS & PARODIES

ENTERTAINERS! WRITE FOR FREE brochure on low budget comedy material, skits, parodies. Showbiz Comedy Service (Dept. B87), 1613 E. 29th St., Brooklyn 29, New York.

SONG REQUEST FORMS MADE FOR TWO dollars. Have radio and television artist play your songs. Howard Olenik, Mount Morris, Mich. no3

"WE LIKE IKE'S LEADERSHIP"—FOR plany copy mail 25¢ to Art's, Box 19662, Rimpau Sta., L. A. 19, Calif. no17

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubled! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. Ja5'57

AGENTS & DISTRIBUTORS

A BEST GENUINE WORLD'S FAMOUS French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. oc27

ATTN! SALESMEN—11 WESTERN STATES "only" Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesale, Box 4058CR, San Francisco. no3-np

BINGO BLOWERS, \$49.50; RETAILS \$150! AC-110 volts; brand new. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc27

CHRISTMAS EARRINGS, \$3 DOZEN; MIRA- cle Cross, \$4.25; Pearl Chockers, 14", \$1.20 dozen; Earrings, \$1.50 dozen; many others. Voguecraft, 20 West Jackson Blvd., Chicago 4, Illinois.

DEALERS, PEDDLERS—SELL COSTUME Jewelry. Necklaces, earrings, bracelet and brooch sets, gift boxed, assorted styles, per dozen sets, \$30; sample, \$3 ppd. Central Products Co., 328 Superior Ave. N.W., Cleveland 13, Ohio. no3

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

Failed Earrings, Ass. STYLES \$ 1.50 dz.
Charm Brads, Ass. STYLES \$ 1.50 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.
Rhinstone Earrings, Ass. STYLES \$ 1.50 dz.

EXTRA SPECIAL!!!!

BOXED SETS, Ass. 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, Ass. \$ 3.00 dz.
4 pc. Pearl Set, Boxed \$ 13.50 dz.
Pearl Earrings, Ass. STYLES \$ 1.50 dz.

24 HOUR SERVICE
20% Deposit with Order, Balance C.O.D.
FREE BOOKLET
DESCRIPTIVE LITERATURE
KAREN ORIGINALS

48 No. Main St. Bristol, Connecticut

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc27

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned or Tailored Earrings \$1.75 dz.
Pierced Earrings on Display \$1.75 dz.
Stoned Neck & Earrings boxed \$ 5.50 dz.
Charm Bracelets, ass. \$ 1.50 dz.
Lord's Prayer Necklace, boxed \$ 3.00 dz.
Children's Jewelry, boxed, ass. \$ 2.95 dz.
Shorty Tie Slides, carded \$ 1.00 dz.
Rosaries, imported \$ 1.95 dz.
Cufflinks, carded \$ 1.25 dz.
Stoned Bracelets, boxed \$ 4.00 dz.
Sameo Sets, boxed \$ 7.20 dz.
Tie Slide Sets, ass. \$ 4.00 dz.
Summer Earrings, ass. \$ 7.00 gr.
Pearl Necklaces (domestics) \$ 1.45 dz.
Pin & Earrings, boxed \$ 4.50 dz.
3 Pc. Rhinstone 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.

NEW FLASHY 7x11" SIGNS; LIGHT reflecting. Illustrated, color blended. 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$8 postpaid, U. S. only. Koehler, 335 Goetz St. Louis 23, Mo. oc27

WHIRLER TOY FUN EXERCISE TO WHIRL ball, two 25¢ postpaid; nine, \$1; sells retail, 25¢ each. Sullivan, 516 Englewood Ave., Chicago, Ill.

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE. Write visit Ross Allen's Reptile Institute at Florida's Silver Springs. no10

CHIMPANZEE BABIES, TAME, EXCEL- lent, from \$485; also tame Baby Baboons, Potos, Mangabeys, Patas, Mustach Monkeys, Wallabies, Deer, African Porcupines, Emus, Ostriches, hundreds more. Write for list Rare Bird Farm, Kendall, Fla. no3

CHIMPANZEE, MALE, 1 1/2 YEARS, TAME, intelligent, anyone can handle; wears clothes, \$850. Quinn, 427 E. 6th St., New York City. CA 8-6837.

GIANT ALLIGATOR; SNAPPING TUR-

tles, 3 feet long, \$12.50; giant Box Turtles and Gopher Tortoises, \$7.50 dozen (special low express rate on turtles); large healthy Bobcats, \$23.50; Scentsless Skunks, \$12; Raccoons, \$7; Boas, Anacondas, Iguanas, Tegus. Free list. Ray Singleton, Rattlesnake, Fla.

Rattlesnakes, Boas, Blacks, Whips, Bulls, all \$1 per lb. India, \$1.50 per lb. Also, 1 only African Lion Cub 15 mos., \$175. On hand—Lion, Snakes, Turtles, Alligators. Monkeys available Dec. 1. Brown Capuchin Ringtail, \$25; Spider Monk, \$25; Squirrel Monk, \$17; Owl Monk, \$12; Woolly Monk, \$67. Write for complete price list.

LIVE DELIVERY GUARANTEED

OKLAHOMA ANIMAL IMPORT COMPANY

30 N. W. 14 Oklahoma City, Okla.

TAME WOOLLY MONKEYS, \$55; BRAZIL- lan Squirrel Monkeys, \$15; Golden Spiders, \$20; Ringtails, \$27.50; others. All Public U. S. Health approved. The Monkey House, 2700 La Salle St., New Orleans, La. Phone TW 5-2241 Day; TW 1-7174 Night. Cashier's check or money orders, please. no10

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. The Fun Publishing, 129 Vanuise, San Jose 26, Calif. no17

MOUNTED LONG HORN STEER AND PARK Mule for picture work. Must sell, will sacrifice for quick sale. Pictures on request. Carl J. Reisinger (taxidermist), Box 484, Kingfisher, Okla. no10

OUTDOOR ADV. CO., So. Con. Calif. Hi-way dply. adv. in 9 west states. Natl. & loc. preferred acc. Est. since 1946. All nec. equip. A-1. Ideal loc. Priced low. Dept. 23478.

SIGN SERVICE, N. W. PENN. Comm. signs on paper, wood, etc., also roadside advertising. Ideal loc. in ind. area. Xint. buy. Dept. 42228.

CHAS. FORD & ASSOC., INC. 6425 Hilyard, Bl. Los Angeles, Cal.

WANTED ON PERCENTAGE BASIS—FIRST class rides for '57. Established Swimming Pool on main highway. Ideal location. Elmwood Park, 4901 Shields, Oklahoma City 9, Oklahoma. no10

COSTUMES, UNIFORMS, WARDROBES

FLASHY NEW CLOWN SUITS, \$15; WIGS, make-up, etc. Girl Show, Minstrel, Parade Wardrobe. Low rental rates to responsible parties. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment, Floss Machine, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. oc27

EQUIPMENT SMALL POPCORN BUSINESS. 45 ABC Little Giant Dispensers, like new; Model C Commercial Popper, etc. Information on request. 11623 Monrovia Ave., Lynwood, Calif.

FOR SALE—SECONDHAND SHOW PROPERTY

COMPLETE MECHANICAL SHOW, ELEVEN exhibits, 3 to 4 ft. long, 30x40 top, moving van. D. Lewis, 34 Richmond Ave., Worcester, Mass.

FLYING SAUCER, WITH TRUCK TRANS- portation; 25 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, Vt.

FOR SALE—LONG RANGE GALLERY, complete with or without truck. All in good shape. At Norwood, c/o James H. Drew Shows, as per route.

FOR SALE OR TRADE—20 FT. REGAL Python for wild life. Want 10x14 joint top, used. Tommy Middleton, 303 E. Savannah, Valdosta, Ga.

FORD AXLES, TENT STAKES, 1500 STOCK, \$1 each. F.O.B. Dallas G. B. Willard, 1321 2d Ave., Dallas, Tex. oc27

PAIR DeVRY 35MM. SOF PORTABLE, 2,000' reels, feature, plenty extras. Best cash offer. George Burr, 301 N. 6th, Rapid City, South Dakota.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins, photographs, details, \$1 bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. no3

INSTRUCTIONS BOOKS & CARTOONS

"**HYPNOTIZE—WITH ONE WORD, ONE** finger-map!" (Details, 3¢.) Hypnomaster, 845-H7 Sunnyside, Chicago 40, Ill. no17

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GOOD USED 16MM. SOUND FILMS— Bought, sold, exchanged. Send for free bargain bulletin today. Leon Duquette, 97-M Snow, Fitchburg, Mass. oc27

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MISCELLANEOUS

INCORPORATE YOUR BUSINESS IN DELA- ware. Do business anywhere. Charter cost little, quickest, cheapest. Write: Faultless (SS), 684 N. Sangamon, Chicago 22.

YOUR NAME AND ADDRESS ON RUBBER stamp. Three lines only \$1. Order today from Miller, 712 Clinton Court, Findlay, Ohio.

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CALLIOPE HEADQUARTERS, NATIONAL, Tangley, Spare Parts, Whistles. Sales, rentals, restoration, consultation, literature, no lists. Lee Co., 934 N. Lancaster, Dallas, Tex.

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CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

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ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or Five 8x10's, \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. no17

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. ch-tfn

3 MARKS AND FULLER DIRECT POSITIVE Cameras with lenses and prisms. Cost \$800, sell for \$300. Brockway, Buckeye Lake, Ohio.

PRINTING

ATTRACTIVE BUSINESS CARDS, \$2.95 PER 1,000; 100 letterheads, \$1; 100 6 1/2 envelopes, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. no3

FREE! BIG ILLUSTRATED PRINTING catalog with type styles, samples, prices, etc. Reasonable, prompt, guaranteed service. James Printing Specialties, Washington, Georgia.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mailo Press, 767-B Leith St., Flint 3, Mich. no3

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LATEST TYPE TATTOOING MACHINES— Money making designs, outfits, colors, concentrated. Pelican #12 sharp. Write Milt Zeis, 728 Lesley, Rockford, Ill. no10

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CALLIOPE, BAND ORGANS, HURDY Gurdies, Automatic Pianos and other musical instruments. J. T. Allen, General Delivery, Mobile, Ala. no3

FOX TERRIER FOR PET, TRAINED TO DO some tricks. Walk, stand on hind feet, etc. Stenals Johnson, McComb, Miss.

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25% dep., bal. C.O.D., F.O.B. Chicago.

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WE'RE FIRST IN THE U. S. A. WITH FIDO THE DRUMMER DOG

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Gross \$ 24.00

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FINE MEN'S SET

Consists of Watch, Expansion Band, matching Tie Bar and Cuff Links, Key Chain, Money Holder, complete with \$7.50 price tag and beautiful lined case made of metal.

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R-3—Men's stone rings, ass. dz \$ 2.75
2160—Stone neck & ears, bxd., dz \$ 7.50
2164—Stone neck & ears, bxd., dz \$ 9.00
2256—3-piece pearl set, bxd., dz \$ 12.00
5631—3-pc. Rhinstone Set, dz \$ 18.00
W-1—6-piece Watch Set, each \$ 9.95 (Ladies' 30¢ more) \$ 6.25
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T-4—Tiesides, carded, dz. \$ 1.25
WF-8—Men's stone dial watch, bxd. \$ 5.50

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog

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\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head imit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE, \$9.00 PER GROSS

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1975 E. Main St. Columbus, Ohio

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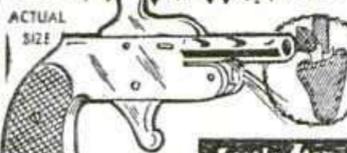
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LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMPED AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS



ACTUAL SIZE

Dealer's Cost... \$12.00 DOZ.
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Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog

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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 switch. One appliance with many uses:

- Fry • Bake • Roast • Stew
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KEEP LONGER, SELL FASTER!

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Now "Color Pix" T.V. screen filters make PICTURES IN COLOR a reality. Attach to any black & white T.V. receiver in seconds... without tools. Instantly vivid "real as life" color takes the place of drab black & white. Eliminates glare and eye-strain. In all sizes... at a low, low price, assuring tremendous sales and BIG, BIG 300% profits for you. Don't delay, be the first in your area with this startling T.V. color picture miracle. \$1.00 per sample demonstrator; specify size. Special discounts to distributors, crew managers, etc. Don't miss this TREMENDOUS OPPORTUNITY. Write today to:

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BUY DIRECT FROM IMPORTER

Cultured Pearl Necklaces, 17" long, with 14-karat clasp, @ \$6.00 per strand; if boxed, \$8.50. Terrific hot item until Xmas. Check or money order in full, postage prepaid, or will ship C.O.D.

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WANTED - ALL TYPES USED KIDDIE RIDES. Send information to Don Winningham, 7700 108th St. Terrace, Hickman Mills, Missouri.

WANTED - MECHANICAL PIANOS, BAND Organs, Street or Barrel Organs, Music Boxes, Hurdy-Gurdys, Phonographs, Antique Musical Instruments, Old Catalogues, Pictures. Kugler, 7 So. 6th St., Minneapolis 2, Minnesota.

WANTED - KIDDIE RIDES OR COMPLETE Kiddie Park, to move, for cash. No junk. Jimmie Thompson, Route 26, Alexandria, La.

WANTED TO BUY - WOOD HORSES, 2 carved figures, also old Arcade Machines, any condition. J. T. Allen, General Delivery, Mobile, Ala.

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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

DRUMMER WANTED FOR MIDWEST traveling orchestra. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

EXP. BAND INSTRUMENT REPAIRMAN. Must relocate. Take over or set up in right location. Reference: Roy Wilson, Box 172, Dickinson, Tex.

MUSICIANS - AGENCY HAS OPENINGS for you on combos and bands. Need immediately trombone, alto and baritone tenor men. Steady work, guaranteed salaries. Contact Band Manager, 201 Franklin Bldg., Norfolk, Va. Madison 2-7264. oc27

OPENING ON FOUR BEAT ORCHESTRA. Steady work, guaranteed salary, cut or no notice. Others write Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

TROMBONE AND STRING BASS FOR SEMI- name doing one-nighters. Trombone on Dixie kick. You get paid every seven days. No pro-rate. Write or wire Orchestra Leader, c/o Associated Booking Corp., 203 N. Wabash, Chicago, Ill. no3

WANTED - ALTO CLARINET MEN immediately for Midwest Polka Band. Contact L. A. Berg, Albert Lea, Minn.

WANTED - LIBRARY SUITABLE FOR small combo. Modern arrangements. Box C-502, c/o Billboard, Cincinnati 22, O.

WANTED - YOUNG MALE EXPERIENCED Sway Pole Artist. Free to leave country. Send general description and what experience. Box C-500, c/o Billboard, Cincinnati 22, Ohio. oc27

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

TWO CLOWNS - NUMBERS AND BIKE ACT. Lois White, face; Lowell, tramp, come in. The Kriels, General Delivery, Burlington, New Jersey.

MISCELLANEOUS

FEMALE IMPERSONATION ACT OPEN for night club booking. Expensive wardrobe, exotic, rumba and special routine act. S. L. Burgess, Broadway at Union St., San Diego, Calif. no17

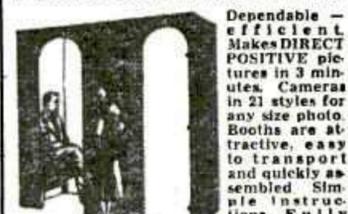
HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

MUSICIANS

BASS MAN, NAME BAND AND COMBO experience. Age 31, prefer combo, any style. Will consider anything. Need top salary for top man. Available immediately. Musician, Box 31, Cadillac, Mich. Phone: PR 59357.

EXPERIENCED DRUMMER - JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

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.

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1546 W. Cortez Chicago 22, Ill.

J A R D E A L S we MANUFACTURE all **T I P B O O K S** LOOSE TICKETS BINGOS - TIP BOOKS Write for Low Prices

Gam Sales Co.
1321 SO. ADAMS ST. PEORIA, ILL. S

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 exchanged. Have much experience in playing Horse Shows and Fairs. Call 2231 or write Mrs. Dennis Eakin, Petersburg, Tenn. no3

ORGANIST, PIANIST, VOCALIST - PREFER dining room or refined lounge where good music is important. Jane Peters, c/o Caron, 410 Church, N. Adams, Mass. no10

ORGANIST, PIANIST, VOCALIST - UNION, ten years' experience in clubs, lounges, theaters, radio and television. Has just finished a three-year television contract. Twenty-eight years old, sober and dependable. Write to Marion Parker, 900 Summit Ave., Little Rock, Ark. Phone: FRanklin 42992.

RELIABLE DRUMMER - EXPERIENCED all styles, Latin, shows. Location preferred. Call, write Bob Gardiner, 7 Van Hueson St., Cortland, N. Y. Tel. SKYline 6-7408. oc27

RINK ORGANIST - FIRST CLASS MUSI- cian, desires position progressive rink. Reliable, sober, best references. Write Box 501, Billboard, Cincinnati 22, Ohio. oc27

TRUMPET - COMMERCIAL, SHOWS, DIXIE- land. Lots of experience. C. A. Peters, 4002 Dempsey Rd., Madison, Wis.

TRUMPET MAN, UNION, WANT SECTION chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa.

VIBRA-HARPIS - TEN YEARS' ROAD EX- perience. Sing vocal parts. Double electric violin. Prefer south; consider anything. Contact Dale Krebs, 2006 Kensington St., Harrisburg, Penna.

PARKS & FAIRS

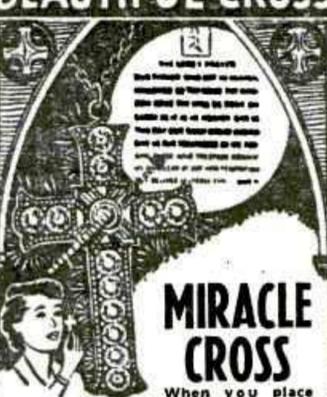
BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no10

EXCITEMENT AND SUSPENSE RUN HIGH for one mistake, 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 Sensationist, and far below the great crowd and the blazing tank, surrounded by sharp, ugly spears. For patronage insurance contact 456 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. oc27

RAYS CIRCUS REVUE NOW BACK IN winter quarters, 24425 Shepherd Church Road, Route (B), Station (B), 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

BINKS CIRCUS DOGS ONE OF THE BEST on the road and a good clown juggling act. 6105 South Packard, Cudahy, Wis. no10

BEAUTIFUL CROSS



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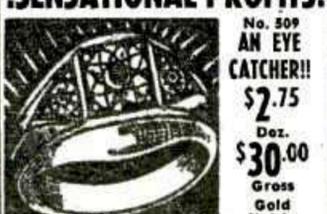
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

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.
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\$2.75 Doz. **\$30.00** Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker
\$2.50 Doz. **\$27.00** Gr.



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Set with 2 Red Brilliant Eyes. GOLD FINISH OR SILVER FINISH. Rated wholesalers, write for samples.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!



FRY PAN • SKILLET • GRIDDLE

Fully Automatic



RETAIL \$49.95

Fabulous offer, big money maker.

Sample \$11.25

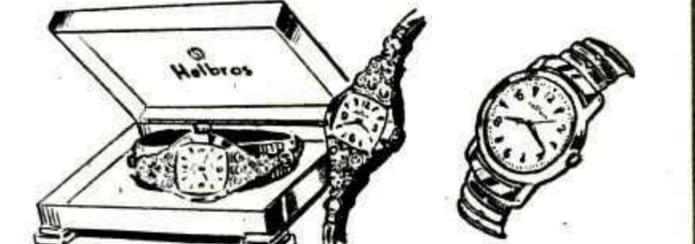
6 or More ... \$10.00

GENERAL ELECTRIC CORD SET HOTTEST ITEM TODAY

3 in 1 Unit • Large 12" Size

- Imbedded Cast-in X Rod Heating Element
- Immersible in Water
- A Complete Electric Stove, Griddle and Hot Plate

Low Wholesale Prices on Nationally Advertised HELBROS WATCHES



VALENCIA - Helbros 17J ladies' 6 blazing diamonds. Yellow or white rolled gold plate case.
Retail \$71.50 - \$15.00 each

BRIANA - Helbros 17J with jewel box. 2 sparkling diamonds. Expansion bracelet.
Retail \$125.00 - \$23.50 each

STANFORD - Helbros 17J men's thin waterproof, shock, dust protected. Matching expansion bracelet.
Retail \$71.50 - \$15.00 each

AMITY - Helbros 17J dress watch. Expansion band. Very charming.
Retail \$71.50 - \$16.50 each

Lifetime Jewels and Super Durable Unbreakable Mainsprings

Delicious 2 and 5 lb. Rum and Brandy FRUIT CAKES

- 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 containers!

2-lb. \$10.00	Per Dozen Minimum	GROSS LOTS \$9.50	Per Dozen	HIGH RETAIL VALUE!
5-lb. \$ 2.50	Each 6 Minimum	6 Doz. \$2.25 Each		

A REAL HOT ITEM IN THE COUNTRY

COPPER CLAD

ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX Cover

10 Exclusive Features:

- Fries • Casserol • Stews • Bun Warmer
- All Purpose • Food Warmer • Cooks
- Roasts • Blanches • Steams • Beautiful Server.

SAMPLE .. \$8.50 - 3 OR MORE .. \$8.00

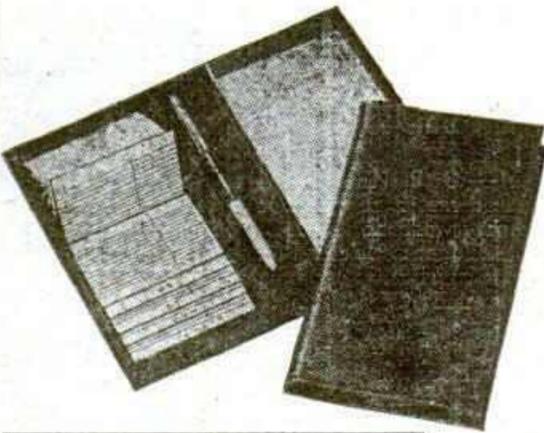
Send \$1.00 for our giant 300 page illustrated Catalog. Refunded on first \$10.00 order. Catalog shows thousands of quality national advertised merchandise at low dealer wholesale prices!

Appliances	Watches	Radios & Recorders	Bicycles
Jewelry	Sporting Goods	Hand & Power Tools	1000's of other items
Diamonds	Photo Equipment	Housewares	Giftware

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders.

HALL of DISTRIBUTORS, Inc.
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POCKET SECRETARY with TELEPHONE INDEX and RETRACTABLE BALL POINT PEN of FINEST QUALITY

Gift Boxed with Pen \$9.60 per doz.
Unboxed with Pen 9.00 per doz.
Unboxed without Pen 7.80 per doz.

Terms: 25% with order, balance C.O.D., F.O.B. Chicago

For Extra Large Quantity Prices—
Wire—Write—Phone
Ready for Immediate Shipment.

CLUB SPECIALTIES, INC.

For reference contact Exchange National Bank, LaSalle and Adams Street, Chicago

1855 N. Halsted St.
Chicago 14, Illinois
All Phones: DElaware 7-0072

COMING EVENTS

Arizona
Ajo—Ajo Rodeo, Nov. 2-4. Chuck Rasmussen.
Bukeys—Halloween Carnival, Oct. 31.
Florens—Junior Parade, Nov. 24-26.
Tombstone—Hellorado Celebration, Oct. 26-28.
Winslow—Air Fair, Nov. 11.
Winslow—Indian Day, Dec. 2.

California
Los Angeles—Great Western Livestock Show, Nov. 24-26. A. M. Mathews, 2120 S. Eastern Ave.
Pittsburg—National Horse Show, Nov. 6-11. Patrick J. O'Toole.
San Diego—Electric Home & Appliance Show, Nov. 23-24.
San Francisco—Grand National Livestock Expo., Nov. 2-11. Nys Wilson.
San Francisco—San Francisco Rodeo, Nov. 7-11. Nys Wilson.
Turlock—Par West Turkey Show, Dec. 4-6. M. S. Johnson, 207 Crane Ave.
Victorville—Victorville Rodeo, Nov. 17-18. Bob Angel.

Connecticut
Hartford—7th Annual National Autorama Show, Feb. 20-24.

Florida
Barrow—Polk Co. Youth Show, Nov. 30-Dec. 1. W. P. Hayman.
De Land—National Home Show, Nov. 6-11. Dorothy Godfrey.
Palatka—All Fla. Breeder Show, Nov. 7-10. H. E. Maltby.
Wauchula—Tri-Co. Fat Stock Show, Nov. 9-10. J. P. Barco.
Wauchula—Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17. Addison Waltman.

Louisiana
Baton Rouge—L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4. Mrs. Helen F. Cobb, Box 8837, University Station.

Maryland
Timonium—Eastern Natl. Livestock Show, Nov. 10-18. Dr. John E. Foster, University of Maryland, College Park, Md.

Massachusetts
Boston—Boston Rodeo, Oct. 17-28. Walter A. Brown.

Michigan
Detroit—Home Improvement Show, Nov. 2-11. R. George Wood.
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 8750 Dix.
Jackson—Turkey Show, Dec. 4-6. Don Miller.

Minnesota
St. Paul—St. Paul Rodeo, Nov. 2-4. Fred Savage.

Missouri
Kansas City—American Royal Livestock Show, Oct. 20-28.

North Dakota
Minot—Minot Rodeo, Oct. 26-28. Ford Cullen.

Ohio
Toledo—Gift, Music & Home Festival, Nov. 3-11. Success Enterprises, 3115 Lewis Ave.

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. Clalborne.
Scranton—Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.

South Dakota
Sioux Falls—Auto Show, Nov. 20-24.

Tennessee
Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.
McKenzie—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.
Nashville—Flower Show, Oct. 24-27.
Nashville—Davidson Co. PFA Rally, Nov. 17. John T. Tucker.
Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

Texas
Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
Cuero—Cuero Turkey Trot, Nov. 10-12.
El Paso—Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.
Fort Hood—Goblins Festival, Oct. 21-Nov. 4. Alvin Vandike, San Antonio.
San Antonio—South Texas Vegetable Day, Nov. 10.

Utah
Ogden—Ogden Livestock Show, Nov. 16-21.

CANADA
Alberta
Edmonton—Fall Livestock Show and Sale, Oct. 22-26.

Ionla—Ionia Fat Stock Fair, Nov. 8-7. Abram P. Snyder.
Jackson—Southern Mich. Fat Stock Show, Nov. 8-8. Fred Savage.

Missouri
Kansas City—American Royal Livestock Show, Oct. 20-28.

North Dakota
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Pennsylvania
Pittsburgh—Jr. Beeb & Lamb Show, Nov. 6-8. N. L. Clalborne.
Scranton—Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.

South Dakota
Sioux Falls—Auto Show, Nov. 20-24.

Tennessee
Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.
McKenzie—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.
Nashville—Flower Show, Oct. 24-27.
Nashville—Davidson Co. PFA Rally, Nov. 17. John T. Tucker.
Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

Texas
Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
Cuero—Cuero Turkey Trot, Nov. 10-12.
El Paso—Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.
Fort Hood—Goblins Festival, Oct. 21-Nov. 4. Alvin Vandike, San Antonio.
San Antonio—South Texas Vegetable Day, Nov. 10.

Utah
Ogden—Ogden Livestock Show, Nov. 16-21.

CANADA
Alberta
Edmonton—Fall Livestock Show and Sale, Oct. 22-26.

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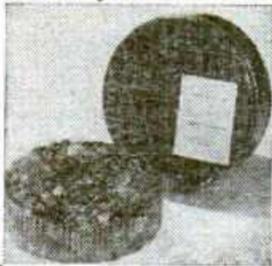
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Busy Beatty Outfit Clicks

Continued from page 78

The pair made a good appearance with ladder balancing and foot perch work. Cowboy Reb Russell appears for a concert announcement made by Arthur Hoffinan. A wrestling match was being considered for adding.

Strong Wire Display

A wire-walking display is outstanding. Lolita Perez performs a fine single at one end and makes a good appearance. The Herbert Webers (2) are in the other end ring and have flash and finish that please. In the center is Antolina Segora, pretty and polished, who has the big top all to herself as she throws a perfect back somersault to the feet in a free and easy manner that wins applause.

Clowns follow and they include Jimmy Armstrong, Eddie Dullum, Lou Nagy, Bill Brickle, Dennis Stevens, Merlin Hinkle, Balila, Cueto and Cha Cha Morales. Cueto walks on stilts in the spec. The Carmenas are a duo which performs good hand and head balancing, a strong head-to-head bit and then a stand-out stunt in which the girl spins rapidly while the man balances her head-to-head. Clowns come in and then the Four Segoras in speedy teeterboard work, Risley and two and three-high mounts.

Fanfare heralds the Loyal-Repenski Family, which enters ceremoniously, seven people and six horses. They perform a routine of pyramid, three-up, jockey riding by two members, six fork-ups to one horse and more. Then comes a somersault. At this performance, Zefta Loyal turned backwards from one horse to another. Justino Loyal clowning the act and a speedy wind-up sets it off. Three members of the act take turns in the somersaulting spot, one performing it at each performance.

Another concert announcement clears the decks for the Great (Herbie) Weber's foot slide. His studied walk-up wins one of the strongest displays of applause yet and the slide brings more clapping from the seats. Clowns come in

while rigging work is completed.

The Sabre Jets, like many of the other acts on the program, are graduates of the short-lived Ringling tour of this year. In this performance they worked a pirouette, layout, double cutaway to a stick, bird's nest and a passing leap. Effect is good and there are more feats in their repertoire.

The big elephant display is supervised by Dick Shipley, elephant superintendent, and Colleen Alpaugh is among those working the bulls. There are three big ones in each side ring and three small ones in the center. For much of this display their routines are identical and concurrent. They climax with a walking long mount that closes the show after an hour and a half.

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Allegretti, Frank
Allen, Eddie
Allen, Mrs. Juanita
Allen, Samuel
Ames, Eddie
Anaya, Mrs. Edna L.
Andreano, Frank
Ansell, Albert W.
Asher, Chas.
Ayers, M. C.
Baer, Clyde
Barney Bros. Circus
Bean, Mrs. Maxine
Beatty, R. Gene
Beck, Dan
Beck, Robt. E.
Beckwith, Gerald
Bejarano, Wm.
Bennett, Edw. A.
Bennett, Virginia
Bentley, Claude
Bible, Roy
Billings, James
Bix, G. G.
Blakely, Benton H.
Blankenship, Walter E.
Bond, Johnny & Nancy
Boon, Eddie
Borelli, Mrs. Arlene
Borror, W. L.
Bradley, Henry B.
Bradley, Jess
Brady, F. J.
Briggs, Tex
Brink, Arthur
Brock, Harry
Broderick, (Skeeter)
Brown, Carl
Buchanan, Thos. K.
Bumps, Bobby
Burdick, Edmund R.
Burgess, Edw.
Burridge, Jos. R.
Burton, Robt.
Butts, Paul B.
Campbell, A.
Camp, John
Cantrell, Fred
Chaney, Frank
Cherokee, Bill
Chrisman, Dale
Christian, Ralph S.
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Coffey, V. L.
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Cook, Ben (or Robt. J.)
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Crawford, Mrs. Edna
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Cullen, Edw. J.
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Davis, C. H.
Davis, Mrs. Gwen
DeCasseles, Cherie
De La Wezlez, Mrs. Zeleka
DeWinter, Mrs. Ann
Devers, Thos.
DeWitt, M. E.
Della Della
Demetro, Arehlie & Betty
Demeter, Frank
Demitro, Albert
Dennis, Frank
Dessno, Frankie
Dimmette Jr., R. C.
Doyle, Ruth
Duffy, John D.
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Dunn, Clark
Duran, Martha
Eddels, Harry
Edwards, Bernice C.
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Ely, Jerry
Emswiler, A. I. & Mrs.
Engle, Jackie
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Everman, Edgar
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Flake, James & Mrs.
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Foley, Rita
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Frank, Geo.
Gage, Ron
Gallo, Geo.
Gardner, D. W.
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Gates, Ocie Arnold
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Gilmore, D. W. & Mrs.
Ginther, Homer & Mrs.
Glasgow, W. R.
Glasgow, Felix A.
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Gold, Leon & Mrs.
Golding, Mrs. Lennie
Gonderman, Norman
Gordon, Evelyn
Gospodarski, Larry
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Bennett, Mrs.
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Bierly, D.
Bishop, Elvin
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Blakely, Evelyn
Borshous, Robert E.
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BOX 870, The Billboard, Chicago 1, Ill.

200-Selection Juke Boxes To Hypo Disk Programming

• Continued from page 1

of the country experienced their worst summer in years, 1956 will be a better year in terms of net profit than last year, according to 68 per cent of the operating companies reporting.

Twelve per cent of those surveyed said they believed 1956 would be on a par with last year; just 20 per cent stated the year would not be as good as 1955.

Progress made by dime play was cited by the majority (of those saying this year would be better) as the reason this year would top 1955. Others gave as reasons for a bright 1956 better merchandising methods, ability to cut costs, new models, and better commission arrangements.

An Oklahoma operating company reported that their area is "nearly 100 per cent dime play, which has proved very successful." The same operator pointed out that he is "operating fewer, but better machines, resulting in a larger net and fewer service calls."

Another operator pointed out that besides dime play, better commission arrangements and "front money" (money which an operator takes out of gross collections to cover expenses before the location owner is paid his commis-

sion) will mean a better year for him in 1956 than last year.

An Indiana operating firm pointed out that 1956 will be a better year than 1955 "mostly because of the 200-selection machine, dime play, and the enhancement of present routes instead of expanding with new ones." He also explained that "tight money during 1956 only helps an established operator

improve his competitive position."

Most of the operators arguing that 1956 would not be as good—let alone better—than last year, pointed to high equipment costs as the reason. A typical view was that of an Ohio operator: "1956 will not be a better year than last because of the higher costs of juke boxes combined with tighter credit."

Ops Want 50-Cent Play on All Jukes

CHICAGO — The majority of music operators want 50-cent coin chutes and credit accumulators on all juke boxes, according to a nationwide survey of operating companies conducted by The Billboard this week.

Over 75 per cent of those polled said they would like both devices on all future models.

Actually, operators may get a 50-cent chute on all juke boxes soon. National Rejectors, Inc., has developed a multiple-coin slug rejector that will take all coins—nickels, dimes, quarters and 50-cent pieces. Well-informed traders report that manufacturers have shown considerable interest in this unit.

However, the number of juke boxes set to take the large coins at this time is not great, and operators who are using the 50-cent chute seem to have it on only a small percentage of their machines. Actual figures on the number of machines that now offer 50-cent play are not yet available.

One operator reported that the 50-cent chute on his phonographs got a good workout the first week, then leveled off to average.

Another stated that he would favor having only quarter and 50-cent chutes on his new machines, as the number of dimes he now takes in account for less than 10 per cent of his total receipts. The

operator's route covers a large area of Chicago, including all types of neighborhoods. Nickels, he feels, could be eliminated on his route.

Some operators feel that 50-cent chutes might create added service difficulties; others look forward to it, feeling that it will increase total receipts.

Ben Coven, Coven Music Corporation, Wurlitzer distributors, reports operator grosses from 50-cent play "growing steadily." At first, he said, there was no noticeable increase, but it gradually has built up.

Some combinations of coin play now in use are one for a dime, three for a quarter, and seven for 50 cents; one for a dime, four for a quarter, and nine for 50 cents.

N. J. Moves Steadily Toward 10-Cent Play

NEWARK, N. J.—Garden State operators are moving steadily toward their goal of having 7,500 juke boxes converted to dime play by the end of the year.

Right now, unofficial estimates place the number of conversions at 5,000 of 15,000 machines in the State. Object of the drive, which started last spring when only a handful of dime-play units were on location, is to get all boxes three years old or newer converted.

Conversions seems to be going best in sparsely-settled areas. Rural

ROCK 'N' ROLL ON BRITISH JUKE CAUSES STIR

LONDON—A rock 'n' roll disk played on a juke box at a recent fair here caused such a turmoil that it "stopped the music."

It seems that a crowd of teen-agers, gathering around the juke box, caused "inconvenience" to the fair patrons. Conclusion: the fair grounds is not the place for rock 'n' roll in England.

Similar disturbances were created here when the film, "Rock Around the Clock," was shown at a few cinemas in scattered parts of the country.

Old Jukes Hold Back Dime Play For Dakota Ops

JAMESTOWN, N. D.—A combination of two things has kept this area from going 100 per cent for dime play on music, according to Jack Backus, veteran operator thru-out the territory.

"About 25 per cent of the juke boxes in operation here are on dime play," Backus said. "We'd like to go to straight 10-cent play with a combination of three or five plays for a quarter, but it will take much more time to do."

The factors holding back the increase for music are old juke boxes on location and the reluctance of location owners to make the switch.

"While conversion of these old machines is no problem," Backus explained, "customers would protest if they had to pay more for music from the new machines. Introduction of the 200-record unit in a location meets with little if any customer resistance to the higher rate. It's just that they don't like to pay more for music from the same equipment."

Kids Nickel Conscious

The wary location owners report to operators, Backus said, that any attempt at dime play would result in a business drop-off. This is true especially in those spots which attract the high school crowd, he has been told. Kids complain they've got only a nickel to play the juke boxes.

"It's a tough argument to overcome, we admit," Backus said, "but we think that an educational program among location owners as well as customers, plus introduction of new machines, eventually will bring dime play. Where it now is in operation, results are excellent."

Bowlers and pool tables are getting a fair share of player attention thru-out the territory he's in, Backus said.

Name Canipe Secy. Of Memphis Assn.

MEMPHIS—Jack Canipe, partner in Canipe Amusement Company, was elected the first secretary of the newly organized Memphis Amusement Association last week. Other officers of the association previously announced are: Allen Dixon, general manager of S & M Sales Company, president; Curley Dickens, Service Amusement Company, vice-president, and Edward H. Newell, general manager of Ormatt Company, treasurer.

Little Rock Ops to Switch To 10c Nov. 1

LITTLE ROCK—Music operators in Pulaski County will convert their juke boxes to dime play November 1.

An operator meeting held last week was devoted to a discussion of the advantages of dime-a-tune play. Dan Levin, head of Standard Automatic Distributing Company, arranged the meet.

Bert B. Davidson, Wurlitzer regional sales manager, spoke to the group on procedures successfully used in other areas for converting to a dime.

3 Wurlitzer Schools Held In Southeast

JACKSONVILLE, Fla. — Over 100 operators attended three service schools conducted on Wurlitzer's 200-selection music machine in the Southeast area this month, Joe Barton, manager of Bush Distributing Company, announced last week.

The schools were held at Orlando, Fla., Savannah, Ga., and here, and were conducted by Harry D. Gregg, a Wurlitzer field engineer.

Said Barton: "I feel safe in saying that more than 80 per cent of the operating companies in these areas had representatives attending one of these schools."

Sony Graham and Hugo Winterhalter on RCA-Victor, was selected as a promising record.

Appearing on the program were George A. Miller, MOA president, and the following MOA directors: Victor Ostergren, Gary, Ind.; David J. Baker, Arlington, Mass., and Pete Weyh, Havre, Mont.

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 29—Central States Phonograph Operators' Association monthly meeting, 805 Main Street, Peoria, Ill.

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 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

November 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

(Continued on page 85)

Sussex County, in the Northwest corner of the State, is virtually all on dime play, for example.

Industrial Camden County is also mostly on dime play, due mainly to the influence of Philadelphia, just across the river. Philadelphia was one of the first metropolitan areas to go dime, and as many of the Philadelphia operators have equipment in Camden, the conversion task was relatively easy.

On the other hand, New York has made slower conversion progress than Philadelphia, and the effects are being felt in Hudson County, just across the river from Manhattan. In that part of the State, near New York City, conversion has been spotty.

Green Bay, Wis., Music Trade on Dime Swing

GREEN BAY, Wis.—Dime play is becoming the accepted thing in this bustling city of 63,000 people. The four key operators headquartered here and covering a large part of the Fox River Valley all report that the dime price has caught on and appears to be headed for strong acceptance among their location owners.

At present, according to their reports, close to 50 per cent of the Green Bay locations are working at the dime level. At least an additional 25 per cent of the high volume choice locations are set at dime play and revealing excellent results.

One of the hottest Green Bay music spots, Norb's Colony Club, with a successful background of over a year on dime play, has continued to show a growth pattern. Coin box returns have been benefiting even further with the recent institution of a 50-cent slot. First check of the coin box following installation of the 50-cent coin slot evidenced a climb of 25 per cent over the previous figure. A total of \$75 worth of half-dollar pieces were in the cash box.

Green Bay operators now solidly on the dime music bandwagon include Harry Daul, Norman Boettcher, Al Durand and Roger Bookmeier.

Bribe Attempt Charged by L. I. Juke Operator

VALLEY STREAM, N. Y.—An Internal Revenue agent, accused of attempting to shake down a juke box operator, was arrested by the Federal Bureau of Investigation here last week.

The agent, Raymond Tobias, of Levittown, was released without bail. Charges have been referred to the federal grand jury.

According to Assistant U. S. Attorney Elliot Greenspan, Tobias was arrested in a restaurant here after \$400 in marked bills had been passed to him by Peter M. McCabe, an accountant for Albert Ford's juke box operation in Ocean-side.

Tax Return

According to Ford, he and his employee were approached twice last month about Ford's difficulties with his 1954 income tax return. Tobias allegedly offered to pass a \$5,600 deduction, which had been disallowed, in return for \$400.

However, Ford reported the alleged bribe attempt to federal authorities.

'Cruel' Still Leads On MOA Program

NEW YORK — "Don't Be Cruel," with Elvis Presley on RCA-Victor, again was named the nation's top juke box record on "National Juke Box," the ABC radio show prepared by the Music Operators of America.

Other juke box favorites selected on the program were "Honky Tonk," with Bill Doggett on King; "Tonight You Belong to Me," with Patience and Prudence on Liberty; "Just Walking in the Rain," with Johnny Ray on Columbia, and "Shenanigans," with Mary Bane on Ferris.

"A Stairway to the Moon," with

MUSIC OPERATOR FORUM

How Do Locations Repay Op Loans?



(Editor's Note: This is the third in a series of Music Operator Forums on operator loans to locations. In this series music operators give their views on all phases of the location loan problem in today's operating business: Its growth, its status today in various section of the country, conditions necessary for making worthwhile loans and ways in which the loan problem can best be handled.)

Nearly six out of 10 operators do not charge any interest to locations for loans, and the average rate of interest by those who do is an abnormally low 4 per cent.

That is the consensus of operating companies participating in the Forum series on operator loans to locations. Significantly, 25 per cent of those reporting did not answer whether they charged interest. However, other results of the survey provided by them strongly indicate that the overwhelming majority of operators do not consider interest an important factor in location loans.

Locations repay loans to operators out of juke box collections in nine out of 10 cases. Reasons given by operators are that it is much simpler, it provides a good assurance to the operator that he will be repaid—at least in part or as long as the location remains in business, and that it usually cuts down on the length of the time required by the location to fully repay the loan.

These facts, coupled with statistics and views of operators in the two previous Forums on location loans, point up the crux of the location loan problem. Last week MOF operator returns showed that one of every three operators granting loans to locations are not fully repaid on them. Since this is the case, location loans in many cases are very poor risks even to get the original investment back, much less interest on top of it.

Altho requiring no interest makes it an entirely unprofitable business transaction for the operator as far as the loan itself is concerned, it does hold a worth-while location for an operator. Besides, the operator is much less interested in interest on his investment than getting it back as quickly as possible and satisfying a location, which he wants to keep or in some cases acquire for operating.

Interestingly enough, altho there are just about the same number of operators making loans as there are those who don't, according to the Forum participants, fewer than 1 per cent of the Forum operators had anything good to say about loans.

Only a handful of operators who can afford setting up a separate loan company to handle location requests, or in some cases, operators who had required and received stiff conditions for granting loans and who had received interest as well, had anything favorable to say.

The crux of the problem is then that despite strong dislike of the location loan, it is here to stay and operators must learn to deal with it in the best way they can devise. Forum operators point out. Some operators offer suggestions for dealing with it ranging from setting up a "Coin Machine National Bank" (see below) to outlawing them thru associations—a suggestion most operators regard as not only undesirable but unpractical, if not illegal. One operator summed up the view that most operators seem to share on location loans: "Loans are a poor foundation for a solid business."

Most operators, in dealing with them as a given fact about which little can be done to eliminate but much can be done to control, insist on conditions which will assure them of at least enjoying a stay in the location long enough to make the transaction worth-while. In some cases, contracts are written between operator and location owner for the length of the lease or some other agreed-upon period. Still others require other conditions including collateral. Next week's Forum will discuss in detail these conditions operators require in granting location loans today and how they rate them in importance: Written agreements, collateral or other protection, specified time period, cash necessary.

How They Voted

1. Do you make location loans?	
Yes	47.1%
No	48.3%
Unanswered	4.6%
100.0%	
2. If you do make loans, do you charge interest?	
Yes	57.1%
No	17.8%
Unanswered	25.1%
100.0%	
3. If you charge interest, at what rate usually?	
Average	4%
4. Are payments for loans you make usually made out of juke box receipts?	
Yes	86.3%
No	13.7%
100.0%	

Loan Conditions . . .

JAMES BILOTTA, Bilotta Music Company, Newark, N. Y.: "We only loan money to our own accounts, not to get new business. On small loans we charge no interest. On large loans we charge 6 per cent. It would be a good idea if there were a Coin Machine National Bank for such deals."

OHIO OPERATOR (who asked not to use his name): "We never loan more than \$500 under any circumstances. We charge no interest and give up to six months to pay. We have found that this actually strengthens the bond between the operating company and the location. We have never lost a location due to loans to date."

NORMAN GEFKE, Gefke Music Company, Sioux Falls, S. D.: "I have always suggested that locations requesting a loan of me go to a bank to get a loan. They want a loan for their business and a bank is an institution which provides loans. I go to a bank when I want a loan, too."

OHIO OPERATING COMPANY (who asked not to use their name): "Our conditions for granting a location a loan are simply these: We require no collateral. The payment period is determined by the amount of the loan and the gross amount the machine averages in collections weekly."

ILLINOIS OPERATOR (who asked not to use his name): "In granting a loan, we require no set time repayment period, no collateral and we charge no interest. We do require a note. An operator must make a location a loan when asked or he just doesn't get the location."

VERMONT OPERATOR (who asked not to use his name): "Conditions for operators granting locations loans vary. However, the ability of the location to repay the loan plus the amount of the loan largely determines conditions we require. We usually require no collateral."

No Loans at All . . .

TEXAS OPERATOR (who asked not to use his name): "I have discontinued making loans a long time ago.

In almost every case I did I lost a good part of the money and many times the location as well."

INDIANA OPERATOR (who asked not to use his name): "I do not make loans because (1) It usually doubles my investment for the same net return; (2) a location wanting a loan will always need more and one loan is never enough (that's been my experience); (3) loans are a poor foundation for a solid business, and (4) I'm convinced that good operators don't have to make loans to hold or get locations but only poor ones with second-rate equipment."

HARRY D. LEROY, Studio City, Calif.: "Lending money to locations by a certain few, small organized groups of operators have made the fact they loan locations money so well known all locations expect either loan or a 'bonus.' In fact, even locations doing no more business than to require an old machine expect one. I, for one, am going to sell out."

N. E. ADAMS, Adams Amusement Company, Forest City, Ark.: "In the past I've made loans to locations, but operating conditions are much different today than from what they used to be several years ago. The high cost of operating has changed many operators on loaning money to locations—they simply can't afford it any longer."

TED SALVERSON SR., Huron, S. D.: "We don't believe in making loans to locations. We feel that loaning money is the bank's business and ours is operating coin-operated equipment."

D. DETRICK, Auburn, Ind.: "We would be in favor of granting loans to locations—and letting machine receipts repay them—but we don't have any loans outstanding at present."

INDIANA OPERATOR (who asked not to use his name): "I do not have the capital to loan a location money. However, I help them when I can by getting merchandise for them wholesale."

E. LEWIS, Lewis Novelty Company, Hot Springs, Ark.: "I've made only very few loans to locations and I feel that it's bad business. It so happens that I've lost money on each one I've ever made. I have therefore cut it out altogether."

COIN CALENDAR

• Continued from page 84

November 6—Anthracite Music Operators' Association, monthly meeting, Seattle.

November 6—Washington Music Merchants' Association, monthly meeting, Seattle.

November 7—Music Operators' Society of St. Josephs Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

November 7—Summit County Music Operators' Association, monthly meeting, Akron.

November 8—Massachusetts Music Operators' Association, monthly meeting, Brookline.

November 9—California Automatic Vendors' Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.

November 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

November 13—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.

November 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

November 17—New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N. Y.

November 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 20—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Chicago.

November 21—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary.

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.

December 8—Associated Amusement Machine Operators of New York, annual banquet and dinner, New York.

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COINMEN YOU KNOW

Chicago

By KEN KNAUF

Heinrich Hecker, German coin machine distributor, visited at United Manufacturing Company recently. While in the U. S., he took in a World Series game, sitting directly behind the starting pitcher, President Eisenhower. Al Thelke, United roadman due at Milwaukee, Minneapolis, Omaha and Des Moines this week, while John Casola is covering Atlanta, Jacksonville, Fla.; Biloxi, Miss.; New Orleans and Corpus Christi, Tex.

Boys at Exhibit Supply Company getting in their hunting practice. Sam Lewis, Frank Menci, Chet Gore, and many of the engineers are "working out" on the new Jungle Hunt gun game. . . . Sol Lipkin and Carl Spinatelli, American Shuffleboard Company, Union City, N. J., in town last week where they exhibited shuffleboards at the National Institute of Governmental Purchasing show at the Conrad Hilton. Herb Perkins, American distributor here, helped man the booth. One sale went to Sister Mary Annette, director, St. Xavier School of Nursing, Chicago. She bought a shuffleboard for the student nurses' recreation room.

Joe Kline, Wally Finke, Fred Kline and Sam Kolber, First Coin Machine Exchange, happy with the installation of a brand-new building front. A very artistic-looking sign in new colors extends across the North Avenue headquarters. . . . Joe Mangone, All Coin Amusements Company, Miami, visiting at D. Gottlieb & Company last week.

Los Angeles

By SAM ABBOTT

M. H. Sterns, music and games operator in Marysville, stopped off here to visit with friends as he was en route to Palm Springs for a brief vacation. . . . Fred Gaunt, of the Badger Sales Company, is back on the job following a lengthy illness. . . . Percy Shields, of Minthorne Music Company, is out again after being ill. He made a visit to Coin Row just to see what was going on. His many friends were glad to see him out again.

Mel Teixeira, of Santa Maria, in town on a buying trip. . . . Nate Kaplan, whose Sweet Music company is a new addition in the operating field, noted along the Row and stopped off at C. A. Robinson Company. . . . Charlie Robinson is showing one of the first 50-cent units made by Royal Machine Company, San Francisco, for Seeburg phonographs. Robinson expects to have quantity shipments before long. Also new at the Robinson company is the United Pirate Gun. . . . Al Betelman, of C. A. Robinson, is looking forward to a visit to Palm Springs for a weekend.

Jan Graham is handling both sales and printing for Norty Beckman at his Norty's Music Center at Sierra Distributors. Ann Martinez is in charge of the Latin music department. . . . Ed Wisler and Pete Ley, Sierra Distributors salesmen, off to San Diego and Long Beach, respectively. Sierra has just about completed its remodeling program with the fast growing staff being given adequate office space for the time being at least.

Ed Wilkes, manager of Paul A. Layon, Inc., and Don Peters, phonograph service department, and their wives returned from the showing of

the Rock-Ola 200 at the St. Francis Hotel in San Francisco. The showing was held Friday (19) and the party returned Sunday night (21). They made the trip by train. . . . Sal Campagna, of Fontana Music in Fontana, in town Tuesday (16) to obtain supplies and see what the jobbers had on their floors. . . . William Leuenhagen with Bernie Joseph and Bill Harrison and the latter's two sons formed a fishing party to Ensenada, over the border in Mexico. Leuenhagen said that after several false starts the catch of yellowtail tuna turned out good. They brought back about 100 pounds of filets.

New York

By AARON STERNFIELD

Four Wurlitzer executives were in town last week visiting Joe Young, Abe Lipsky and Irv Holzman at Young Distributing Company. They all attended the banquet of the Music Operators of New York at the Waldorf-Astoria Saturday night (20). In town were Bob Baer, sales manager; A. D. Palmer, advertising manager; Al Dietrich, credit manager, and Fred Parker, district sales manager. Meanwhile 60 mechanics attended the Wurlitzer service school here Thursday (18). Henry Slavis was in charge. Next schools are set for November 1, 15 and 29, with Hank Peteet the instructor.

Sid Mittleberg, Progressive Music, has moved his headquarters from Queens to Nassau County. . . . Harry Brodsky, Harbor Automatic, became a grandfather last week. . . . Lou Gozzola, West End Music, is in the hospital. . . . Bill Parker, Willmark Music Company, has sold his route to Jack Small, J.&S. Amusement Company. The route will be known as Willmark Amusement Company. . . . Jack Semel has been discharged from the hospital and is recuperating at home.

Out-of-town visitors on 10th Avenue last week included James Haley, of Middletown, N. Y., and Bob Michelow, of Hempstead, Long Island. . . . Runyon Sales held a service school for Long Island operators Thursday (18) at the offices of H.&M. Music Company, Huntington Station. Jack Prigoff was in charge of the session, and Jerry Levine, salesman for Long Island, was also on hand. . . . Dave Simon lost his sister last week.

Milwaukee

By BENN OLLMAN

Johnny O'Brien, head of the Major Distributing Company, Mercury Record distributor, is back on the job full time. O'Brien, following a long bout with a stomach ailment, claims he has it pretty well under control now.

New faces in the Major Distributing Company organization include Cynthia Slynn, handling office chores; Robert Gifford in the stock room, and Robert Moering now making sales calls in the Southern territory.

Joe Hoffman, of the Kenosha one-stopper, reports that reception of his plan for operators in the southern part of the State is very pleasing. Hoffman's is following the pattern of one-stoppers in other big cities, selling to the operator trade at a low mark-up, and has embellished the idea by adding de-

liveries to the operator's headquarters.

William Goehle, of the Soo Coin Machine Company, Sault Ste. Marie, Mich., passed away recently. He had been manager of the firm 11 years. Prior to entering the coin machine business, he had sailed the Great Lakes for 15 years. He is survived by his widow and two children.

Harry Daul, of Union Sales Company, Green Bay, is spending the next two weeks in his favorite fishing spot in Canada. . . . A father and son combination is on the payroll at the Mitchell Novelty Company, according to Erv Beck. Now working there are Ray F. Albright and son, Ray L. Albright.

New Genco State Fair gun, recently added to the equipment at the Airport Arcade at Mitchell Field, is luring heavy action, reports Erv Beck. . . . Harry Jacobs Jr. reports sales of Wurlitzer music machines holding up well. He has just returned from a short vacation up North.

Game volume has shown a turn for the better in the past month, according to George Schroeder. Proving especially popular with patrons has been the Shuffle Target machine, put out by United, he says. "Can't figure out why this oldtimer has suddenly caught on with the customers," he notes.

Operator over-the-counter record trade continues heavy, claims Stu Glassman, of the Radio Doctor's one-stop outlet. Stopping in at the store for their weekly disk needs were Harry Kososki, Niagara; Mike Young, Soldier's Grove; Tony Hirt, Sheboygan, and Arnie Cutter, Hilltop Coin, Milwaukee.

Top numbers, according to the operator purchases, says Glassman are "Green Door," by Jim Lowe; "True Love," by Crosby and Kelly, and Giselle MacKenzie's "Star You Wished Upon."

According to Sam Hastings, the shortage of good used music and games equipment is still much in evidence. Outlook is good, however, he claims, for conversion units that fit the pool games and provide rack pool action.

Doug Opitz and Ken Kulow, strong proponents of dime play, find that it is a contagious thing. Their Hilltop Coin Machine stops that feature dime play are responsible for building more interest among the rest of their stops, they find.

Detroit

By HAL REVES

Sam Sapienza, veteran coin machine operator who heads the Eagle Music Company, has moved his place of business to a new suburban location. . . . Edward L. Carlson and wife, Maida, are vacationing in Florida. . . . Fay Grossman, office secretary of the UMO, was on the sick list recently.

Jack Smukler, who formerly operated the Smukler's vending Company, a mixed vending amusement machine route, is now projectionist at the Jolly Roger Theater and doing an occasional clown act with his wife and son for a benefit show.

Alban J. Norris, who operated a vending machine route, including Pulver gum machines, has disposed of his route and is distributing motion pictures.

Mrs. Glayds Hester has taken over title to the Co-Operative Sales, operating a mixed amusement and juke box route, mostly in areas adjacent to Detroit. The business is

being managed by Mike Harowski, in charge of service.

Louis Fisher, owner of Fisher Music, one of the city's largest operations, and Mrs. Fisher are planning a trip to New York City.

Corrado said the company is currently looking over the local territory in quest of new routes for purchase. Tony Milazzo, who was the third partner in the former T. D. Music Company, is mulling over plans to return to the juke box business independently.

Joseph P. Krupa, a newcomer in the field, is establishing a cigarette route under the name of the Krupa Vending Company in northeastern Detroit.

The latter company, which will operate out of the old headquarters, is formed by Dominic (Sparky) Corrado, one of the city's leading advocates of dime play on juke boxes, and Paul Vitale and is planning a marked expansion in the field.

The T. D. Music Company, one of the city's larger mixed juke box and cigarette operations, has ceased operations with the sale of the juke route to the Grand Music Company, and the formation of the new T. D. Cigarette Company to take over the cigarette route.

Twin Cities

By JACK WEINBERG

Sol Rose, of Sandler Distributing Company, Minneapolis, got the surprise of his life Tuesday night (16) when his wife arranged a 50th birthday surprise party for him at their home. His co-workers at Sandler, including boss-man Irving Sandler, who came in from Des Moines for the occasion; relatives and close friends were invited and for once a surprise party turned out to be just that. Solly swears he had absolutely no inkling of the festivities in advance.

Lew Ruben, of Lieberman Music Company, is traveling thru southern Minnesota, Wisconsin and Iowa and reporting back by phone to Harold Lieberman, company head, there is a stir of activity as operators hope the season ahead gets off the ground in good shape. Unseasonably warm weather has helped keep things down.

Bruce Windhurst, of Aberdeen, S. D., who came to this market on a shopping tour, headed for the Mayo Clinic at Rochester to undergo a physical check-up.

With both their children married and one daughter living in New York while the other resides in Los Angeles, Billboard correspondent Jack Weinberg and Mrs. Weinberg observed their Silver Wedding anniversary quietly October 11. A coast-to-coast conference telephone call arranged by their daughters and husbands helped make the observance that more cheerful.

Clara Rodie, of Sandler Distributing Company, Minneapolis, has started a 16-week study course in business law at Vocational High School and plans to transfer at its completion for more advanced studies of the subject at the University of Minnesota.

Avis Fike, of Sandler's, is back working after more than three weeks of illness which kept her home. She's still doctoring, hoping the physicians can determine how to bring her back to feeling par once more.

Mr. and Mrs. Jim Stolp, of Greenbush, Minn., were in the Twin Cities the past week buying music. . . . A bowler was the

equipment Mr. and Mrs. Ike Sundem, of Montevideo, Minn., bought on their trip to this market. . . . Also in from Montevideo was Len Worsch, who bought music. . . . Frank Ponterio, of Worthington, Minn., came in for parts.

A. Klammer, of St. Paul, made the rounds of distributors shopping and looking. . . . Jack Backus, of Jamestown, N. D., here on his semi-annual visit to the Twin Cities, bought music. . . . Shoppers in from Eau Claire, Wis., included Hugh and Esther May and John McMahan.

Miami

By RAOUL SHAPIRO

Mr. and Mrs. Jack Kaufman celebrated their 33d wedding anniversary October 20. Jack heads C. & L. Amusement Company and is one of the real oldtimers in the juke box business. . . . Congrats also to Ted Bush Jr. on his birthday. Young Ted is the son of Ted Bush, of Bush Distributing Company. Happy birthday also to young Mike Skolnick, son of Lucky Skolnick, of Music Makers, Inc.

Oscar Garcia, of Oscar Garcia Music Company, Key West, Fla., in town looking over new equipment and getting in a supply of parts and records. Oscar reports business fair and showing signs of picking up.

Ed Haller, of Haller Amusement Company, who operates thruout the Keys, busily putting his route in order in preparation for the rapidly approaching winter.

Harry Zimand, of Acme Music Company, has nearly completed negotiations on the purchase of a juke route from V. A. Music Company.

Roy Gulla, of Marino Music Company, reports that many winter residents are beginning to come down from up north, and the added population is beginning to have an effect on collections in Broward County. Red Gurkin, of Belle Glade Music Company, is another who reports business starting to pick up. Red credits this to the influx of migrant farm workers who have come into his area to help with the fall harvest.

Marvin Turner, of Palm City Music Company, Fort Meyers, is another who reports business beginning to reflect the added population coming into the West Coast area.

Ted Bush, of Bush Distributing Company, Wurlitzer distributor for Florida, wearing a big smile these days. Ted reports sales of the Wurlitzer 2000 booming and is only worried that he may not be able to deliver the machines as fast as the operators want them. . . . Whitey Feilbach, serviceman for Music Makers, Inc., off on a week's hunting trip up-State.

104 SELECTIONS

there is a
WURLITZER
PHONOGRAPH
for every location

200 SELECTIONS

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

MOST ACTIVE EQUIPMENT

For four-week period ending with issue

October 27, 1956

ARCADUE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS—			
Sidewalk Engineer...	\$195.00	\$125.00	\$165.00
2. GOTTLIEB—			
Sky Rocket.....	295.00	295.00	295.00
3. TELECOIN—			
Telequiz.....	99.50	95.00	95.00
MUSIC MACHINES			
1. MODEL D-80—			
AMI.....	\$325.00	\$195.00	\$295.00
2. WURLITZER—1500			
	395.00	195.00	245.00
SHUFFLE GAMES			
1. BALLY—Magic			
	\$275.00	\$ 75.00	\$195.00
1. UNITED—Royal			
	114.00	75.00	94.00
1. CHICAGO COIN—			
Tenth Frame Bowling	65.00	50.00	60.00
VENDING MACHINES			
1. National M-9A.....			
	\$145.00	\$110.00	\$125.00
2. Stoner Candy.....			
	165.00	110.00	110.00
3. Du Grenier.....			
	115.00	65.00	65.00
PINBALL MACHINES			
BALLY			
1. Gayety.....			
	\$150.00	\$ 75.00	
1. Ice Frolics.....			
	95.00	40.00	
1. Variety.....			
	150.00	100.00	
GOTTLIEB			
1. Wishing Well.....			
	\$215.00	\$185.00	
2. Chinatown.....			
	85.00	55.00	
2. Derby Day.....			
	265.00	175.00	
2. Queen of Hearts.....			
	175.00	75.00	
UNITED			
1. Pixie.....			
	\$275.00	\$215.00	
2. Cabana.....			
	75.00	45.00	
3. Leader.....			
	115.00	35.00	
WILLIAMS			
1. Dealer.....			
	\$ 85.00	\$ 39.00	
2. Army & Navy.....			
	95.00	39.50	
2. Peter Pan.....			
	175.00	135.00	

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)....	\$ 75.00	\$ 49.50	\$ 55.00
Beach Beauty (1/55)....	385.00	325.00	360.00
Beach Club (2/53).....	105.00	45.00	50.00
Beauty (11/52).....	80.00	49.50	50.00
Big Time (1/55).....	275.00	195.00	225.00
Bright Lights (5/51)....	75.00	60.00	65.00
Bright Spot (11/51)....	75.00	40.00	65.00
Broadway (12/55).....	450.00	195.00	225.00
Coney Island (9/52)....	65.00	35.00	40.00
Dude Ranch (9/51)....	85.00	49.50	75.00
Frolic (10/52).....	85.00	40.00	50.00
Gayety (3/55).....	150.00	75.00	110.00
Gaytime (6/55).....	275.00	110.00	190.00
Hi-Fi (6/54).....	95.00	60.00	60.00
Ice Frolics (1/54).....	95.00	40.00	50.00
Miami Beach (9/55)....	265.00	185.00	225.00
Nite Club (3/56).....	525.00	445.00	465.00
Palm Beach (7/52)....	75.00	39.50	65.00
Palm Springs (11/52)...	90.00	49.50	65.00
Surf Club (3/54).....	95.00	50.00	90.00
Variety (9/54).....	150.00	100.00	135.00
Yacht Club (6/53)....	75.00	45.00	65.00
GOTTLIEB			
Chinatown (10/52)....	85.00	55.00	60.00
Daisy Mae (7/54).....	175.00	145.00	145.00
Derby Day (4/56).....	265.00	175.00	215.00
Dragonette (6/54)....	250.00	215.00	225.00
Duette (3/55).....	235.00	200.00	225.00
Flying High (2/53)....	85.00	65.00	70.00
Four Belles (10/54)...	165.00	150.00	160.00
Gold Star (8/54).....	150.00	135.00	150.00
Grand Slam (4/53)....	100.00	55.00	100.00
Green Pastures (1/54)...	135.00	75.00	125.00
Guys & Dolls (5/53)...	95.00	45.00	75.00
Gypsy Queen (2/55)....	185.00	175.00	185.00
Happy Days (7/52)....	95.00	60.00	65.00
Harbor Lites (2/56)....	250.00	225.00	225.00
Jockey Club (4/54)....	125.00	115.00	115.00
Lovely Lucy (2/54)....	125.00	69.00	115.00
Mystic Marvel (3/54)...	175.00	139.00	175.00
Pin Wheel (10/53)....	115.00	95.00	110.00
Poker Face (8/53)....	110.00	85.00	90.00
Score-Board (3/56)....	345.00	295.00	325.00
Shindig (9/53).....	125.00	99.50	110.00
Skill Pool (8/52)....	75.00	39.00	55.00

	High	Low	Mean Avg.
Sluggin' Champ (4/55) ..	195.00	175.00	175.00
Southern Belle (6/55) ..	205.00	185.00	175.00
Stage Coach (11/54) ...	195.00	165.00	175.00
Tournament (8/55)	275.00	265.00	275.00
Wishing Well (9/55)	215.00	185.00	195.00

UNITED

ABC (2/52)	\$ 50.00	\$ 45.00	\$ 50.00
Cabana (3/53)	75.00	45.00	45.00
Caravan (1/56)	375.00	350.00	375.00
Havana (2/54)	75.00	65.00	75.00
Leader (10/51)	115.00	35.00	50.00
Manhattan (4/55)	135.00	110.00	125.00
Pixie (9/55)	275.00	215.00	235.00
Stardust (4/56)	325.00	300.00	305.00
Starlet (11/55)	295.00	225.00	250.00
Stars (6/52)	50.00	45.00	45.00
Tahiti (8/53)	90.00	69.00	70.00
Triple Play (8/55)	175.00	150.00	150.00
Tropics (7/55)	65.00	45.00	45.00

WILLIAMS

Army & Navy (10/55) ..	\$ 95.00	\$ 39.50	\$ 49.00
Dealer '21' (2/54)	85.00	39.00	\$ 65.00
Disk Jockey (11/52)	49.00	49.00	39.00
Grand Champion(8/53) ..	125.00	50.00	95.00
Gun Club (11/53)	75.00	40.00	75.00
Hayburner (6/51)	95.00	50.00	75.00
Nine Sisters (1/54)	125.00	49.00	85.00
Peter Pan (4/55)	175.00	135.00	149.00
Sea Jockeys (11/51)	75.00	50.00	50.00
Sky Way (9/54)	145.00	89.00	115.00
Spiffire (2/55)	135.00	75.00	89.00
Twenty Grand (12/52) ..	39.00	35.00	39.00

ARCADUE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l; Mutoscope; H—Hoovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46) ..	30.00	25.00	\$ 25.00
Atomic Bombers (M)	295.00	95.00	125.00
Auto Photo (AP)	1800.00	1495.00	1495.00
Bat-A-Score (Ev) (8/48)	145.00	95.00	105.00
Bert Lane Merry-Go-Round	595.00	325.00	350.00
Big Inning (B) (47)	100.00	85.00	85.00
Big Top (G) (6/54)	425.00	325.00	335.00
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	30.00	50.00
(3/52)	175.00	125.00	125.00
500-Shooting Gallery (Ex)			
(3/55)	245.00	100.00	125.00
Flash Hockey (Coinex)			
(9/46)	195.00	99.50	150.00
Jet Gun (Ex) (12/51)....	175.00	62.00	85.00
Jungle Gun (U) (7/54) ..	175.00	150.00	150.00
Midget Movies (CC)	135.00	125.00	125.00
Moon Rides (B) (5/54) ..	295.00	235.00	275.00
Photomatic (M) (1/50) ..	350.00	295.00	350.00
Rapid Fire (B)	125.00	110.00	\$110.00
Rifle Gallery (G) (6/54) ..	225.00	150.00	185.00
Set Shot Basketball			
(Munves) (6/52)	275.00	250.00	275.00
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) ...	126.00	95.00	125.00
Super Home Run (CC)			
(3/54)	175.00	159.00	175.00
Telequiz (1/49) (T)	99.50	95.00	95.00
Voice-O-Graph (M)			
(4/46)	395.00	375.00	375.00

MUSIC MACHINES

AMI

Model A (46) 40 sel.,			
78 RPM.....	\$125.00	\$ 99.50	\$ 99.50
Model C-40.....	210.00	95.00	135.00
Model D-80 (51) 40 sel.,			
78 RPM.....	325.00	195.00	295.00
Model E-40 (53) 40 sel.,			
78 RPM.....	245.00	185.00	225.00
Model E-120 (53) 120 sel.,			
45 RPM.....	495.00	395.00	445.00
Model F-120 (54) 120 sel.,			
45 RPM.....	700.00	495.00	650.00
1438 (54) 120 sel.,			
45 RPM.....	485.00	475.00	\$475.00
1446 Hi Fi 120 sel.,			
45 RPM.....	645.00	645.00	645.00

	High	Low	Avg. Mean	Price My
M-100-A (49) 100 sel.,				
45 RPM.....	265.00	200.00	225.00	
M-100-B (51) 100 sel.,				
45 RPM.....	425.00	395.00	425.00	
M-100-C (53) 100 sel.,				
45 RPM.....	525.00	425.00	520.00	
M-100-W	795.00	695.00	725.00	
45 or 78 RPM.....	175.00	100.00	\$175.00	

WURLITZER

1400 (51) 48 sel.,				
45 or 78 RPM.....	225.00	189.50	195.00	
1500 (52) 104 sel.,				
45-78 RPM Mix.....	395.00	195.00	245.00	
1650 (53) 48 sel.,				
45 RPM.....	395.00	325.00	345.00	
1700 (54) 104 sel.,				
45 RPM.....	595.00	550.00	575.00	
1800 (2/55) (W)	775.00	695.00	695.00	

SHUFFLE GAMES

Ace Bowler (CC) (9/50) ..	\$175.00	\$145.00	\$175.00
Advance Bowler (CC)			
(5/53)	100.00	95.00	95.00
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)	75.00	59.00	70.00
Century (K) (6/54)	225.00	175.00	175.00
Chief (U) (11/53)	125.00	65.00	100.00
Classic (U) (6/53)	85.00	75.00	80.00
Clipper (U) (5/55)	315.00	265.00	275.00
Clover Shuffle (U) (1/53)	115.00	65.00	65.00
Comet Targette (U)			
(11/54)	165.00	145.00	149.00
Criss-Cross (CC)			
(11/53)	150.00	99.50	135.00
Criss-Cross Targette			
Deluxe (CC) (1/55) ..	150.00	99.50	125.00
Criss-Cross Targette			
Regular (CC) (1/55) ..	165.00	99.50	125.00
Diamond (K) (5/53)	175.00	160.00	160.00
Fireball (CC) (11/54) ...	195.00	145.00	

Grand Union Preps Wall Vending Units

N. J. Supermarket to Vend Butter, Cold Cuts, Eggs, Bread, Milk, Cheese at East Paterson

EAST PATERSON, N. J.—Eight vending machines are scheduled to be placed in the wall of the Grand Union supermarket at the Elmwood Shopping Center when the store reopens Wednesday (24). According to a company source, the machines will vend milk, eggs, bread, cold cuts, butter cheese and

margarine. Changemakers will be incorporated in the battery.

Original plans called for installation of Vari-Vend machines in the parking lot of the shopping development. These units were to have vended substantially the same items planned for the Wednesday opening.

50,000 Square Feet

However, a fire last July altered those plans, and the supermarket has been operating under three circus tents for three months. The rebuilt market, occupying 50,000 square feet, is said to be the largest food store in the New York metropolitan area.

According to an informed source, the wall units will consist of four Vari-Vend machines and four Rowe refrigerated sandwich machines, both dispensing dairy products.

A company spokesman said Grand Union could make no announcement right now, but that it would issue a complete statement next week.

Candy Vending Up 7% in '55 For Top Gains

Hike Above Sales To Other Outlets: Commerce Dept.

WASHINGTON—The important role played by vending machines in boosting candy sales to a new high was noted by Commerce Department last week when it released its 29th annual report of the confectionery industry.

The report lists candy sales of \$1,031,000,000 at manufacturers' sales level in 1955, and points out that the percentage of candy sold to vending machine operators increased at a more rapid rate than sales to other outlets.

Candy sales made directly to venders by 21 general-line manufacturers increased 7.3 per cent during 1955 and accounted for 2.8 per cent of manufacturers' volume, compared with 2.7 per cent in 1954.

The gain is a significant one when viewed with general-line manufacturers' sales to other outlets, which increased by smaller margins. Confectioneries sold to wholesalers and jobbers increased 6.4 per cent, while sales to chain stores increased 3.9 per cent and

(Continued on page 89)

Eppy Launches Christmas Push

NEW YORK—Samuel Eppy & Company, Inc., local charm manufacturer, has begun its drive to promote Christmas items. Eppy is distributing to bulk operators a three-color label, with a picture of Santa Claus and a message that the machine contains balls, bells and bulbs.

The firm is in full production on all three items. Eppy has also started production on colored acetted diamond rings and pearlized connecting beads.

L.&M. Earnings Up Slightly From '55

NEW YORK—Earnings for the Liggett & Myers Tobacco Company for the first nine months of this year were reported slightly ahead of a comparable period in 1955.

The 1956 figure is \$19,490,000, equal to \$4.70 a common share, compared with \$18,686,000, equal to \$4.49 a common share last year.

Third-quarter earnings edged from \$7,258,000 to \$7,284,000, while common share earnings were up to \$1.77 from \$1.76.

Temp-Rex Set On Powdered Ingredient Unit

WHITE PLAINS, N. Y.—The Temp-Rex Corporation here has begun production on an ingredient machine which vends cups and tot containers of powdered coffee, cream and sugar.

The unit, which accepts dimes only, has a 70-cup capacity. Sells for \$37.50. Height is 37.5 inches and width seven inches at the widest point.

Coffee, cream and sugar are packed in the same foil, which fits into the cup. Also available is black coffee, coffee with cream, hot chocolate, tea with lemon and sugar, and cream of chicken, beef vegetable, beef onion and potato soups.

480 in Case

Black coffee costs \$24 a case, and all other ingredients cost \$36 a case. There are 480 servings in a case.

Head of Temp-Rex is H. A. Schaeffer, who formerly operated coffee machines in New York. He said that the firm will come out with cold ingredients in the near future.

Lehigh Bows 3-Sel., Dry-Ingredient Unit

Vender Dispenses Coffee, Chocolate, Soup; Company Aims at Coffee Break Market

NEW YORK—Lehigh, Inc., displayed its Take-a-Break dry ingredient vender for the first time at the annual National Business Show held last week at the New York Coliseum (see separate story).

The unit, which will list for slightly under \$100, was developed by the Easton, Pa., firm in co-operation with the Nestle Company. Its three selections have an ingredient capacity of 180 and a cup capacity of 180. Products vended are coffee, hot chocolate and bouillon (either chicken or beef).

The mechanically operated machine has a gravity-fed magazine and a cup dispenser which holds 90 in front and 90 in the shift column. Dimensions are 13 inches wide, 13 inches deep and 57 inches high. Shipping weight is 105 pounds.

Coin Mechanism

The National Rejector coin mechanism will accept dimes or two nickels. Cup disposal is thru a spring-hinged self-closing door with a removable plastic waste con-

tainer in the base of the machine. The coffee pack is foil wrapped and comes in three sections, one for Nescafe, one for Nescreme and the third for sugar. A stir stick is included in the pack.

Lehigh feels that the unit's greatest market will be in office locations where the daily sales would be insufficient to warrant the installation of major vending equipment.

Lost Time

The location appeal would be to office managers who are attempting to reduce time lost in coffee breaks. On the location, the Lehigh unit would be placed next to the water cooler. Of course, offices without a hot water dispenser on their coolers would be expected to foot the cost of purchasing them. Lehigh reasons that they would be willing to do so if the purchase

(Continued on page 90)

Office Executives Eye Vending as Way to Pare Coffee Break Loss

NEW YORK—The problems brought on by the coffee break came in for considerable discussion at the 48th Annual National Business Show, which ended its five-day run at the New York Coliseum, Friday (19).

Among the exhibitors were the Holland Vending Company and the Coffee Vending Service, two of the largest office and industrial operators in the New York area.

An estimated 100,000 persons, mostly office management representatives, attended the show. Both

vending booths were jammed with persons inquiring about methods to cut down the employee time loss brought on by the coffee break.

Take-a-Break

The only new piece of vending equipment exhibited at the show was the Lehigh Take-a-Break dispenser, a three-selection dry ingredient machine (see separate story). This unit was exhibited in the Boston Water Purifier booth, in co-operation with the cooler company and Holland Vending.

Another Lehigh unit was set up in the press booth.

Representing Lehigh at the show was Max Tipton, while Morton Holland and Frohman Holland manned the booth.

Phil Koff and Ed Sahakian, of Coffee Vending Service, attended the show and reported considerable location interest in vending equipment.

Few Employees

Major problem is that many of the offices don't have enough employees to warrant the installation of vending equipment of the conventional type.

The problem of employees leaving their desks, or the expense of sending out for coffee, has long harassed office managers. With the coffee break becoming more and more an American institution, the vending industry is attempting to fill the void with low-cost, low-capacity machines.

From an automatic merchandising standpoint, this effort on the part of operators to gain what once were marginal locations was the highlight.

Servend and Vendway Combine Operations

PROVIDENCE—Servend, Inc., industrial operating company in eight States, has merged with Vendway, industrial operation with headquarters in Pawtucket, R. I. The combined operation will be known as Servend, Inc.

The Servend operation was started 18 months ago by J. R. Cochrane, former sales manager for Cluett Peabody, and Phillip Gorman, a Boston attorney. It operates in Rhode Island, Massachusetts, New York, New Jersey, Connecticut, Pennsylvania, Indiana and Michigan.

Vendway, headed by Mason Dunn, operates about 300 pieces of equipment, mostly food and drink machines, in Southern New England.

The Servend operation has about 4,000 or 5,000 pieces, mostly candy. However, the firm has been moving into full-line vending lately and utilizes its own common front unit, the Servamatic.

The operation began with the purchase of Northeastern Vending in Providence and F&W Products in Winthrop, Mass., with additional routes being added during the last year.

Regional managers, on the company payroll, supervise local operations in factories. According to

Gorman, the full-line vending operator should be able to provide for the needs of the location, whether it be in automatic merchandising or counter service.

The merged organization will have J. R. Cochrane as president; Mason Dunn and Bill Higgin-

(Continued on page 90)

PM Volume, Earnings Running Ahead of '55

NEW YORK—Both sales and earnings for the nine-month period ended September 30 were ahead of the 1955 period, according to a report issued this week by Philip Morris, Inc.

The 1956 figures show net earnings of \$9,245,411, equal to \$2.93 a common share, compared with 1955 earnings of \$8,278,505, equal to \$2.60 a common share. This represents an increase of 11.7 per cent.

The increase of sales for the nine-month periods was 17.8 per cent—from \$204,087,555 to \$240,462,440.

For the quarter ended September 30, earnings were \$3,437,834, or \$1.10 per common share, compared with \$3,370,626, or \$1.08 a common share in the 1955 quarter. Sales for the quarter were \$86,200,451, compared with \$74,488,628 a year earlier.

O. P. McComas, Philip Morris president, said that the first major phase of the firm's new product and repackaging program has been completed.

He pointed out that in the last three months, PM has achieved national distribution on the new Parliament, Philip Morris and filter-tip Spud, all in flip-top packs.

FTC Charges Vendo Company In Trust Case

WASHINGTON—The Vendo Company, largest manufacturer of soft drink vending machines in the country, was charged Friday (19) by the Federal Trade Commission with acting illegally in acquiring a major competitor, Vendorlator Manufacturing Company.

The Commission complaint alleges that Vendo acquired all the capital stock, assets and business of Vendorlator in exchange for 264,464 shares of Vendo common stock. The complaint charges that the acquisition, which took place September 18, may "lessen competition or tend to create a monopoly" in violation of the anti-merger law of the Clayton Act.

According to FTC, the combined sales of the two companies represented over 50 per cent of all coin-operated bottled soft drink vending machines sold by an industry of approximately 16 members. Vendo's sales of these machines in 1955 amounted to about 11.5 million, while its total sales of all products were over \$20 million. Vendorlator's sales of drink machines for the year ended June, 1955, were approximately \$7 million, with total sales of all equipment \$11 million.

Parties were granted 30 days to file an answer to the complaint. A hearing has been scheduled for December 10 in Kansas City, Mo.

Boston Conference Honors R. Z. Greene

BOSTON—The Boston Conference on Distribution has named Robert Z. Greene, president of the Rowe Manufacturing Company and executive committee chairman of the Automatic Canteen Company of America, to the Hall of Fame in Distribution. He is the first man in the automatic merchandising field so honored.

Greene's citation reads, "Pioneer in the application of automatic devices to the merchandising and sales of individual products, thus opening a new and important field for effective distribution."

SUPPLIES IN BRIEF

Milk Production High

Farm production of milk during September totaled 9,660 million pounds, a 2 per cent above September last year and about 6 per cent above the 1945-'54 average for the month, according to Agriculture Department. Production during September was at a rate of 1.91 pounds of milk per person per day, about the same as last September but 5 per cent below the 10-year average for the date. Output of milk during the first 9 months of this year amounted to 99.5 billion pounds, a record high for the period and 3 per cent

more than the previous high of 96.4 billion pounds produced in January-September, 1955.

Almonds and Walnuts

California almond crop is estimated by Agriculture Department at 48,000 tons, 25 per cent above last year and 22 per cent above average. Production of walnuts in California and Oregon is expected to total 73,000 tons, a decline of 6 per cent from last year, but slightly above the 10-year average.

Filberts and Pecans

Filbert production in Oregon and Washington is forecast at 2,900 tons, about one-third as large as last year, according to Agriculture Department. Oregon crop is the smallest since 1940. Forecast for pecans is placed at 159.8 million pounds, 9 per cent above 1955 and well above average.

Candy Vending

Continued from page 88

to independent retailers (other than department stores) only 1.4 per cent.

The amount sold to vendors would be higher if all manufacturers who took part in the survey had reported sales by type of customer.

Forty-four bar-goods manufacturers who reported by type of customer said their sales made directly to vendors increased 8.3 per cent and accounted for 8.3 per cent of volume, compared with 7.8 per cent in 1954. Smaller gains were listed by these manufacturers in their sales to other outlets, and a 13.5 per cent decline in sales to independent retailers (other than department stores) was noted.

Total sales of 291 manufacturer-wholesalers amounted to \$704,868,000 in 1955, an increase of 2.2 per cent over 1954. Of these firms, 234 reported by type of customer and listed an increase of 7.3 per cent in sales made directly to vending machine operators. Sales to department stores ran a close second with an increase of 7.1 per cent. However, sales to other outlets increased only 3 or 4 per cent, and sales to independent retailers decreased 7.7 per cent.

Confectionery manufacturers sold an estimated 2,724 million pounds of candy during 1955, increasing per capita consumption to 16.6 pounds, compared with 16.5 pounds in 1954. Figures cover 380 manufacturers, who account for 75 per cent of the industry's output.

More than 50 per cent of the candy consumed in 1955 was in

the small, individual units of bar goods, other 5 and 10-cent specialties and penny goods. Ten per cent of the refined sugar, 25 per cent of edible peanuts, 50 per cent of cocoa bean products and 65 per cent of the almonds consumed in the U. S. were used as ingredients of confectionery.

The survey was undertaken at the request and with financial support of the National Confectioners' Association and prepared by the Food Industries Division, Business and Defense Services Administration, U. S. Department of Commerce.

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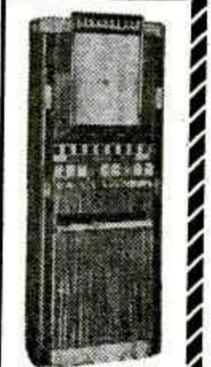
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- National 950, 9 Cols., 370 Cap., 25¢ & 30¢ 115.00
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- National 930, 9 Cols., 270 Cap., 25¢ & 30¢, King or Reg. 110.00
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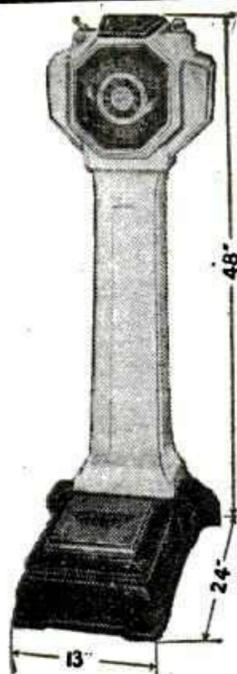
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FED. PIN RULING BRINGS 'HANDS OFF' POLICY IN LA.

NEW ORLEANS—The recent U. S. Circuit Court of Appeals ruling on pinballs has effected a "hands off" policy in regard to federal seizure of machines which do not have \$250 gaming stamps but which pay off "over the counter."

The change in policy, officials here said, is a result of the recent decision of the U. S. Court of Appeals for the seventh circuit (Chicago) which ruled that such pinballs are not subject to the \$250 tax, but rather to the \$10 amusement device tax since they are not gaming devices within the 1954 Internal Revenue Code.

Curtis R. Mathis, assistant director of revenue, said that altho the seventh circuit court's ruling is not necessarily binding on federal judges in Louisiana (fifth circuit), it is persuasive, and the revenue agents have not made any seizures since the opinion was given September 28.

He said a distinction is made between pinballs and console-type electronic slot machines, and that he anticipated no change in policy in regard to the latter type of machines. They will continue to be seized where found without the \$250 tax stamp, he said.

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- LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg. 75.00
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- DUGRENIER 7 Cols., 270 Cap. 25c or 30c, King or Reg. 50.00
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Champion Bows Pyramid Pool, New Table Top

CHICAGO—Pyramid Pool, a new coin pool table top with new play features, was introduced to the trade last week by Champion Distributing Company.

The new version of bumper pool play features numbered balls and numbered playfield posts. Each player or team has five red or white numbered balls. He must sink even-numbered balls in even-numbered post holes and odd-numbered balls in odd-numbered post holes. Balls need not be shot in rotation, however, altho they may be if desired.

Penalties are provided for sinking a ball into a hole without the proper number designation.

Michael Detsek, Champion owner, said that demand for this new version of the game made its introduction earlier than planned. He reported operators enthusiastic over the Pyramid Pool top.

Champion shipped out an earlier table top model, Obstacle Pool, a few weeks ago (The Billboard October 6).

Pyramid Pool is played on a regular size bumper pool table, 32 by 48 inches. All balls used are 2 1/2 inches. Detsek said the firm now has a line of nine different types of table tops. Printed rules accompany the table top shipments. Some models, including Pyramid Pool, are available in slate tops.

Lehigh Bows

Continued from page 88

would speed up the coffee break.

Ingredient cost for the operator is about 6.5 cents, including cup, on coffee, and about five cents on chocolate or bullion. Nestle sells its coffee pack for \$55.20 a thousand, its bullion pack for \$49.50 a thousand and its chocolate for \$49.30 a thousand.

Most logical placement for the unit on an office location is next to the hot-and-cold water cooler. Lehigh will match the color of the cooler for the location.

Deliveries Soon

Deliveries on the machine and the ingredient are set for early November. Lehigh expects to be in full production on the vender by the time of the National Automatic Merchandising Association show on December 2.

While Lehigh will attempt to push the unit as a supplementary vender in remote areas of large industries, and on such transient locations as filling stations, the coffee break market will be its prime target.

According to the Pan-American Coffee Bureau, 73 per cent of office, factory and retail employees take coffee breaks, with 41,000,000 persons drinking 8,000,000,000 cups of coffee a year during working hours.

On larger plants, the number of employees makes standard cup drink machines a profitable operation. On smaller stops, the cost of equipment and servicing has caused operators to bypass them. This is the market at which Lehigh is aiming.

The firm also displayed an eight-selection unit which it expects to have in production in a month.

Servend, Vendway

Continued from page 88

botham, vice-presidents, and Philip Gorman, secretary-treasurer.

Dunn, a veteran vending operator, at one time had a cafeteria operation in factory locations. Before founding Vendway, Dunn, a Brown University graduate, was with International Business Machines and was a manager with the Coca-Cola Bottling Company.

Frank L. Moriarty, formerly district manager for Industrial Cafeterias, Inc., has joined the organization as manager of the cafeteria operations division. He attended Boston University, worked with the Child's restaurant chain and later became manager of Pattens Restaurant in Boston. During World War II he operated the feeding program for the Boston Naval Shipyard. He had been with Industrial Cafeterias for eight years.

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- Cashew Whole63
- Cashew Butts63
- Peanuts Jumbo45
- Spanish33
- Mixed Nuts57
- Tabby-Lets, 520 ct.32
- Rainbow Peanuts32
- Boston Baked Beans28
- Jelly Beans28
- Licorice Gems40
- Leaflets (similar to M. & M.), 550 ct.42
- Assorted Fruit Charms, 100 ct.42
- Hershey-ets43
- Rain Blo Ball Gum, 60 ct. \$.28
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Tobacco Production Up

Production of all types of tobacco is estimated by Agriculture Department at 2,067 million pounds, an increase of almost 2 per cent from last month's forecast. Flue-cured crop is now estimated at 1,329 million pounds, up 2 per cent over the September 1 forecast, while burley production is forecast at 490 million pounds, an increase of 4 million pounds over the earlier forecast.

Portland Ops Ask for Pins, Cite Fed. Rule

PORTLAND, Ore.—Return of two pinballs seized September 25 by the Internal Revenue Service was called for by operators here last week, on basis of the September 28 decision by the Seventh U. S. Circuit Court of Appeals in Chicago.

Stan Terry, Portland operator, and location owner O. B. Nagel, made the request thru Attorney John F. Reynolds. Thirty-nine machines had been seized on the ground that they were subject to a \$250 annual gaming tax, fees on which had not been paid.

In reversing the action of a U. S. district court in Northern Illinois, the Court of Appeals held that it was not the intent of Congress to define pinball machines as gaming devices.

John L. Savage, chief of the Intelligence Division of the Internal Revenue Service here, said he had not heard of the Illinois opinion, and following the operator request, wrote the service's regional office in San Francisco for clarification. He also gave a copy of the Court of Appeals opinion to U. S. District Attorney C. C. Luckey.

Minn. Industry Cites Need for Popular Games

MINNEAPOLIS — The coin machine industry in the Twin Cities—and thruout Minnesota—is looking for a "shot in the arm."

The "shot" will have to come from some new type game which will capture the imagination of the operator and the player, veterans in the business say.

Equipment recently introduced has failed to excite coinmen as being capable of bringing in sufficient revenue to pay for itself.

As a result, one distributor said, and another agreed with him, business is almost at a standstill. Operators are buying very little with the exception of music and even that isn't moving as well as it should.

Payments Slowed

The distributors are concentrating on collections and are running into trouble in quite an unusual number of cases, they indicate. In some instances, legal action has been forced in order to bring payment.

The operators, in turn, say their equipment is doing very little in the way of earning money. The farm picture thruout Minnesota has not been good, with farmers somewhat in revolt.

While governmental reports indicate a peak payroll, in Minneapolis, at least, one large manufacturer of farm implement machinery closed down its factories and threw several thousand men out of work. The firm hopes to reopen before the end of the year. Meanwhile, these men are without employment and it has had an affect on the area's economy.

Coin machine locations like taverns, bowling alleys and pool halls definitely report their business off. That means the coin-operated

equipment isn't getting the play normally enjoyed.

"We need a good, legal machine, something that will become an almost instant hit once placed on location," one operator said. "We're going thru a drying-out period right now—and it's not good for any of us."

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VICTOR'S NEW SUPER MART VENDORAMA

A combination vendor! Vends capsules filled with charms or other bulk merchandise and 210 gum!

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ISC Preems Balls-A-Poppin'

PHILADELPHIA — Some 200 East Coast operators are expected to gather at the headquarters of the International Scott-Crosse Company here Tuesday and Wednesday (23-24) to view the first public showing of the new Bally Ball's-a-Poppin' pin game.

ISC president, Abe Witsen, said that Art Garvey, field representative, and Paul Calamari, field engineer, will be in from the Chicago factory. Joe Kovak, head of International's Scranton, Pa., office, will also be on hand.

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Distributors Note Pin Sales Boost; Bowlers, Guns Move Steadily

Federal Ruling Brings Slight Spurt On In-Lines; Expect Continued Rise

By KEN KNAUF

CHICAGO — Distributors and jobbers in the heart of the coin machine industry here reported last week that sales of new and used coin games are good and steady, tho not up to the level of the fall season of other years. Many indicated that the recent favorable federal ruling on pinballs has brought a sales lift in the in-line pinball field, and sales in this field are expected to continue better than average.

The U. S. Court of Appeals,

September 28, reversed a Federal District Court ruling that in-line pinballs, in which a payoff is made, constitute gambling under terms of the U. S. Internal Revenue Code of 1954. (The Billboard, October 6)

Outside of the in-line pinball field, distributors reported no other one type of game outstanding in sales, but said that all standard types, including shuffle bowlers, five-ball pins and, in some cases, gun games and pool games, are showing steady sales.

Operators thruout the country are reported to be stimulated by the federal pinball ruling, and, as their reaction to the ruling builds up, sales are expected to gradually continue their climb in this field.

Shuffle bowlers in the used game category have increased in value since the end of the summer season, and these games are bringing much more than they did a few months ago. Operators are returning shuffle bowlers to locations, where they

(Continued on page 93)

All Quiet on Salt Lake City Pinball Front

SALT LAKE CITY—The "on again, off again" attempt by the Salt Lake City chief of police and other city officials to have pinballs banned entirely was off again, at least temporarily.

An ordinance banning the machines from both public and private use would be illegal in the city, according to an opinion by the city attorney. The city commission was informed that the type of law requested by the chief could not be enforced. It would, the attorney said, be illegal to declare such devices contraband and authorize their destruction even after a court order.

The chief and commission were left a loophole, however, when the city attorney added, "On the other hand, an ordinance prohibiting their use in places of public resort is a proper subject for your consideration." Such an ordinance is in effect in the county, outside city limits.

The attorney said: "In my opinion these machines are not gambling devices per se and the ordinance is unlawful because the power to enact was not conferred upon the city by the State Legislature. Hence, I recommend that you do not pass the ordinance."

Mayor Adiel F. Stewart said: "Naturally the commission could not pass any ordinance that would be illegal. I would recommend the drafting and passage of an ordinance similar to the one enforced in the county and which has not been attacked."

The city attorney said: "Even

(Continued on page 97)

Bally Preems Balls-A-Poppin' Novelty Pinball

New Game Bows Lively 'Wild Ball' Playfield Feature

CHICAGO—First in a new line of Bally Manufacturing Company novelty pin games, Balls-A-Poppin', was shipped to distributors last week. According to Bill O'Donnell, sales manager, production schedules will henceforth include novelty games as well as the firm's specialty, in-line games.

A new type of playfield ball action is introduced on the new game. The new feature, termed, "wild balls" has up to six extra balls simultaneously eject on the playfield.

Basically, Balls-A-Poppin' is played with five balls, adjustable to three-ball play. But a dozen or more balls may go bounding over the playfield, bombarding bumpers, kickers and roll-overs when player makes a certain score.

Credits Build Up

Wild ball credits are advanced on the backglass in a manner similar to ordinary bonus scores—by

(Continued on page 94)

Gottlieb Ships Register, New 4-Player Pin

CHICAGO — Register, a new four-player five-ball pin game with a new type of bonus score arrangement, was shipped to distributors last week by D. Gottlieb & Company.

Two bonus score holes are located near the center of the playfield, covered by a plexiglass bridge. The lower hole scores a regular bonus score when a player lands a ball into it. The bonus hole above this runs the bonus score all the way to the top, then back down again, adding to overall scores.

Bull's-eye targets score 60 points when hit in center. Ball flippers shoot balls at targets and up the playfield for added action. Ball bumpers and "cross-board" kickers build excitement.

Backglass has scoring reels for up to four players. The game can be adjusted for either three or five-ball play. Register is available with twin coin chutes.

MEN AND MACHINES

Patrons Change But Arcade Never

By SAM ABBOTT

LOS ANGELES—"Change the people if you don't change the machines," is the policy of George and Harry Bryant, who operate the only organized Arcades traveling with carnivals in California.

The Bryants have been in the business for a combined total of more than 60 years. Their operations—5-cent guns and penny pitch on the Foley & Burk Combined Shows, and the Arcade and penny pitch on the Crafts Shows—lend themselves to old equipment. As they hit a town or city only once or twice a year, they get surprised looks from youngsters who play a turn-of-the-century Mutoscope picture reel machines or a 15-year-old Skyfighter that looks like new.

There is one drawback in using old equipment, said Harry, a soft spoken Kansan who has been in the Arcade business for 30 years and on the road since he quit farming near Riverside in 1947. There are generally no replaceable parts. If there were, by the time they were ordered and delivered the show would have moved on to another city. Loss of a weekend play can be the difference between that spot making or losing money. Because of the dire need, particularly with traveling Arcades, for parts, the Bryants carry tools in their shop in the truck and make them. From time to time they buy obsolete machines from operators along the route and dismantle them to use what they can.

On the Crafts Shows, the Arcade operated by Harry Bryant carries about 75 pieces of equipment. About 20 of them operate on a nickel, a few on 2 cents and approximately 50 on a penny.

The main point in the operation of a traveling Arcade, declared Harry, is to make the place attractive. He uses a 60 by 30-foot top and generally makes the front 60 feet wide. When the tent is set this way, he uses the words "Free-Penny Arcade—Free" in his neon

(Continued on page 100)

2 WHEELS, 40 SQUEALS

New Bally Ride: Police Motorcycle in Motion

CHICAGO — A gear-shifting, accelerating, siren-screaming, scale-model motorcycle is the latest attraction to hit the road in the coin-operated Kiddie Ride field. It's Bally Manufacturing Company's Bally Bike.

It follows another locomotive, the Model T car, in Bally's family of Kiddie Rides. The Model T and the Champion horse ride will continue in steady production. Like Model T, the Bike is a two-seater.

The Bally Bike probably has more detailed features and "accessory parts" than any other ride of its kind on the market. Among these features are speedometer, mileage indicator, simulated headlight, taillight, two-cylinder engine block, ignition, exhaust pipe, muffler, brake drums and shaft drive as well as foot pedal accelerator and siren set to accelerator. Adding to realism, but having no operational function, are a hand brake, a throttle lever and a revolving gas-control handle bar.

The tandem seat ride, which has one kiddie in the driver's seat and one on a seat just behind, has a realistic, bouncy motion and slight side-roll. It creates an illusion of exciting speed-chase action. The foot pedal permits the junior policeman to speed up or slow down at will and to sound the siren, which can be toned up or down by the operator, depending on the type of location.

Needle on the speedometer actually moves, registering speeds up to "50 m.p.h." and "trip" mileage

is recorded. When ride is idling at low speed speedometer registers about "30 m.p.h."

Bally has emphasized safety on the new ride. Rubber bike tires do not move, and all electrical components are within the ride itself. Head and taillights are strictly ornamental. Motion is controlled by linkage, rather than cables, as on previous rides.

The ride can be set to operate from 45 seconds on thru three minutes. Coin box is elevated from ride base. The "bargain" ride of two-can-ride-for-one-coin is one of the main sales points, according to Bally.

Op Builds, Opens Arcade In Record Time of 4 Days

CHICAGO—One sure way to land a new location is to build it yourself. And that's just what Lou Fenn, Chicago Arcade operator, did this summer.

The location was a natural: Just a short walk from the beach, surrounded by a batting practice range, a heavily patronized hamburger place and a nearby park. Only thing lacking was a building into which to move.

Fenn first considered erecting a tent Arcade at the Wilson Avenue and Marine Drive location. But he discovered tent costs were far above what he thought, and it would have

to be taken down during the winter months.

The spot was too good to pass by, and Fenn hit on the idea of putting up a simple, easily constructed building. He had the building made up in 12 sections, lined up contractor, electricians and painters, and finished the project in a surprising four days' time. Cost: \$2,400.

26 Unit Arcade

And so Fenn added "Funland" to the other nine or 10 Arcades he has around the city area. He moved in 26 machines, including

(Continued on page 94)

Operator Gets Monopoly on Waltham Games

WALTHAM, Mass. — Coin games are back to stay here after a year-long ban, which was lifted last July to allow for a trial period of 90 days. The three-month probationary period had a unique gimmick with the games being operated by a single firm.

According to Mayor Paul V. Shaughnessy, the system has worked well with no complaints. Chairman Dr. Joseph H. O'Neil, of the Licensing Board, also feels that this is the best way to afford most supervision of the machines.

Beacon Distributing Company, owned by Frank J. Gosselin Jr., of Bedford, and William W. Sellers, of Belmont, was the firm designated to operate during the trial period, and it will continue to do so indefinitely.

Three Selections

Only one machine is allowed in an establishment. Location owners have their choice of three approved games: Shuffle bowler, pool game or baseball game.

Some 45 locations are running the games, most of whom have asked for the shuffle bowler. Fee per machine is set at \$20 per year.

Report Spots Own 15-20% Chi Pool Units

CHICAGO — Reliable sources estimated here last week that locations own from 15 to 20 per cent of all coin pool games spotted in this city.

A large number of people entered the operating business for the first time with the pool game boom. In recent months many of these new operators found grosses on the tables slipping off, and decided to drop out of the business. They got rid of the pool games they had on hand by selling them for a low price (as low as \$75) to location owners.

When a location owner buys his own game, it means the operator at that spot has to remove his equipment. And a great many operators have lost at least a few locations in this way.

Many times, operators point out,

(Continued on page 96)

Am. Shuffleboard Sets Finance Plan On 20-Month Basis

UNION CITY, N. J. — The American Shuffleboard Company here has organized an operator finance plan thru the Talcott Finance Division of James Talcott, Inc.

Under its terms, the operator may purchase a new shuffleboard by paying \$50 down and the balance over a 20-month period. Payments for the first half of the period are \$54 a month, while payments for the second half are \$33 a month.

Nick Melone, ASC sales manager, said that the payments are the equivalent of \$12.46 and \$7.61 a week, which he said is considerably below weekly grosses on new equipment.

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Distrib Note Pin Sales Boost

Continued from page 92

previously had been stored away to make room for pool game installations.

There is evidence from many quarters that the pool game is still a factor in the industry, especially from the operator viewpoint. While price has dropped off in this field, demand is still there, and the games bring in steady grosses for operators in many areas. New areas have been discovered where pool games have not yet flourished, and the regular spots are using new play versions and playfield tops to revive play.

Five-Balls Up, Too

The five-ball pin game field has remained steady over the past months, and the fall season shows an increase in demand for this type of game. Chicago Coin Machine Company and Bally Manufacturing Company have entered the novelty pin field, competing with the established five-ball lines of D. Gottlieb & Company and Williams Manufacturing Company.

The gun game field has been given a boost with a group of new models produced by Genco Manufacturing & Sales Company, Exhibit Supply Company and United Manufacturing Company. Demand for guns grew after a production lapse followed their initial success on the market in 1954-'55.

Remarking on the sharp rise in the in-line pin field, Don Moloney, Donan Distributing Company, said that the affects of the favorable federal ruling are being seen thru-out the country. "Customers that haven't been buying equipment now feel that their future is assured, and are back with orders," he said.

Bowlers Improve Showing

Moloney said sales of other games are not what they could be were there something new and better on the market, but reported sales on bowlers better than during the summer season. Pool table grosses, on the other hand, have fallen off, he added.

Joe Robbins, Empire Coin Machine Exchange sales manager, said game sales were "fairly good," with shuffles, Arcade equipment and in-line pinball sales steady. He said there is currently no "hot" game on the market in relation to sales. Robbins said price on good late used in-line pinballs has risen, especially on four or five of the later models, altho he said grosses from the game have dropped off some. Referring to the federal decision, he said, "it could have a big affect on sales in the months to come."

Robbins called the used bowler market "stable." He said that new bowlers were very good models, but that many are "out of reach" for the average operator in respect to price. Sales would go up if new shuffle bowlers could be sold at \$445 or under, he stated, explaining that the operator has a hard time coming out ahead on the average location on a new \$600 bowler.

No Sudden Change

Wally Finke, First Coin Machine Exchange, said that the firm noticed a difference in in-line pin sales following the federal decision. He said the sales boost was not a sudden or radical one, but that the decision would have an early affect on the whole market.

Finke said that no one type of game is outstanding in sales, but that all categories, bowlers, pins, guns and even new pool games are showing steady sales. Some areas, he said, are still going good on pool. Operators are reported buying new models for these areas, and since manufacturers have held off for the most part on new pool game production, the remaining new models are being purchased at a faster clip. Similarly, late model used bowlers are in high demand, Finke stated.

National Coin Machine Ex-
(Continued on page 101)

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Speedy Arcade

Continued from page 92

photo units, gun games and a number of old-time pieces which he revamped especially for the new Arcade. Among these is an old Boomerang game which hasn't been seen in these parts for some time. Fenn also switched an old Keeney Submarine game to an electric contact gun game. He repainted the machine and put it on dime play. Most of the machines are set on dime or nickel play.

Currently closed for the summer, the new building provides a fine storage spot for Fenn's machines during the winter and will reopen again in the spring. The first season's business was very good, according to Lou, who is probably on the lookout for more such opportunities. He also plans to move into outdoor theater spots, which have become receptive to Arcades to give movie patrons added entertainment, and many of which are open from nine to 10 months a year.

Bally Preems

Continued from page 92

shooting balls across advance buttons, four of which dot the playfield, or against two advance rails at top of the field. Then a ball landed into a kick-out saucer pocket in center of playfield automatically releases the number of balls credited, and wild balls are automatically ejected from a "wild balls bazooka" to roll down the playfield, hitting bumpers right and left, dancing back and forth between ball kickers, and shot back up playfield by player-controlled flippers.

Wild balls in action not only build up the score but actually pile up and release additional wild

balls, resulting in a continuous avalanche. And, because the final ball shot by a player may be the trigger-shot that kicks off the "wild balls bazooka," suspense continues until final ball is shot. Housed in a new style cabinet,

Balls-A-Poppin' is equipped with coin chute that permits a single player to play for one coin, two players for two coins. It is available with nickel or dime mechanism. Replay register may be used at operator's option.

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OCTOBER 23 & 24

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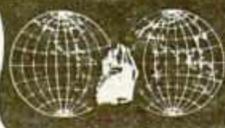
INTERNATIONAL SCOTT CROSSE COMPANY

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Refreshments



Bingo Game Exhibit Set At N. J. Show

NEW YORK—A coin-operated bingo machine will be exhibited for the first time at the Inventor's Show in Paterson, N. J., Tuesday thru Saturday (23-27). The show

is jointly sponsored by the Greater Paterson Chamber of Commerce, Farleigh-Dickinson University and Seton Hall University.

Inventor of the game is Mickey Wishinsky, Hurleyville, N. Y., operator. Partners in the venture are Gabe Foreman and Sandy Moore, who are associated with Wishinsky in the export division of Suffolk-Nassau Sales.

The unit is manually operated and has 20 cards and a keyboard, enabling the player to participate in 20 games at once. The patent has been applied for.

WANTED

EXPERIENCED PHONOGRAPH MECHANIC

Opportunity to work with Seeburg Distributor in Middle West. Must be familiar with all types of phonographs, especially Seeburg. Electrical background necessary. Must be steady. Good salary plus profit sharing bonus plan.

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ORIGINAL POOL TABLE
with brand new SLATE TOP
\$149.50

Genco
CHAMPION BASEBALL
\$279.00

Genco 2 Player
HI-FLY BASEBALL
\$379.00

Williams 2 Player
PICCADILLY
\$299.00

CORRECTION: Last week the following games were incorrectly listed as Genco's. Of course they are made by Gottlieb.

Gottlieb Bowling Champ \$ 29.00	Gottlieb Lovely Lucy \$ 89.00
Gottlieb Chinatown 69.00	Gottlieb Mystic Marvel 139.00
Gottlieb Diamond Lil 139.00	Gottlieb Niagara 39.00
Gottlieb Flying High 69.00	Gottlieb Quartette 69.00
Gottlieb Grand Slam 69.00	Gottlieb Rose Bowl 29.00
Gottlieb Green Pastures 89.00	Gottlieb Select-A-Card 29.00
Gottlieb Happy-Go-Lucky 49.00	

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Feature Frame 125.00
Super Frame 100.00
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Triple Score (Lge. Pins) 75.00
Mystic Bowler 245.00
Rocket Bowler 150.00
Royal 75.00

MUSIC

Seeburg Model R \$795.00
Wurlitzer 1700 575.00
AMI F-120 495.00
AMI D-40 210.00
AMI A-40 99.50
Seeburg M100A 225.00
Wurlitzer 1500 195.00
Wurlitzer 185.00

5-BALLS

Gottlieb Quartette \$ 75.00
Chinatown 60.00
Pin Wheel 95.00
Stage Coach 175.00
Four Bells 165.00
Shindig 99.50
Poker Face 90.00
Skill Pool 55.00
Williams Three Deuces 210.00
Tim Buc Tu 225.00
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Gun Club 75.00
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NOVELTY or REPLAY

- ★ Bonus Scoring ★ High Scores
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NEW Trap Door Feature scores "BONUS" and "Mystery Special"

The "Forward Look" in Cabinets

new smooth-as-silk Ball Shooter!



NEW SCORE CARD HOLDER!

NEW OPERATOR CARD HOLDER!

1 to 4 can play

Twin Chutes at slight extra cost

Plated Cigarette Holders on siderails!

Chrome Cabinet Guards Around Flipper Buttons!

*** ADJUSTABLE**
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NOW DELIVERING

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Factory Distributors for A. B. T. Kicker & Catcher Challenger Rifle Sport Gallery

CLOSE-OUT SPECIALS Reconditioned BOWLERS!

- Chicago Coin Crown Chicago Coin Name Chicago Coin 6-Player Deluxe Keeney Team United Clover United Classic United 10th Frame Super United Deluxe Exhibit Skill Pool Tables

\$50

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MUSIC MAKER

Williams Coin Puppet Show Has Tape Unit

CHICAGO—Peppy Clown, a new Williams Manufacturing Company coin-operated puppet show, made its first appearance before the public at an "open house" held Friday (19) at the new studios of the Universal Recording Corporation here.

But the puppet show was not part of the entertainment; rather, it demonstrated the first commercial application of a continuity tape recording unit. The tape is an integral part of the Peppy Clown game, providing the music for the puppet show.

On depositing coins, patrons of the Williams puppet show can make the clown go thru his antics by pressing buttons on the unit. Details on the Peppy Clown piece are expected to be announced to the coin machine trade in the near future, according to Art Weinand, sales manager.

Chi Pool Units

Continued from page 92

the location owner is left with a purchased pool game with warped top, old pool balls, and a top that won't lift up for servicing. In addition to this, the location owner must then service and repair his equipment, where previously the operator's services were his for the asking.

Op 'Salesmen' Few

Such sales to locations are not being made by independent operators, it is reported, but rather by those "good times" operators who went into the business fast and are now leaving fast.

Often a tavern owner who wants to buy a pool game for his tavern will approach the operator and tell him he wants to buy a table "for my home." Or he might say, "My friend, Joe, wants a table for his recreation room."

The operator can call the bluff by asking for the "friend's" address, or ask to call him up. But the best argument against such a move by the location owner is to explain how servicing and repair costs will eventually put him "behind the eight-ball."

Why Gamble?

BE SURE WITH A

NYACK SLATE TOP

Guaranteed to be the finest top made

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SELL OR TRADE

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SHUFFLE GAMES

NEW:

C.C. MIAMI SHUFFLE Bally D.L. CONGRESS UNITED HANDICAP

America's Finest Reconditioned Games

- CHICAGO COIN BOWLING TEAM \$315 HOLLYWOOD 275 THUNDERBOLT 265 PLAYTIME 225 BONUS SCORE 250 TRIPLE STRIKE 285 FLASH 195 STARLIGHT 165 SUPER FRAME 155 CRISS CROSS TRGT. 125 GOLD CUP 115 ADVANCE 105 TRIPLE SCORE 85 DOUBLE SCORE 75 NAME 65 BALLY MAGIC \$225 Genco MATCH POOL \$75 SHUFFLE POOL 55

BINGO 5-BALLS

NEW BALLY BIG SHOW UNITED BRAZIL FIRST-Conditioned BALLY

- DOUBLE HEADER \$565 PARADE 485 NIGHT CLUB 475 BROADWAY 375 MIAMI BEACH 225 GAYTIME 195 VARIETY 145 PALM SPRINGS 75 DUDE RANCH 75 PALM BEACH 75 YACHT CLUB 75 PALM BEACH 75 ATLANTIC CITY 75 BRIGHT SPOT 75 BRIGHT LIGHT 75 CONEY ISLAND 75 SPOTLIGHT 65 UNITED SOUTH SEAS \$495 TAHITI 90

FEATURE OF THE WEEK

BRAND NEW POOL GAMES!

LATEST MODEL! NEWEST FEATURES!

- Made by Leading Manufacturer Jumbo Plastic Light-Up Bumpers 2 or 3-Hole Play Levelmatic Adjusters Finest Materials and Workmanship

PRICED FAR BELOW COST—only \$125



ELECTRIC SCORING POOL GAMES

FIRST-Conditioned—Refinished Like New!

- C.C. AUTOMATIC POOL \$115 United HI SCORE 115 Ex. SKILL SCORE 115 Wms. DIAMOND SCORE 125 C.C. HOOLIGAN POOL 135 C.C. ADVANCE POOL 175 Ex. SUPER STAR—NEW! 135 C.C. CLOVER POOL... SPECIAL!

ARCADE

NEW

CHI COIN STEAM SHOVEL INT. MUT. LORD'S PRAYER

FIRST-Conditioned

- Bally SPACE SHIP \$265 Bally MOONRISE 235 United DERBY ROLL 215 AIR FOOTBALL 195 Genco BASKETBALL 195 SIDEWALK ENGINEER 185 Mut. DRIVEMOBILE 165 C.C. BASKET CHAMP 145 Wms. DEL. BASEBALL 135 Cap. MIDGET MOVIES 135 Evans BAT-A-SCORE 105 Bally BIG INNING 95 Chi Coin GOALEE 95 TELEQUIZ (w/film) 95 Evans TEN STRIKE 85 Scien. BATTING PRAC. 75 Amuse. BOOMERANG. 65

TARGET GUNS

NEW

Genco DAVY CROCKETT Genco STATE FAIR UNITED PIRATE GUN

FIRST-Conditioned

- Genco WILD WEST \$325 Un. DEL. CARNIVAL 210 Ex. SPORTLAND 175 Genco RIFLE GALLERY 185 Seeburg BEAR GUN 145 Mutos. SUPER BOMBER 145 Mutos. SKY FIGHTER 135 Ex. SHOOTING GAL. 125 UNDERSEA RAIDER 125 Ex. SPACE GUN 95 Ex. C. PISTOL PETE 75 Ex. SHOOT THE BULL 70 Ex. DALE GUN 55

5-BALLS

NEW

CHI COIN CAPRI GOTTLIEB AUTO RACE WILLIAMS SUPER SCORE

FIRST-Conditioned

- GOTTLIEB 4-PL. SCOREBOARD \$335 HARBOR LIGHTS 250 EASY ACES 225 DEL. SLUGGIN' CHAMP 195 SOUTHERN BELLE 195 HAWAIIAN BEAUTY 145 DRAGONETTE 150 GUYS-DOLLS 95 FLYING HIGH 85 SKILL POOL 75 SPOT BOWLER 59 WILLIAMS DEALER \$95 PALISADES 75 FOUR CORNERS 75 SEA JOCKEY 75 HAYBURNER 75

RACK POOL PLAYFIELDS

Converts your original pool game to entirely New Game!

DOUBLES COLLECTIONS OVERNIGHT!

For regular size Table: 32" by 48". Includes Brand-New Playfield with 2 holes away from cushion; ball rack; 2 1/4" Cue Ball... \$25

Finest Quality SLATE TOPS

for regulation size Pool Games. Best quality rubber-backed billiard cloth.

\$79.50

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- BALLY ROCKET \$175.00 BALLY GOLD MEDAL 300.00 BALLY JET BOWLER 175.00 BALLY MAGIC BOWLER 275.00 KEENEY PACEMAKER 50.00 KEENEY BONUS 75.00 KEENEY BIKINI 125.00 BIKINI 95.00 BONUS BOWLER 175.00 CENTURY 300.00 GOLD METAL 175.00 IMPERIAL 195.00 MAGIC 195.00 PACEMAKER 50.00 RAINBOW SHUFFLE ALLEY 100.00 ARROW 195.00 BONUS BOWLER 75.00 HOLLYWOOD 275.00 PLAYTIME BOWLER 195.00 THUNDERBOLT 275.00 CRISS-CROSS TARGETTE 125.00

MUSIC

- ROCK-OLA 1448 HI-FI, 120 SELECT. Write ROCK-OLA 1446 HI-FI, 120 SELECT. \$645.00 ROCK-OLA 1438 COMET, 120 SELECT. 475.00

WALL BOXES

- SEEBURG 3W1 HAMMERLOID \$49.50 SEEBURG 3W1 CHAMMER 65.00

ARCADE

- BALLY BULL'S-EYE KIDDY GUN. Write BALLY HOT ROD. Write

PINBALLS

- BALLY PARADE \$500.00 BALLY DOUBLEHEADER \$295.00 BEACH BEAUTY 325.00 BEACH CLUB 49.50 VARIETY 125.00 TROPICS 45.00 ATLANTIC CITY 49.50 BALLY NIGHT CLUB Write BALLY BROADWAY 395.00 MIAMI BEACH 195.00 GAYTIME 195.00 DUDE RANCH 49.50 GAYETY 95.00 YACHT CLUB 49.50 TAHITI PALM SPRINGS 50.00 NITE CLUB 445.00 BEAUTY 49.50 BIG TIME 195.00 DUETTE 200.00 GOLD STAR 150.00 ICE FROLICS 95.00 CABANA 45.00 SURF CLUB 65.00 BOOSTER POOL, NEW 175.00 HAWANA 75.00 HAWAII 75.00 PIXIE 250.00 BALLY HI-FI 60.00 BALLY PALM BEACH 39.50 BALLY PALM SPRINGS 49.50 SUPER JUMBO 265.00 ARMY & NAVY 60.00 PENNANT BASEBALL 125.00 OLYMPIC 49.50 LAZY Q 65.00 NINE SISTERS 99.50 PETER PAN 135.00 TWENTY GRAND 35.00

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BALLY BOOSTERS CHICAGO COIN ADVANCE Center Hole Plugs Use as a 2-Hole or 3-Hole Game Light-Up Bumpers or Regular Bumpers King Size or Regular Size End Holes in or End Holes Out 3-Sided Play or 4-Sided Play Used Pool Tables... \$100.00 & Up

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Saddle & Turf .. 164.00		

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One-third deposit required. Write, wire or phone

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Nick Carbajal, Gen. Manager

Salt Lake Front

Continued from page 92

the validity of an ordinance limited in scope to places of public resort is not entirely free from doubt, but I believe the law preponderates in favor thereof and could be sustained in the courts."

The city attorney earlier had ruled that pinball machines could not be removed from a place of business unless there was evidence of gambling. The city at present does not ban the machines, but simply does not license them. However, some five-ball novelty machines are in use. Operators have not contested the laws against pinballs anywhere in the State.

NOW! ALL NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

1 HOLE IN EACH CORNER FITS ALL GAMES!

NEW PANELS ONLY, Regular Size, with Rack and Oversize Cue Ball ... **\$29.50** EACH

2-HOLE RACK POOL PANELS

With Rack and Oversize Cue Ball ... **\$25** EA.

New Rotation Balls, Per Set ...	\$12.50
Peas, 1 thru 10, Per Set65
Plastic Pea Bottles, Each ...	1.25
Oversize Cue Balls, Each ...	2.00
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Refinished Like New POOL TABLES

Complete: NEW 4-HOLE PANEL; 4 New Cues; New 8 Red, 8 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.	Reg. Size \$125
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SCOREBOARD, 4 Pl. 315	TOURNAMENT, 2 Pl. 245	QUEEN OF HEARTS 75
GLADIATOR, 2 Pl. 335	SWEET ADD-A-LINE 175	WILD WEST 65
JUBILEE, 4 Pl. .. 345	DUETTE, 2 Pl. ... 225	CYCLONE 60

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Bally BIG SHOW
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Gottlieb AUTO RACES

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Williams Junior BANK POOL \$55	Williams Senior DLX. BANK POOL \$79
DLX. BANK POOL 65	3-WAY POOL 85
#4 ROYAL POOL 94	#6 ROYAL 114

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United VOGUE
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Pixies	Beach Club	75
Gay Time	Atlantic City	75
Variety	Yacht Club	75
	Palm Beach	75
	Bright Spot	75
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GOTTLIEB	Wishing Well	\$215.00	GOTTLIEB	Twin Bill	\$195.00
Poker Face	110.00		Jubilee	375.00	
Queen of Hearts	110.00		WILLIAMS SUPER SCORE		
Grand Slam	100.00		Big Ben	\$145.00	
Chinatown	85.00		Grand Champion	125.00	
Shindig	125.00		Times Square	85.00	
Happy Days	95.00		Jolly Joker	95.00	
Marble Queen	125.00		Race the Clock	275.00	
Green Pastures	135.00		9 Sisters	125.00	
4 Stars	75.00		Peter Pan	175.00	
Gold Star	150.00		Spitfire	135.00	
Pinwheel	115.00		Skyway	145.00	
Mystic Marvel	175.00		Can Can	275.00	
Hawaiian Beauty	160.00		Jalopy	95.00	
Stage Coach	195.00		Timbuctu	195.00	
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Bally Moon Ride	275.00
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Telequiz	99.50
AA Gun	99.50
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Mute Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
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Genco Deluxe Tournament	\$125.00
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(Holes advanced—extra bumper against rail)	
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COMPLETE STOCK OF USED POOLS, \$75 Each

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KLOPP Model D-2—Extremely Light
STANDARD-RAPID—Made in Germany
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DeL. Ranger	\$295	Sky Gunner	\$145
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Six Shooter	125	Wild West	295
Jet Gun	125	Dale Gun	95
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1/2 Deposit, Balance Sight Draft or C.O.D.

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You'll "Bag" Unlimited Profits with the most Realistic Gun Game ever made!

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Available in Two Models
.22 Cal. Rifle Type Gun
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- Durable, trouble-free mechanism.
- Free-Play button for high score.
- Overall dimensions: Pistol: 5 1/2 ft. long, 30" wide, 75" high. Rifle: 7 ft. long, 30" wide, 75" high.

Featuring
REALISM... ACTION... EXCITEMENT...
Life-like animal noises provide "jungle-sounds" as customer hits target. Progressive high scoring adds competitive excitement.

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Dimensional lighted jungle scene attracts customers to the game.

ULTRA-MODERN ATTRACTIVELY PAINTED CABINET
With Streamlined Wrought Iron Tubular Legs. Connecting DIMENSIONAL JUNGLE-FIELD to gun mounted coin box.

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NEW RUN-UP BONUS

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 (ANTI-WARP ADJUSTERS INCLUDED)

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FITS ALL REGULATION SIZE TABLES!!!
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Rotation Balls 1 to 10\$18.50 set

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Patrons Change, Arcades Don't

• Continued from page 92

sign. At fairs, where the front-foot rate is charged, he has a 30-foot front. The words "Free" are not used.

The Skyfighter is the best nickel machine in the Arcade, Harry Bryant disclosed. The Mutoscope machines on pennies are popular but Exhibit's card dispensers for "licenses" are certain to draw consistent business.

Bryant has also built his own machines and cut down others to increase their earning power. He has a "Vitalizer," which is a shock machine that operates on a 1 1/2-volt battery. Employing the old automobile coil system, the machine delivers a shock without amperage.

One of the machines that he has practically made over is an old Chester Pollard Football game, which he cut down in height and changed over to Rugby.

Penny Pitch Action
 The penny pitches on both units are money makers and keep activities going. The patrons pitch pen-

nies into the pit, trying to place them within the red circle of the label of a well-known brand of cigarettes. The prizes for a penny include a large candy sucker or a straw hat. Patrons over 18 years of age may take a package of cigarettes.

The Bryants have a strict policy of no cigarettes to minors and no free games. Because of this latter ruling, they operate pinballs in many areas where they are legally banned.

The Harry Bryant unit moves in a 24-foot truck. Inside the van, on each side and above the work bench, are shelves into which the machines are set for traveling. His unit opened in Indio at the Riverside County Fair and National Data Festival on the Frank W. Babcock United Shows in February and will soon close after traveling approximately 4,000 miles. When the equipment is loaded into the truck for the homeward trek, it will remain there until next February, when it will be used again. Painting and re-working are done on the road when needed.

George Bryant has his wife, Billie, as the cashier for his unit. Harry's wife, Viola, is the main cashier for him with William Nordyke, who has been with the Bryant brothers for 12 years, and Jack Thomas, an employee for four years.

Recently Harry Bryant added two Silver Bullets to his machine line-up. The units are popular, but nothing beats the old machines, he added. For the Bryants and their type of operation it is more profitable to change the players than to change machines.

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 for the **"SMALL FRY"!**



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GREATEST MONEY MAKER TODAY
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GLOBE TROTTER..... 45.00

CROSSROADS..... 45.00

1/3 deposit, balance C.O.D. or S/D

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858 No. High St. Columbus 8, OHIO
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GIVE TO DAMON RUNYON CANCER FUND

Distrib Note

• Continued from page 93

change, said Mort Levinson, has noted an increase in in-line pin sales, but "nothing spectacular yet," he stated. Operators have definitely taken notice of the new state of affairs, said Levinson. "Thus far we have received more reaction from out-of-State operators than from those in Illinois." Levinson hesitated to predict how long the sales increase would continue.

New Tops Help

At the same time, National reports five-ball pin sales "very good," used pool games selling well, with new playfield tops increasing interest thruout the country, and bowlers improved over the summer's level.

Vince Shay, All State Coin Machine Exchange, reported little operator speculation in the in-line pin field, but said that the decision may have an affect on the market. Prices on used bowlers, he said, have risen proportionately higher than on other types of games. While sales were very low a few months ago in this field, he said that most of the late used bowler models are now selling in the \$150 and over category. He reported op-

erators buying more in the "middle class" used equipment level. Used gun games are selling very well, he said.

Herb Perkins, Purveyor Distributing Company, said that for the first time in a long time prices on in-line pinballs have gone up. He finds five-ball pins also picking up, and bowlers and used gun games still registering steady sales.

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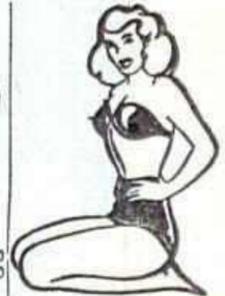
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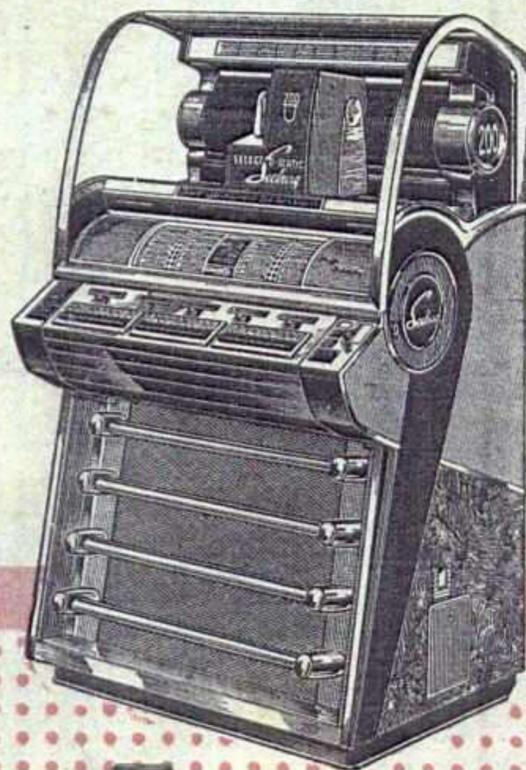
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